

Philosophy

We must Plan -

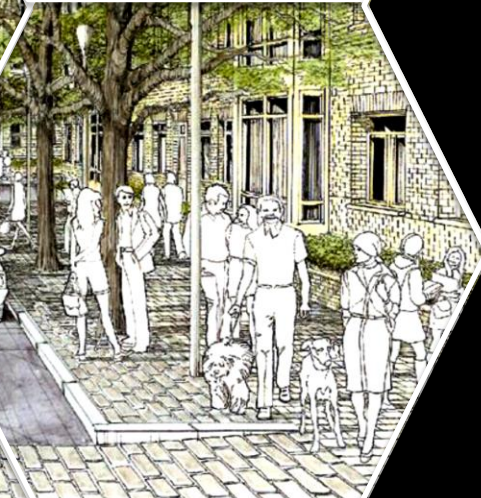
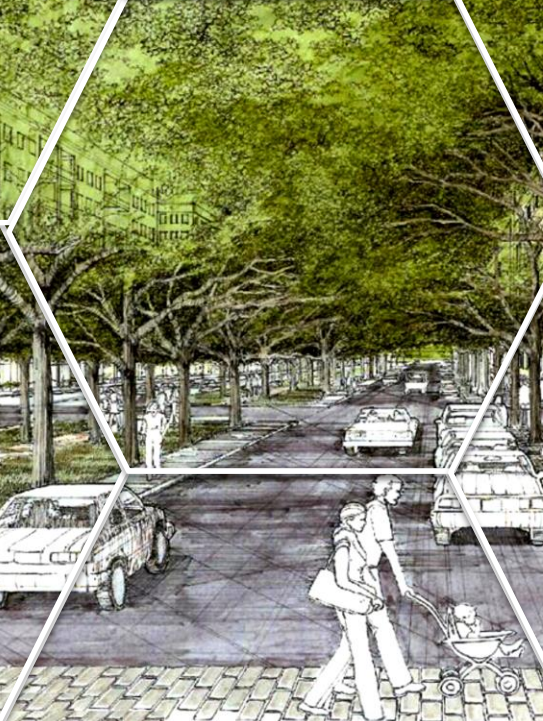
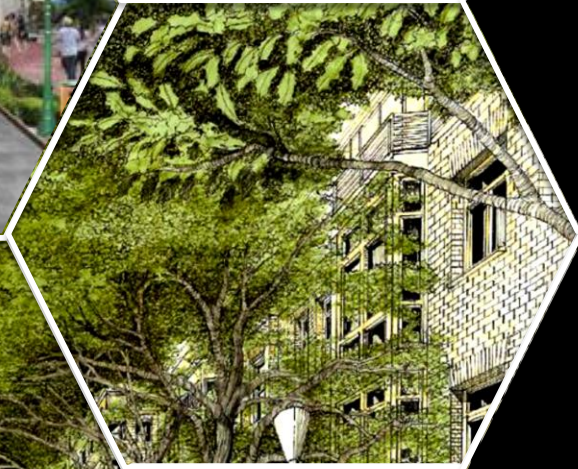
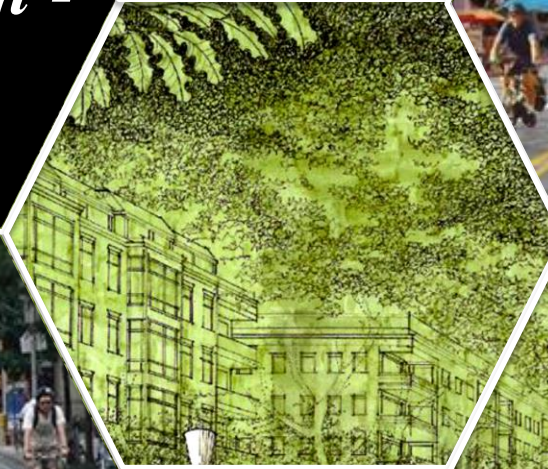
Pedestrian Cities,
with
efficient public
transportation.



Philosophy

We must Plan -

Pedestrian Cities,
with
bicycle-friendly
and walkable,
complete streets.



