



For Immediate Release
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**East Central Intergovernmental Association
Receives Excellence in Economic Development Award from
the International Economic Development Council**

East Central Intergovernmental Association received a Gold Excellence in Economic Development Award for their Petal Project in the category of Sustainable & Green Development for communities with populations 25,000 - 200,000 from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, October 2, during the IEDC Annual Conference, which was held September 30 – October 3 in Houston, Texas.

"We recognize East Central Intergovernmental Association for creating innovative and successful strategies to promote economic development in this period of global recovery," said Jay Moon, IEDC chair. "Our awards honor organizations and individuals for their efforts in creating positive change in communities. East Central Intergovernmental Association demonstrates that they are at the forefront of the economic development profession and are using cutting-edge, effective practices that can be replicated in other communities."

The Petal Project is a regional green business certification program developed by East Central Intergovernmental Association staff and a group of pilot businesses. The program is designed to encourage organizations in Eastern Iowa to adopt more environmentally friendly business practices. The Petal Project provides a simple framework for businesses wishing to save money and resources while enhancing their brand and customer loyalty through sustainability initiatives. The program consists of five categories: waste reduction, energy conservation, pollution prevention, staff education, and water conservation. Within each category, a business must complete all required and a specified number of optional criterion to earn that petal. Once a business has earned all five petals, it is a green certified business. Some examples of criterion include: installing energy efficient lighting, using faucet aerators, and purchasing recycled products.

The ultimate goal of the Petal Project is to make sustainability simple, easy, and cost effective for businesses. The program alleviates some barriers by offering businesses a simple framework to becoming more sustainable and providing the resources needed for implementation. The Petal Project also strives to

create a universally understood definition of a green business for consumers wishing to shop based on their values.

IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. These awards honor organizations and individuals for their efforts in creating positive change in urban, suburban, and rural communities.

About the International Economic Development Council

The [International Economic Development Council](http://www.iedconline.org) (IEDC) is the world's largest independent non-profit membership and research organization devoted exclusively to the field of economic development. IEDC helps economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,400 members, IEDC provides a diverse range of services including conferences, professional development and certification, publications, research, advisory services, and legislative tracking. Visit www.iedconline.org.

About East Central Intergovernmental Association

ECIA is committed to working with member governments, their citizens, and others to empower eastern Iowa communities and enhance the quality of life in the five-county region. Through ECIA membership, local governments share resources they could not afford individually. The services and programs provided by ECIA cover six broad categories: Community Development, Economic Development, Housing Assistance, Employment and Training, Transportation and Planning, and Transit.

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