



MARSHALL PLAN FOR MIDDLE AMERICA SNAPSHOT



University of
Pittsburgh

Center for Sustainable Business
Joseph M. Katz Graduate School of Business
and College of Business Administration

The Marshall Plan for Middle America (MP4MA) Roadmap is a non-partisan, data-driven research document created through the joint scientific efforts of academic and policy researchers based at the University of Pittsburgh, the University of Massachusetts Amherst, the City of Pittsburgh, the Steel Valley Authority, the Heartland Capital Strategies Network, and the Enel Foundation. The MP4MA Roadmap is intended to provide a platform for regional cooperation across the Ohio Valley without regard for the political party or institutional affiliation of any specific stakeholder.

Transitioning the regional economy from one built on fossil fuels to one built on renewable energy and innovations in infrastructure and manufacturing requires bringing together five critical pieces: **(1)** reliable research and evidence to help chart the path forward; **(2)** governing institutions with identifiable infrastructure needs and community ties; **(3)** companies to invest in long-term market development and support the transition to more sustainable business practices; **(4)** capital to finance development; and, **(5)** community oversight, transparency, and accountability.

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INTRODUCTION



The global market for energy demand and consumption is shifting as the opportunity presented by renewables and electrification continues to grow. Meanwhile, the confluence of climate change and growing gaps in social equity and economic well-being places Middle American communities—historically reliant on fossil fuels—at risk of falling further behind. The MP4MA Roadmap envisions a strategy for *cross-sectoral collaboration* to drive public and private investment in *more equitable and sustainable* economic development strategies that will transform our region and create opportunities to lead in the new global energy economy.

Middle America's overreliance on fossil fuels has stifled economic diversity, resulting in brittle *regional economies* less robust to changing broader domestic and global energy and economic trends. However, major metropolitan areas across the Ohio River Valley are already moving toward economic development strategies that are less reliant on legacy manufacturing and extractive industries.

REGIONAL CONTEXT

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Read the full Marshall Plan for Middle America Roadmap at
<https://www.sustainablebusiness.pitt.edu/research/marshall-plan-middle-america>



Contact us:
 Center for Sustainable Business
 University of Pittsburgh
csb@katz.pitt.edu

Pitt CSB:





MP4MA:



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RESILIENCY THROUGH CLEAN ENERGY DEVELOPMENT



Preliminary results suggest *public and private investments* in energy efficiency and renewable energy supply expansion will need to total \$60 billion per year over the next 10 years to meet IPCC targets for climate change reduction. If implemented successfully, these investments could result in 410,000 new jobs annually and reduce household energy costs across the four-state region.

ENABLING SYSTEM-WIDE IMPACTS

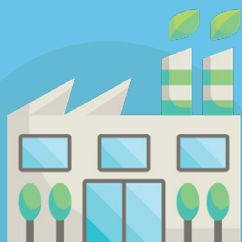
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Generating energy with more renewables and less fossil fuels is at the basis of the *energy transition*. When all of the other economic processes within the region come to rely on and demand more sustainable energy resources, the impact is magnified and felt across the system. A number of regional examples showcase this opportunity to scale impact across urban and rural areas.



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COMMUNITY ENGAGEMENT FRAMEWORKS



While we have much to gain from investing in more *sustainable regional development*, it is important to make sure we are transparent about the potential impacts of this shift. Embedding community engagement frameworks, oversight, and accountability are all critical to building both public and private trust in this effort.



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