Philosophy

We must Plan -

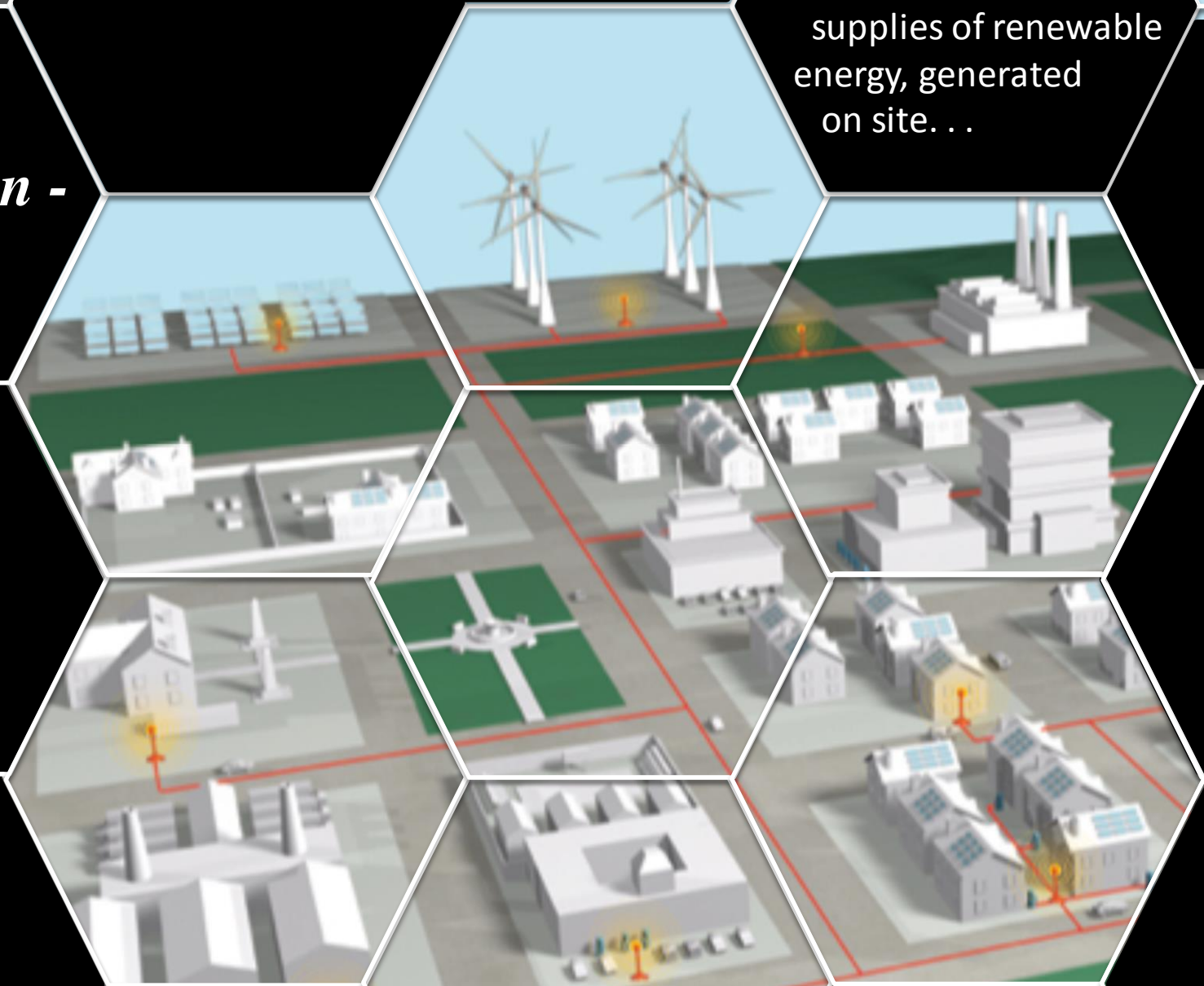
Vibrant Cities,
where increased
residential densities
are combined
with a variety of
land uses. . .



Philosophy

We must Plan -

an **Efficient** and **Sustainable Cities**,
powered by ample
supplies of renewable
energy, generated
on site. . .





Meaningful movement toward sustainability will require broader understanding, consensus and motivation toward a common direction.

