



The Story of Leonardo Academy

Our Mission - Environmental and Sustainability Improvement

Leonardo Academy is a charitable 501(c)(3) nonprofit organization dedicated to advancing the sustainability of our built environments and protecting and improving our natural environment. We strive to increase energy efficiency, renewable energy use, and reduce emissions that effect both climate change and human health. Leonardo Academy has been advancing environmental, social, and economic sustainability for 21 years, and plans to expand this work into the future.

Our Two Step Strategy

First, we work to create and promote market based sustainability tools, such as rating systems and certifications, to create incentives that advance sustainability across all sectors. Then, we support implementation of these, and other, market based sustainability tools to drive sustainability in practice locally, nationally, and internationally.

Origin and Founding

Leonardo Academy founder and president Michael Arny, Solar Engineering Masters Degree in hand, started his career working as an engineer at the Wisconsin Public Service Commission. There he secured US EPA funding for the first State of Wisconsin Greenhouse Emissions Inventory and Reduction Cost Study. As Co-Chair of this study, he was integral in demonstrating that reaching Kyoto (1990) state emissions reduction goals could not only be reached at low cost, but doing so would bolster Wisconsin's economy by creating jobs in renewable energy and energy efficiency. In order to broadly apply the knowledge gained in this study, Michael founded Leonardo Academy in 1997 to drive emission reduction, improve our built environment, and increasing sustainability. From the beginning, Leonardo Academy has focused on creating market incentives that drive sustainability action and measurable achievement.

Areas of Work

Green Buildings and LEED: Driving cost efficiency, market demand, and competitive differentiation

Leonardo Academy played a major role in the development and launch of the LEED rating systems. Michael Arny served on the LEED Steering Committee from 2000 to 2005. He also was Chair of the USGBC Committee that developed LEED for Existing Buildings (LEED EB) from 2000 to 2005. Leonardo Academy managed the LEED EB Pilot and conducted all certification reviews for the first 5 years, and continues to conduct LEED certification reviews to the present. Leonardo Academy also applies its LEED and green building expertise by providing consulting services as a LEED Preferred Provider to drive LEED into broad use. Between consulting and certification reviews, Leonardo Academy has been involved in more than 600 LEED projects. For example, Leonardo Academy provided LEED EB certification consulting for 3 World Bank Group Buildings and two Inter-American Development Bank buildings in Washington DC.

Organizational Sustainability: Creating sustainability achievement competition among companies

Leonardo Academy supports organizations in implementing comprehensive sustainability programs that address all three legs of sustainability: people, planet, and profit. Our organizational sustainability program considers emissions from all sources, energy use, water use, procurement, waste management, transportation, and building operations. Such programs may range in size from a company occupying a single tenant suite, to the scale of global organizations. For example, Leonardo Academy developed and implemented the International Monetary Fund's first organizational sustainability program for its two DC headquarters and its global facilities.





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Emissions Reduction Measures, RECs, and Offsets: Understanding impacts and applying market mechanisms

Leonardo Academy created the Cleaner and Greener® program in 2004 to encourage companies, organization, and individuals to reduce their emissions. Cleaner and Greener® addresses both emissions that affect climate change and emissions that affect human health. Leonardo Academy helps participants quantify their emissions, recommends reduction measures where practical, and facilitates purchase of Carbon Offsets and Renewable Energy Certificates (RECs). For example, Cleaner and Greener® was used to quantify and offset the emissions of the 2012 Winter Olympics in Salt Lake City, resulting in the first zero emissions Olympic Games and creating the precedent for each subsequent zero emissions Olympics.

Increasing Financing Options for Energy Efficiency: Making efficiency a competitive option

Leonardo Academy was instrumental in founding and continues to be a member of the Energy Services Coalition, which promotes understanding of energy savings performance contracting. In its founding, Leonardo Academy worked with Oakridge National Laboratory and US Department of Energy to develop and deliver energy performance contracting guidance to state and local governments. Energy performance contractors estimate and guarantee energy cost savings of building energy efficiency improvements. These guaranteed savings are then used to finance the energy efficiency improvements.

Sustainability Standards Development: Incentivising environmental responsibility through voluntary certification

Leonardo Academy became an American National Standards Institute (ANSI) Accredited Standard Developer in 2006. We use this accreditation to develop sustainability standards that are adopted by the American National Standards Institute.

Sustainable Agriculture Standard: Benchmarking sustainability across agriculture supply chains

Leonardo Academy developed the American National Standard for Sustainable Agriculture (ANSI/LEO-4000). The program provides third party certification and product labeling to empower consumer purchasing choices. The standard empowers all the players in our agricultural system – farmers, manufacturers, retailers and consumers – to take action to drive increased sustainability for food and fiber production. Considered to be the most comprehensive sustainability standard, it measures sustainability based on social, economic, and environmental criteria. Leonardo Academy is currently launching this standard in the marketplace.

Land Management: Funding preservation through Offsite Native Vegetation Credits

Leonardo Academy manages the Valley Ridge Preserve in Richland County, WI. Valley Ridge is being restored to oak savannah prairie and is a demonstration site for sustainable land management practices. Leonardo Academy also helps building owners support offsite native vegetation and land conservancies nationwide through native vegetation credits.

Funding for Engine Emissions Reductions: Leveraging opportunities to reduce implementation cost

Leonardo Academy helps organizations secure federal and state engine emission reduction grants. Organizations we have helped include large trucking firms, school bus companies, ferry boat operators, and farm equipment owners. We have secured funding for more than 93 organizations, resulting in a total investment in emissions reductions of over \$24.7 million USD since 2008.

Sustainability Training: Bridging the knowledge gap to support adoption and achievement

Leonardo Academy provides sustainability training for professionals at all levels. To date we have trained more than 5,000 professionals through on-site workshops and webinars. We are an approved training provider for the US Green Building Council and the American Institute of Architecture.