

American Lung Association

Sustainability Alliances—Keys to Making them Work

- Bring divergent groups and organizations together
 - Partners should represent different industries, areas of expertise and bring different resources to the table
 - Diversity in membership is crucial
- Consistent internal and external agenda/initiatives/focus
 - The group should work together to agree on the agenda or focus of the group
 - Each member should understand its role in the initiative
- Agreement on leaving politics aside while working together
 - Each partner comes from a unique perspective and each point of view should be respected

Sustainability Alliance Example



St. Louis Regional Clean Air Partnership (SLRCAP)

www.cleanair-stlouis.com

- Founded in 1995, the group's mission is to increase awareness of regional air quality issues and to encourage activities to reduce air pollution emissions
- SLRCAP is a public-private partnership—the membership currently consists of more than 650 area businesses, organizations, schools, hospitals and government agencies
- SLRCAP's goals are:
 - Increase public awareness of air quality issues.
 - Increase participation from the public in emission reduction activities.
 - Increase participation from regional employers and institutions in emissions reduction activities.
 - Increase responsible decision making which incorporates air quality considerations.