

Rust to Blue:



Buffalo Niagara's NEW Economy

BUFFALO NIAGARA RIVERKEEPER®



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**Riverkeeper combines
firsthand knowledge of our
waterways with an
unwavering commitment to
the rights of our
communities to clean water.**

BUFFALO NIAGARA RIVERKEEPER®

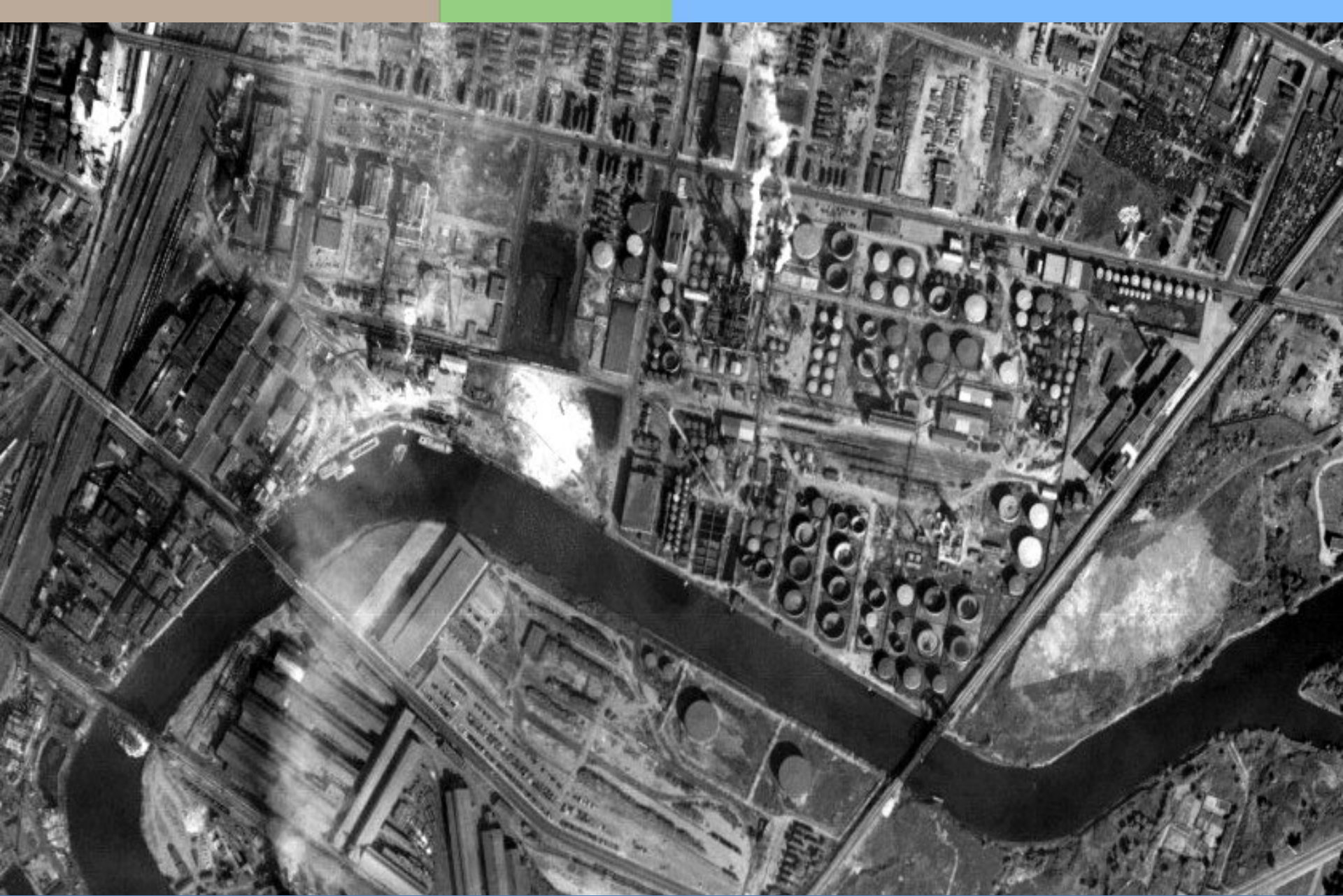


"The Buffalo River is a **repulsive holding basin** for industrial and municipal wastes, it is devoid of oxygen and almost sterile..."





