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**Inaugural Fulcrum Awards Presented at Southface' Annual Greenprints Conference***Four Winners Emerge from 23 Applicants*

Atlanta, GA – March 16, 2016 – Imagine a simple awards program that could transform the market and shape the conversation. Southface, through creative thinking and provocative collaboration, created such a program with the inaugural Fulcrum Awards. The organization wanted to do more than just recognize great work in sustainable buildings and developments. With a call for “Raising Consciousness, Tipping the Balance,” the Fulcrum Awards was designed to recognize people, programs, buildings, movements, organizations and more that all demonstrate excellence in pursuing Southface's vision: a regenerative economy, responsible resources use and social equity through a healthy built environment for all.

Southface solicited jurors for the program who demonstrated a deep commitment to the Southface vision as well as a strong capacity to understand holistic perspectives on sustainability. The inaugural jurors were: David Ellis, Greater Atlanta Home Builders Association; Jane Hayse, Atlanta Regional Commission; Tim Keane, City of Atlanta; Nathaniel Smith, Partnership for Southern Equity; Shane Totten, Southface; and Flor Velarde, Invest Atlanta. As the inaugural jury, this group was essential in co-creating the process of recognition. Of the 23 applications received, four projects emerged as exemplary:

**Iberville Offsites – Kronberg Wall Architects.** New Orleans, Atlanta and other cities in the Southeast are becoming more urbanized and the demand for housing is becoming more critical. New Orleans is one of those cities that is rich in culture and where historic neighborhoods are reinventing themselves. This multilayered project helped achieve blight elimination, one home at a time, by reinvigorating dense neighborhoods that preserve their culture. The revitalization of 46 single- and two-family homes in these dense neighborhoods followed urban design principles as well as pertinent regulatory codes. All of the existing homes were eligible for individual listing on the National Register and were rebuilt in accordance with the Secretary of the Interior's Standards for Historic Rehabilitation. Historically, these neighborhoods have been the homes of the great New Orleans jazz families, where multiple nationalities shared their neighborhood with brick masons, cobblers and dockworkers living next to ship captains and captains of industry. Maintaining this diversity will allow for a continuous evolution of urban society.

**Stanton Oaks – The Woda Group.** The rehabilitation of Boynton Village, now known as Stanton Oaks, enabled the rebirth of a beloved community desperately in need of capital improvements to allow citizens to have a place they could call home. The redevelopment of this property involved coordinating the interests of a variety of different parties, including HUD, the Georgia Department of Community Affairs, Invest Atlanta and the Atlanta BeltLine. The developer worked extensively with the Peoplestown Revitalization Corporation to ensure the needs and concerns of the community were addressed at all times. This required collaboration and willingness for all parties to aim for a common goal. The end result is a completely renovated property, which enables tenants to live with efficient energy systems and a healthy environment for families and seniors alike. The tenants now take pride in where they live and have created a Stanton Oaks Association representing their interests going forward.

**The Water Hub at Emory University – Sustainable Water.** The first system of its kind to be installed in the United States, the WaterHub is an on-site, campus-wide water reclamation system located at Emory University's main campus in Atlanta, Georgia. Sustainable Water's WaterHub utilizes an eco-engineered treatment process to recycle nearly two-thirds of campus wastewater for heating, cooling, irrigation and toilet flushing. The WaterHub will reduce Emory's draw of potable water by up to 146 million gallons

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annually—nearly 40 percent of campus demand. In a region that witnesses periodic drought and significant community water stresses, the new recycled water system creates a more resilient campus by providing an alternative water supply for non-potable water demands. Since its commissioning in May 2015, the WaterHub has reclaimed nearly 40 million gallons of wastewater and shielded the University from municipal water main failures. It additionally offers a number of social and environmental benefits to the broader community, including reduced pollutant loading on local surface waters and expanded lifespan of public wastewater infrastructure. With built-in lab space, a technology demonstration area and easy access ports for water quality testing, the facility enables research on a variety of topics. Furthermore, tours of the facility help promote the use of sustainable water management to the broader community.

**The Metropolitan North Georgia Water Planning District – Atlanta Regional Commission.** The Metropolitan North Georgia Water Planning District (Metro Water District) is the water planning agency for the 15 counties and 92 municipalities of Metro Atlanta housed within the Atlanta Regional Commission. Five million people live within the Metro Water District and 55 water utilities provide water services to this population. The Metro Water District helps guide intergovernmental coordination for stormwater management, wastewater treatment and water supply and conservation issues. As a result of aggressive strategies in reducing water use, the District has emerged as a national leader in water conservation and efficiency, experiencing a sizeable reduction in overall per capita use. Previous and ongoing efforts have had a considerable impact on future demands. Demands for water in 2050 have fallen by 25 percent since the last projection in 2009. The District has created an award-winning regional water conservation education and outreach program that includes regional events, a comprehensive website, printed material and media. The heart of the District’s water conservation education and outreach efforts are the My Drop Counts website and on-line pledge. Since 2011, Metro Atlanta residents, businesses and local governments have cumulatively pledged water savings of over two billion gallons of water.

The awards were presented at the conclusion of day one of Southface’s annual Greenprints Conference. Since 1998, Greenprints has been a highly anticipated gathering for the latest thinking on regional issues surrounding sustainability – both at the policy level and in practice. The conference facilitates conversations between researchers and on-the-ground practitioners that promote sustainable buildings and communities.

### **About Southface**

Southface is the Southeast’s nonprofit leader in the promotion of sustainable homes, workplaces and communities through education, research, advocacy and technical assistance. Learn more at [www.southface.org](http://www.southface.org).

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