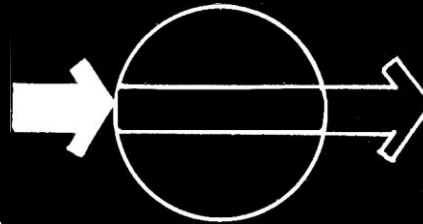


Approach

*Resource
Inputs -*

Supply:

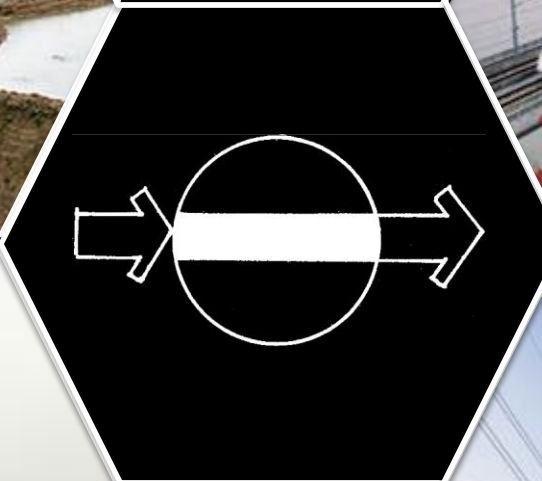
**Landscape Systems
and Ecosystem
Services**



Approach

*Resource
Throughputs -*

Demand:
**Human Systems
Energy
Consumption**

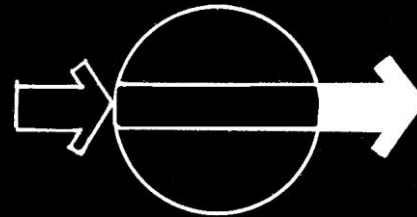


Approach

*Resource
Outputs -*



Measuring Impacts –
**Indicators and
Metrics**



Philosophy

The Challenge -

Sustainability

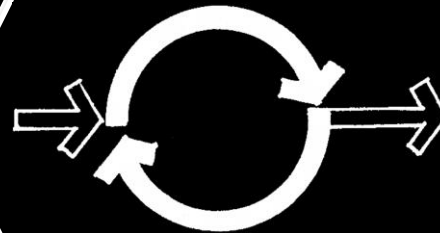
Meeting Demand with
Supply without exceeding
current and future
Carrying Capacities.

Resilience

Infrastructural and
Psychological ability to
cope with and adapt to
external events and
conditions.

Systems

Resource Inputs,
Throughputs and Outputs,
Connecting the
Feedback Loops.





Zero.

an end . .

a beginning . .

starting from scratch . .

new horizons.

Chinese character - Ling,
The Zeronauts: Breaking the Sustainability Barrier
(2012)



How to Kill Public Engagement

A One-Size-Fits-All Approach does not Work

Limitations of Conventional Outreach/Participation Techniques:

- information is shared in presentation format
- physical space is typically arranged as a classroom
- interaction is for sharing opinions, not learning
- participants answer or vote on questions, often with an electronic hand held polling device
- public comments/questions are often screened
- input is limited to reviews of final plans/decisions
- there is a risk that vocal but unrepresentative groups may “hijack” the meeting
- limited opportunity to explore issues of in detail
- some communities, or groups within them, may not be comfortable speaking in such a public forum

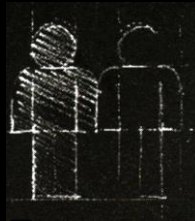
Social Learning (Social Pedagogy)



a social group *context*

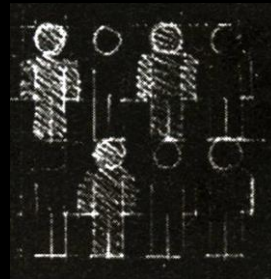
+

social *process* between citizens



+

social *competencies* are developed



=

a wider social setting is established into which
processes and competencies *can be translated* -



Changing Mindsets – Developing Social Competencies



Sustainability content and delivery vehicles need to be designed to improve citizen 'social response-ability' by creating opportunities for *social learning*.

These social learning opportunities will focus on the development of two integrated, relational competencies:

- 1) *relational frame of reference* – the ability to see from multiple perspectives relative to the whole, and
- 2) *relational empathy* – the ability to feel another's experience relative to one's own.

Integrating these competencies will prepare and enable citizens to cognitively and emotionally embrace sustainability.