Courtesy: Lower Lakes Marine Historical Society



Buffalo Plant Aerial, 1951
and Chemical Company

Source: National Aniline



Our Legacy



Our Future



A Strategy for Prosperity

“WNY has access to 25% of the world’s fresh water. In a global climate that is rapidly changing and where scarcity of water will only increase, protecting and conserving our water resources can be an economic development strategy that prepares the region for sustained growth over the 21st century.

Natural habitat and open space preservation can provide economic benefits as well by enhancing quality of life, advancing our agricultural industry and increasing property values of existing developed lands”

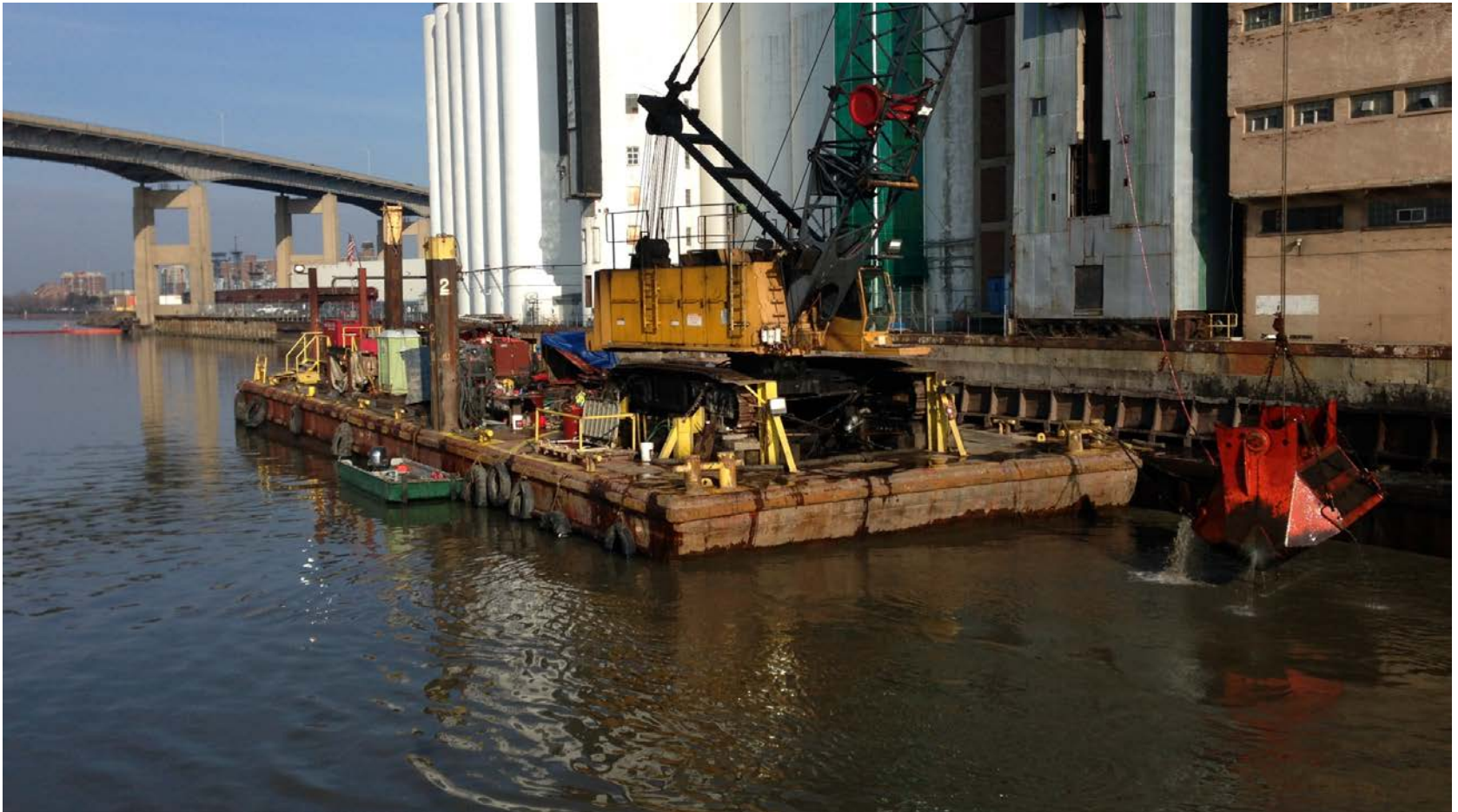


“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

-Margaret Mead

Cleaning Up Our Waterways


Buffalo River Restoration Partnership



LESSONS LEARNED



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Audacious Vision & Shifting Perspective

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PARADIGM SHIFT...

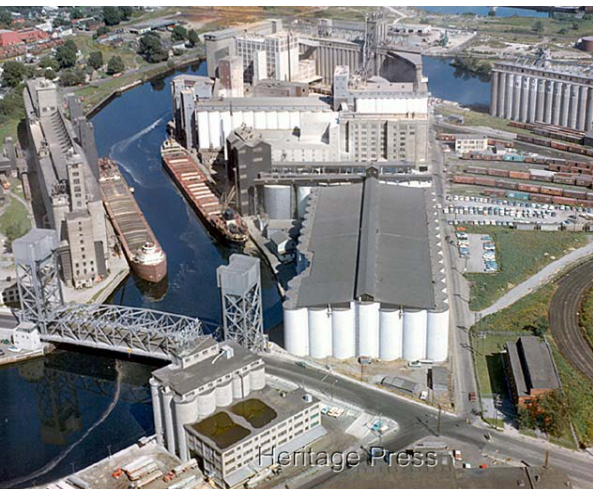
The

Aesthetic
Commercial
Cultural
Ecological
Economic
Habitat
Historical
Marketing
Quality of Life
Recreational

