

Sustainable Hanover – Education Summit

28 Jan 2010, 11:30 – 2:00

Lyn Swett Miller's house

Attendees: Lyn Swett Miller, Ellen Lynch, Nora Doyle, Pat McGovern, Sarene Caiazza, Dennis Rydjeski, Bob Walker, Barbara Duncan, Barbara McIlloy, Jeannie McEntire

AGENDA

11:30 Intros / Share Vision

12:15 Systems map

12:30 Strategies Brainstorm

1:30 Plan

ACTION ITEMS

- Lyn will write & distribute notes from the meeting;
- Lyn & Sarene will compile the **list in our “network”** to use;
- **Creating a Resource list:** On our Sustainable Hanover web site, we would like to have a list of connections / resources for people to pursue in each of the various interest categories. Can you each review these “Connections” pages and e-mail Sustainablehanovernh@gmail.com with additional resources?
- **Calendars** – Participants will explore different community calendars and then share with Lyn (sustainablehanovernh@gmail.com) which are the most effective.
- The Sustainable Hanover Committee will **share ideas about annual themes** with all participating groups / programs;
- The SHC will share the broader vision ideas for the region with Vital Communities, for a potential collaboration in Fall 2010.

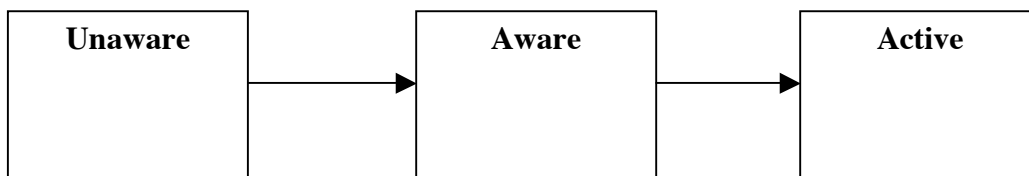
SHARED GENERAL GOALS (DRAFT supporting examples)

1. It is critical that communities in the Upper Valley strive to collaborate in order to achieve measurable goals by specific dates:
 - a. Round One: Vision for the Valley 2020
 - b. Round Two: Vision for the Valley 2030
 - c. Round Three: Vision for the Valley 2040
2. To facilitate shared marketing opportunities, it would be helpful to have some or one general theme to which we can all “hang our hat.”
 - a. Lowering our impact, living better for future generations
 - b. Living Lightly, Living Better – Living for the 7th Generation (new idea)
3. For a particular community, like Hanover, it would be helpful to have particular themes for each year, themes that provide focus for educational efforts as members of the community strive to achieve the broader regional goals for the Valley. Each affinity group will have a different set of strategies for considering the general theme for each community (Households, Businesses, Organizations)
 - a. 2010 – Hanover Carbon Challenge & the Compost Connection
 - b. 2011 - It all Starts at Home: Weatherization - A wise economic choice
 - c. 2012 - It all Starts at Home: Waste – Composting & Consumerism
 - d. 2013 - It all Starts at Home: Wondering about Food, Eating & Rituals
 - e. 2014 - It all Starts at Home: Getting from here to there
 - f. 2015 – The Economics of Change / Considering Affluenza & Consumerism

4. Because each of the organizations represented at the Summit has particular goals and measures for achieving success, it is critical to support each other's strengths!
 - a. Sierra Club – Political activism and the organization & sponsorship of public events that promote understanding;
 - b. SERG – Focus on energy efficiency & weatherization;
 - c. Upper Valley Land Trust – Focus on Land conservation;
 - d. Catamount Earth Institute – Focus on grassroots discussion courses, leading to action;
 - e. Howe Library – Facilitating discussions and events around particular books & topics as well as hosting events for everyone;
 - f. League of Women Voters – Political Activism as well as educational efforts on particular themes;
 - g. Sustainable Hanover – Bringing people together and focusing on action in one particular community.

DISCUSSION:

1. Introductions – We had a group of power players sitting around the table, some of whom knew each other and some of whom did not. All expressed interest in working together in some capacity.
2. Vision – Lyn shared the Sustainable Hanover vision for creating a Systems / Process map illustrating the work we are doing and the challenges we face in terms of educating the community about our various areas of specialty.



