How to Create an Effective Sustainability Initiative

The Sustainability Accelerator Toolkit:

A 10-step method for Cities, Corporations, and Campuses to develop an effective sustainability initiative

EcoMotion at a Glance

Based in Los Angeles for 14 years

Our **mission** is "the cost-effective greening of cities, corporations, and campuses."

Cities

Corporations

Campuses

Sustainability

According to the United Nations Commission on Sustainable Development, sustainability means

"Meeting the needs of the present without compromising the ability of future generations to meet their own needs."

The Three Pillars of Sustainability

The three, interrelated pillars of sustainable development include the environment, social equity, and economic development

To act sustainably is to balance the aims of these pillars with the need to use resources more efficiently
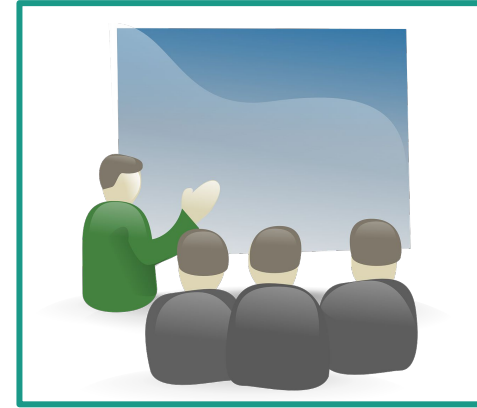
Developing Sustainability Initiatives

➔ EcoMotion has found that collating all sustainability policies and programs is not only a useful tool for Cities, Corporations, and Campuses to start out on their sustainability journey, but also beneficial for more "green" jurisdictions that want to package all of their various sustainability measures under a single umbrella.

➔ EcoMotion has created a 10-step method to guide Cities, Corporations, and Campuses efforts in creating sustainability initiatives, which align the goals, strategies, implementation plans, and metrics for improving sustainability.

➔ The Sustainability Accelerator Toolkit provides the guidelines and resources for any City, Corporation, or Campus to develop an effective sustainability initiative.

10-Step Method

1. Form a Committee with External Input

2. Develop a Mission Statement and Governance Protocols

3. Review Past Progress -- Conduct GAP Analysis

4. Determine Baseline Emissions, Water, Fuels

5. Develop/Update Sustainability Plan with Goals

6. Develop Website, Video and Outreach Materials

7. Launch the Sustainability Initiative and Welcome Input

8. Recruit Volunteers, Lead Community Campaign

9. Develop Rewards and Recognition Program

10. Measure, Report, and Celebrate Results

Form a Committee with External Input

01

A Sustainability Committee is composed of staff from different departments to review proposals, offer input, and help develop actions and policies that lay the foundation for effective sustainability initiatives. The Committee evaluates the needs and trends regarding sustainability that the City, Corporation, or Campus may anticipate.

Develop a Mission Statement and Governance Protocols

02

Developing a Mission Statement for a sustainability initiative is a critical starting point for strategy as it explains what the City, Campus, or Corporation is setting out to do.

The Mission Statement addresses how the sustainability initiative plans to deliver its vision – what it does, who it does it for, and how they aim to achieve it.

Review Past Progress and Conduct GAP Analysis

03

A GAP analysis assesses sustainability challenges—and the current programs in place to address these issues—using a set of metrics to understand the existing track record.

The City, Corporation, or Campus needs to conduct a greenhouse gas emissions inventory for operations. The inventory will be one of the primary sources of information to guide the initiative's planning process, and identify opportunities to reduce emissions.

Determine Baseline Emissions, Water, Fuels
04
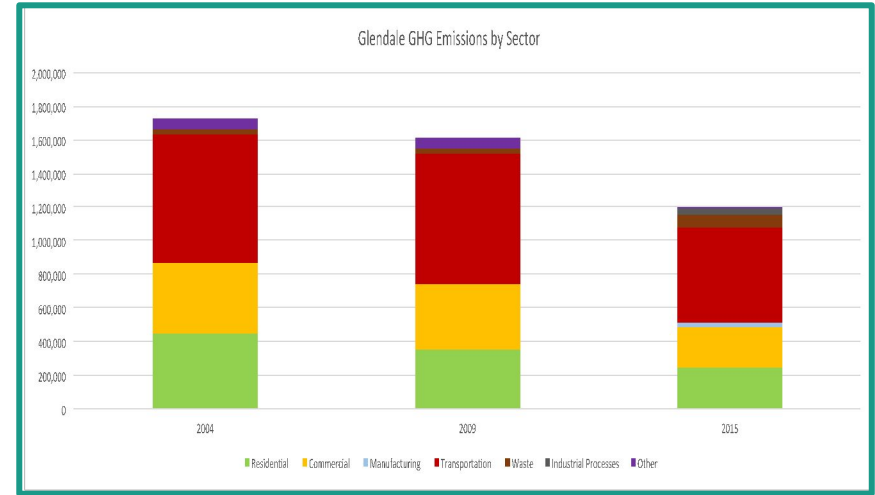
Once emissions data has been obtained, it is important for to establish a baseline. A baseline is the amount of a resource (energy, water, fuels) that the City, Corporation, or Campus typically uses. The baseline is used as the comparison rate for monitoring future progress and benchmarking against government standards.

Develop/Update Sustainability Plan with Goals

05

Develop sustainability goals to define the overarching objectives of the sustainability initiative.