Value

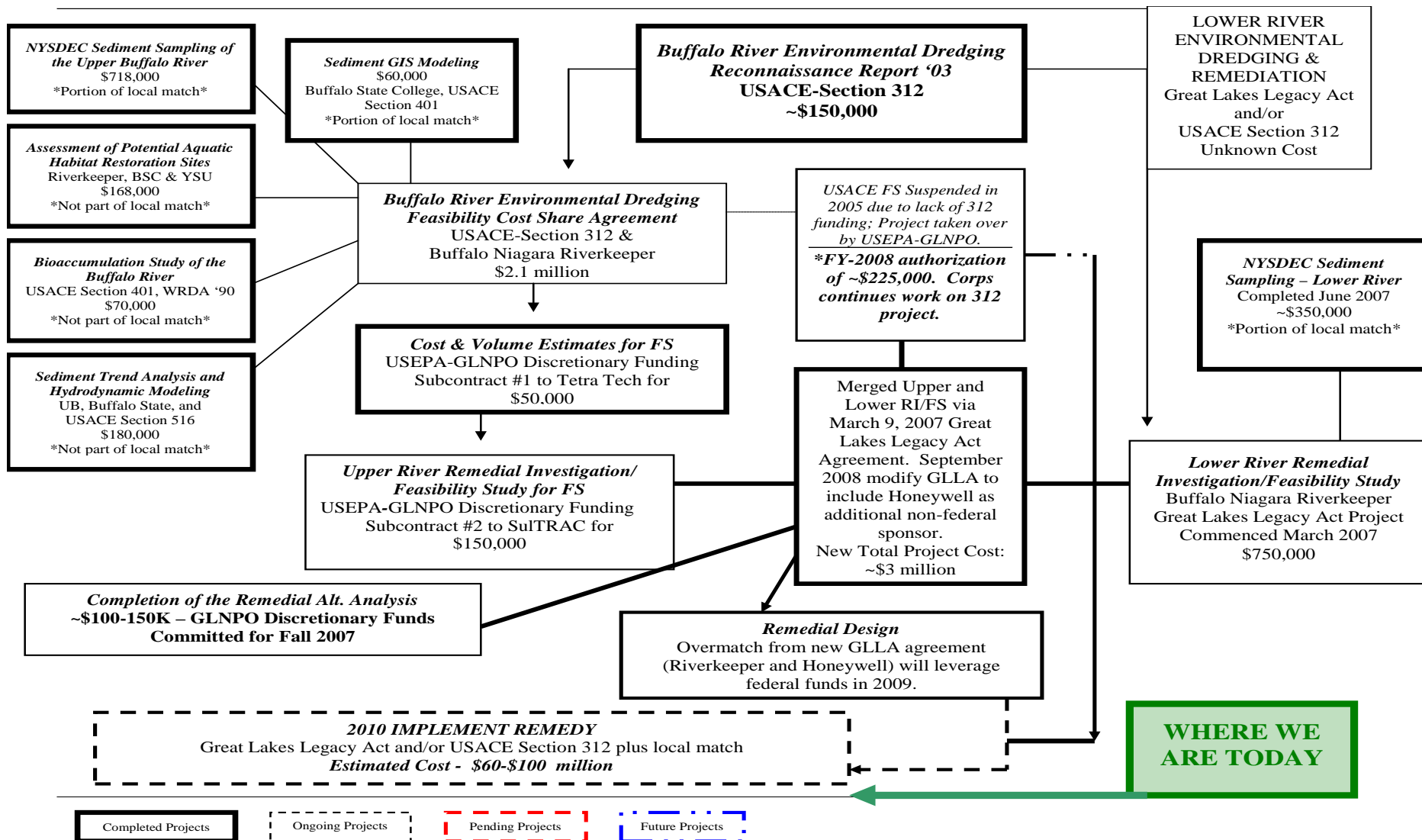
of a Waterway

Rust to Blue: WNY's Blue Economy



Driving economic revitalization through the restoration of the health and integrity of WNY's fresh water systems.