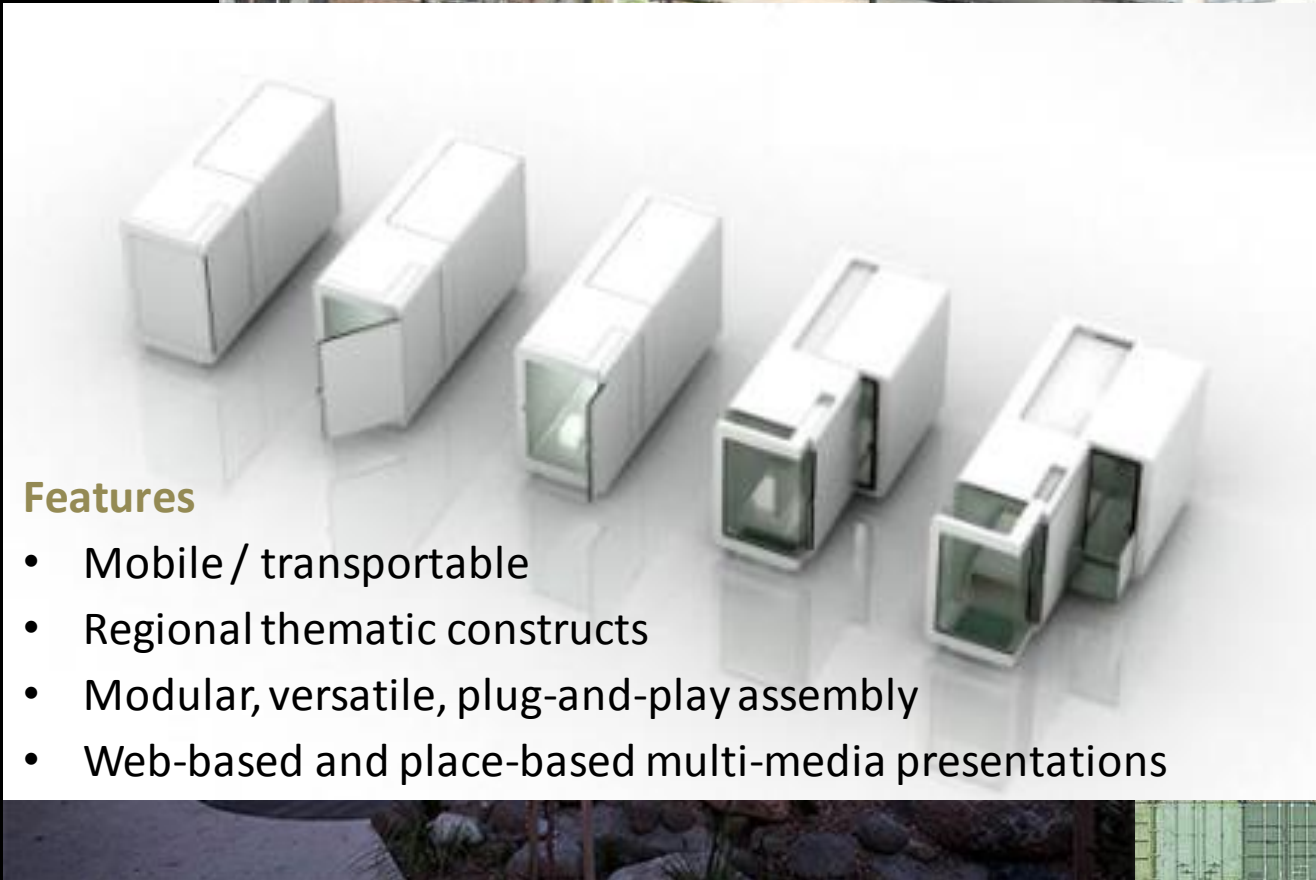
Delivery Vehicles - Kiosk





CONTENTS

Delivery Vehicles - Container



Features

- Mobile / transportable
- Regional thematic constructs
- Modular, versatile, plug-and-play assembly
- Web-based and place-based multi-media presentations

- SEEDs Overview
- Premise
- Purpose
- Goals
- Changing Mindsets
- Social Learning
- Public Engagement
- Content
- Delivery Vehicles**
- Outcomes
- Approach
- Next Steps
- Funding



