

Digest of Green Reports and Studies

Title	Central Upstate New York's Green Industry Sector: Opportunities and Prospects
Author	N/A
Organization	Battelle Memorial Institute, Technology Partnership Practice Prepared for: Metropolitan Development Association of Syracuse and Central New York and Creative Core's Regional Green Team
Author Contact	Battelle Technology Partnership Practice
Publication Type	Report – results from original survey and literature search
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Summary	Battelle conducted a market analysis and competitive assessment of the environmental and energy systems sector (E&ES) in the Central Upstate New York region and published this report in November 2007. The report evaluates four core industries in E&ES. The study found that the region is well positioned to take advantage of growth in two of the core industries: indoor environmental quality and renewable energy, while its potential is underdeveloped in the other two: green buildings and water quality in comparison to similar regions in the nation. The study identified market leaders, emerging firms and opportunities for economic development efforts.
Key Findings	<ul style="list-style-type: none"> • Central Upstate New York is a leader in Indoor Environmental Quality and can further grow this sector. • There are a number of pilot projects under way in renewable energy in the region so this sector presents good growth opportunities if projects are commercially successful. • The region is a leader in fuel cell development with world-class expertise in academia and industry. • The green building market is underdeveloped. • The potential for growth in water quality and water resources remains untapped due to lack of collaboration between research and industry.
Recommendations	<ul style="list-style-type: none"> • Central Upstate New York's public and private organizations need to commit to practicing sustainability and to encouraging the adoption of green products and practices by the community at large. • The Syracuse Center of Excellence must seek additional funding if it is to make significant contributions to the effort. • Central Upstate New York should work collaboratively with Albany and Rochester to leverage growth in fuel cells. • Growing green building, sustainable design and alternative energy will require stimulating demand and encouraging existing companies to introduce new products in response to this demand. • The region's consulting and engineering firms should collaborate with the local research base to tap the water quality and water resources market.
Definition of "Green"	The Environmental and Energy Systems Industry Sector includes: <ul style="list-style-type: none"> • Indoor Environmental Quality • Renewable Energy • Green Buildings/ Sustainable Design • Water Quality and Water Resources
Methodology	Data collection, interviews, market analysis
Data Sources Cited	N/A
Report Geography	Central Upstate New York
Green Occupations Cited	N/A
Green Industries Cited	Indoor Environmental Quality <ul style="list-style-type: none"> • Air Filtration, Ventilation, Conditioning, and Other Treatment Technologies • Air Sensors and Air Analysis/Monitoring Instrumentation Renewable Energy <ul style="list-style-type: none"> • Biomass • Wind • Solar • Fuel Cells, Including Portable/Micro-Fuel Cells

	<p>Green Buildings/ Sustainable Design</p> <ul style="list-style-type: none"> • Green Structural and Exterior Finish Materials • Green Interior Systems, Surface and Finish Materials <p>Water Quality and Water Resources</p> <ul style="list-style-type: none"> • Water Filtration, Purification, Desalination, and Other Treatment Technologies • Water Sensors and Analysis/Monitoring Instrumentation • Water Engineering and Watershed/Resource Management Consulting
Keywords	Environmental and energy systems; indoor environmental quality; renewable energy; green buildings; sustainable design; water quality; water resources.
Legislation Cited	N/A
Bibliography (Y/N)	N
Reviewer Name/Org	Vesselka McAlarney, Florida Agency for Workforce Innovation

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