The goals can also be used to update the scope of a sustainability plan, and to provide a framework for public outreach. They should include a greenhouse gas emissions reduction target along with other goals, such as those related to natural resources, transportation, land use, energy, water, waste, air quality, economic development, education, health, and housing.
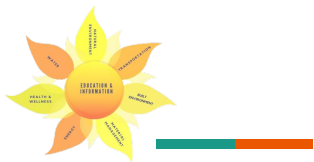
Energy

- Energy Conservation
- Energy Efficiency
- Renewable Energy
- Energy Storage
- Solar

Sustainable Energy Tip : Switch out outdated energy suckers; upgrade your lighting with energy-efficient bulbs.
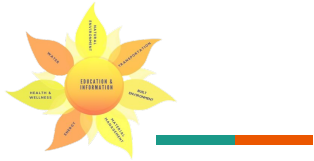
Water

The Basis of Life

- Water Conservation
- Water Efficiency
- Recycled Water
- Captured Stormwater
- Wastewater Management

Sustainable Water Tip : Decrease shower water usage with low-flow showerheads.

Material Management

- Eliminate Packaging and Single-Use plastics

- Reduce - Reuse - Recycle

- Compost Organics

- Properly Dispose Hazardous Waste

Sustainable Material Management Tip : Dispose of household toxics safely to protect the environment.

Transportation

- Active Transportation
  - Bike
  - Walk
- Regional/Local Transit Linages
- Electric Vehicles
- Hybrids
- Green Fleet

Sustainable Transportation Tip : Avoid left-hand turns, if possible, and favor right-hand turns to avoid emissions.
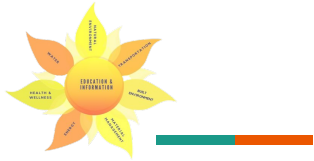
The Built Environment

- Green Building Materials
  - Wood vs Cement and Steel
  - Limited Outgassing
- Smart Orientation
- Natural Ventilation
- Daylighting
- Circadian Rhythms
- Rainwater Harvesting
- Green Roofs, Food Production

Sustainable Built Environment Tip : Make the most of natural light to reduce the need for artificial lighting.

The Natural Environment

- Tree Planting Programs (Edible trees a plus!)
- Beautification
- Parks and Recreation

Sustainable Natural Environment Tip : Plant more trees and reap all of the environmental benefits.
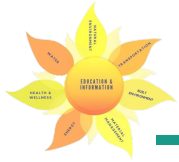
Health & Wellness

- Community Gardens
- Farmers Markets
- Air Quality
- Green Businesses
- Pedestrian Safety
- Recreational Activities

Sustainable Built Environment Tip : Run sustainable businesses and become a leader within the community.

Develop Website, Video and Outreach Materials

06

Community engagement is key in developing an effective sustainability initiative. Developing outreach materials demonstrate the value bringing community members into sustainability process.

Utilizing a website, videos, and social media channels generate buzz a sustainability buzz, evoking conversations and activity around sustainability. They can also be used to encourage the community to make conscious decisions in their daily practices.

Launch the Sustainability Initiative and Welcome Input

07

Creating an effective sustainability initiative entails strategic tasks such as launching the initiative, cultivating organizational development, and welcoming input.

External stakeholders should be involved in developing and implementing campaigns and launching new programs and initiatives that build enthusiasm and lead to real and lasting change, measuring progress against set goals.

Recruit Volunteers, Lead Community Campaign
08

Sustainability Volunteer

Parallel to developing effective sustainability initiatives, the City, Corporation, or Campus needs to engage in a significant level of public outreach to provide a diversity of constituents the opportunity to contribute ideas to campaigns.

Hosting events and leading community campaigns raise awareness and make clear thes set of sustainability services. They also bring communities together to clean and green.

# Develop Awards and Recognition Program

09

The sustainability initiatives Awards and Recognition Program will identify and recognize exemplary businesses, residents, or academic programs that advance sustainable practices in the community via business operations, household activities, or educational experiences.

Measure, Report, and Celebrate Results

10

82%

Waste Diversion Rate
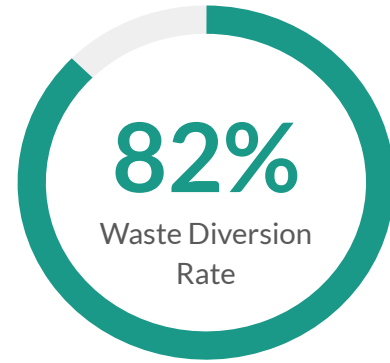
Regular reporting and tracking of implementation progress against the designated targets will help assess the effectiveness of sustainability programs and identify areas that need improvement.

Celebrate accomplishments to date and program success, while recognizing the need to do more in the future to keep the promise of sustainability as a core value of an effective initiative.

10-Step Timeline

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9	Step 10
Form a Committee with External Input	Develop a Mission Statement and Governance Protocols	Review Past Progress -- Conduct GAP Analysis	Determine Baseline Emissions, Water, Fuels	Develop/ Update Sustainability Plan with Goals	Develop Website, Video and Outreach Materials	Open an Office and Welcome Input	Recruit Volunteers, Lead Community Campaign	Develop Rewards and Recognition Program	Measure, Report, and Celebrate Results

Conclusion

Foundation for an Office of Sustainability

EcoMotion is prepared to support Cities, Corporations, and Campuses to create an effective sustainability initiative.

The initiative must be first and foremost engaging, welcoming, and motivational. Time will be taken to reward and recognize exceptional sustainable efforts to beget more. Best practices will be drawn to roll out effective messaging and programs.

EcoMotion will be strategic and inclusive in its promotion of cost-effective solutions that will leverage further solutions. By providing technical assistance, as well as access to financing big and small, the sustainability initiative will promote new technologies and make a lasting difference in the community.