- a. The flow chart above inspired the following questions, comments, observations:
 - i. Awareness results from the numbers of people who are moved after having been exposed to compelling ideas (Educational opportunities / hits)
 - ii. Action results when people are motivated to learn new skills and take advantage of available tools to create change in their houses, their lives, their actions.
 - iii. The various organizations present use a variety of strategies to inspire awareness and action.
 - iv. In order for people to flow along this continuum, they must feel connected to others in some way, some level of commitment beyond themselves.
 - v. When people are committed and supported, they will take action (example: UV Localvores grew out of an Earth Institute discussion course).
 - vi. Being active takes many shapes and can be defined broadly.
 1. Individual
 - a. Once people understand the economics behind personal choices and climate change, they may be inspired to change (example: cost per mile adds up if you save the money elsewhere)
 2. Community
 - a. Resources exist in many places – The web, courses, social support systems, Lectures, book groups,

3. Political / Regional

- a. No Idling Campaign – does it need political support, a state law to ensure greater enforcement?

3. How do we know if we are successful?

- a. How many people are in each of those boxes in the awareness flow above?
- b. Are we focusing on the Unaware and helping them be aware or
- c. Is the greatest leverage helping those that are already aware take real action?
- d. How do we define action?
 - i. Is attendance at an event an action? Or is action defined by something different?
- e. Date is a barrier (# of attendees, Energy statistics on the composite, competitions, UNH annual survey – Could we have a question on it that someone could answer over the phone?)
- f. Is there a top down or a bottom up approach? Or both?
- g. To what degree can towns dictate goals for action?

4. Process Questions:

- a. How do we / can we make it easy to move along the continuum?
- b. What can each of us in the room do to inspire action at our respective events?
 - i. Sierra Club: Always ask people what one thing they are going to commit to doing as a result of the event.
 - ii. Energy: Ask people to join the NE Carbon Challenge – List their town so that they can be counted.
- c. How can we manage events so that there is not overlap or conflict between them?
 - i. Valley Net Calendar
 - ii. Valley News Calendar
 - iii. Goal – Share information & group marketing
 - iv. Ideal Calendar would be searchable by:
 1. Theme
 2. Topic
 3. kind (film, lecture, workshop)
 - v. QUESTION: Who is our audience? The unaware would not take the effort. Do the aware people need this? Who would manage this shared venture?
 - vi. Are we creating a new network? What are the existing networks?
 1. UVLT – Annual meeting for Conservation Commissions
 2. UVTA – Transportation
 3. Vital Communities – Food, Agriculture...
 4. SERG – Energy Committees
- d. There need to be a range of opportunities to meet the different needs of people as they travel along the continuum – a balance of informational & skill-building opportunities.
 - i. Activities each year- series of skills/activities
 - ii. Market in a way that you can tie it to something meaningful.

5. Discussion about Themes:

- a. Topic Ideas:
 - i. Economy – Save \$
 - ii. Living simply: Lower impact, live better, doing better for the next generation
 - iii. Stewardship 2020 / 2030 / 2050
 - iv. Transportation
 - v. Compost
 - vi. Home Energy (SERGE) – Weatherization project for the Upper Valley

- b. Process Ideas:
- i. Howe Library Model – Book / Theme 2x a year (Affluenza in March)
 - ii. Coordinate events as best we can (2 movies a year with discussion as a group?)
 - iii. What is a feasible goal for each organization in terms of coordination?
 - iv. 2020 Vision for the Valley – Vital Communities..
- c. We want this to feel powerful not paralyzing. Empowering not frightening.

Questions/Ideas Remaining/Left out there:

- How do we measure success individually and as a community?
- CO2 GPI - Genuine Progress Indicator or a new indicator, like a GRI - Genuine Resiliency Indicator?
- Is there a role for a central organizing, or keep it ground up, or some hybrid?
- Do we want to push or pull? Provide incentives or punishments for behavior?
- It is really hard to quantify human behavior changes.
- Human beings needs support and to feel that they are part of a group of people acting together.
- Calendars are complicated, but would it not be great to have a central calendar that enables people to sort by date, category, etc.?
- There needs to be a central database of existing networks & point people
- Data - What baselines would be useful to have? How could we go about doing it?