



**For Immediate Release**

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**Phipps Conservatory Named Finalist for Coveted Regenerative Business Prize**

**Pittsburgh, Pa.** — [Phipps Conservatory and Botanical Gardens](#) is pleased to announce that it has been named the sole finalist in the Not-for-Profit Stream for the [Regenerative Business Alliance's](#) first annual Regenerative Business Prize. This new prize recognizes businesses that draw on the regenerative principles of living systems to advance practices in their fields. Carol Sanford, author, speaker, executive educator, wrote in an email: "The judging panel felt your not-for-profit represented, among our nominees, the organization with the most intention, active endeavors, significant results and effects that ripple out in space and time through those you serve." Only one organization was named in each of seven streams. The Regenerative Business Alliance named the seven finalists on Tues., Sept. 6, and will honor Phipps, as well as announce the 2016 Regenerative Business Prize Global Honoree at the Regenerative Business Summit in Seattle on Tues., Oct. 18.

Recipients of the Regenerative Business Prize have a deep and extended scope of aspiration to pursue and achieve shifts in one or more industries, show transformation in a social system, work to unravel and evolve cultural paradigms, and leverage governing agreements to give them new life and meaning, according to The Regenerative Business Alliance. Nominees were judged against seven principles that set these businesses apart.

The first principle, for example, is Wholeness. It evaluates how well each component of the business reflects their core values. "Every initiative, every amenity, every policy and every program at Phipps is engineered and structured to align with its core values and to inspire visitors; from exhibits and interpretive signage, to the café's fooding system (including developing locally sourced systems and operations), to facility and grounds maintenance," says Richard V. Piacentini, executive director. Phipps' systems-based approach of interrelated facilities, exhibitions and programming provide engaging, enriching and educational experiences to Phipps' 400,000 visitors per year.

Phipps recognizes that their systemic structure of public gardens and museums is uniquely positioned to demonstrate the benefits of manifesting one's core values and purpose as laid out by the seven principles of this award. Phipps' commitment to these core values led to a green transformation of unprecedented scope on its campus, and made it the first public garden to have a LEED-certified Welcome Center, followed by the first LEED Platinum greenhouse, and, most notably, one of the greenest buildings in the world — the Center for Sustainable Landscapes (CSL). By generating its own energy and capturing and treating all water on-site, the CSL has earned the four most stringent green building certifications — [Living Building Challenge](#), [LEED Platinum](#), [4 Stars Sustainable SITES](#) and WELL Building Platinum. It is one of only 11 buildings in the world to earn the Living Building designation.

Phipps advances regenerative principles through its many health- and sustainability-based programs, such as its [Sustainable Landcare Accreditation Program](#), which teaches landscaping companies best sustainable practices, and [Homegrown](#), an edible garden program that installs raised bed vegetable gardens in the yards of people living in food deserts.

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**About Phipps:** Founded in 1893, in Pittsburgh, Pa., Phipps is a green leader among public gardens with a mission to inspire and educate all with the beauty and importance of plants; to advance sustainability and promote human and environmental well-being through action and research; and to celebrate its historic glasshouse.

Learn more: [phipps.conservatory.org](http://phipps.conservatory.org).