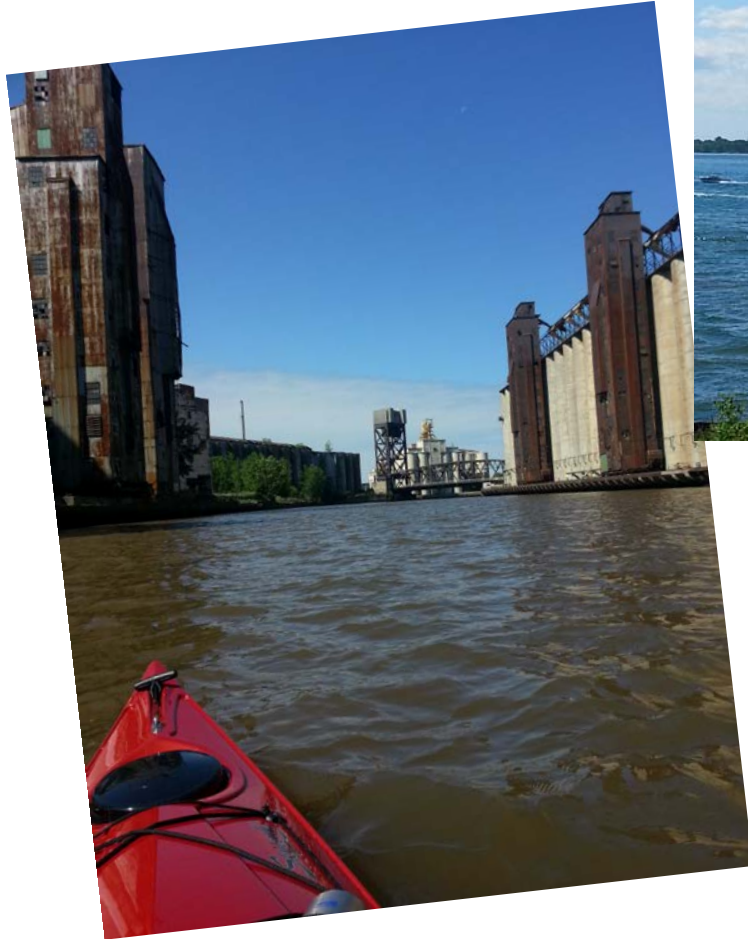
ORGANIZE – Team of Rivals model



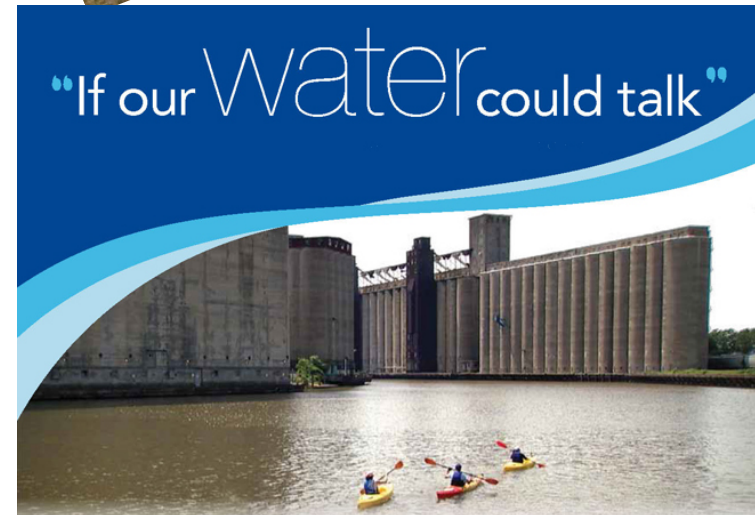
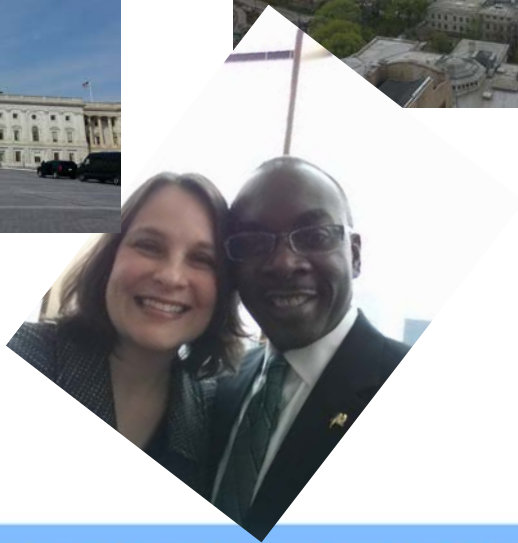
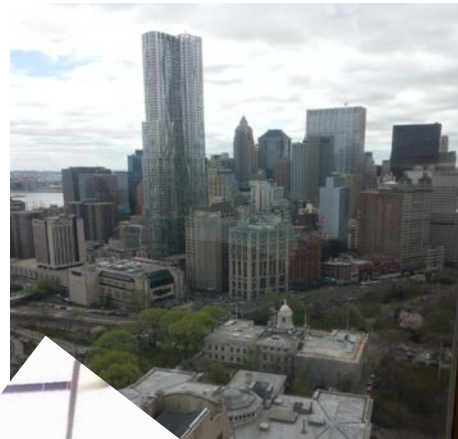
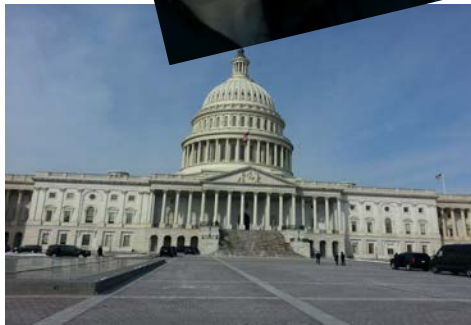
Think a moment before saying “No”

- Community engagement does not need to give you heartburn
- Unique collaborations
- Leverage, in-kind, sweat equity
- Have the courage to lead – leaders will follow
- Innovative methods, practices, and models
- It's OK to mess up once in awhile

Get out of your office



Communications & Marketing in the 21st Century





***“With public sentiment,
nothing can fail; without it,
nothing can succeed...he
who moulds public
sentiment, goes deeper
than he who enacts statutes
or pronounces decisions.”***

-Abraham Lincoln