Delivery Vehicles - Storefront



Philadelphia History Museum

The Philadelphia History Museum at Atwater Kent, Philadelphia, PA

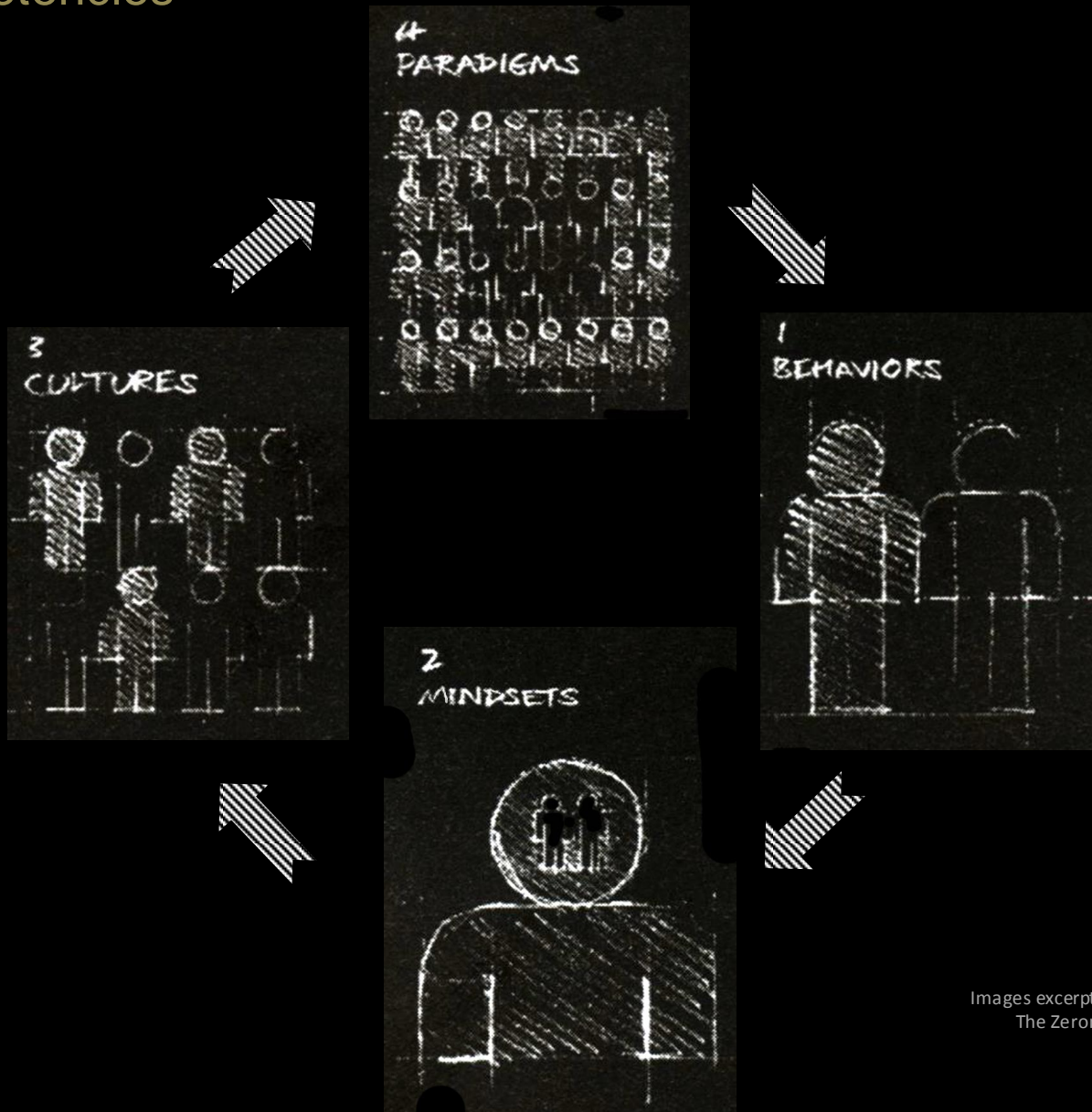
SEEDs Overview
Premise
Purpose
Goals
Changing Mindsets
Social Learning
Public Engagement
Content
Delivery Vehicles
Outcomes
Next Steps
Funding

ntation

Beacon, New York

hao Lak, Thailand

Changing Mindsets – Developing Social Competencies



Images excerpted from Figure 1.1, Toward a 1 Earth Paradigm, The Zeronauts: Breaking the Sustainability Barrier (2012)

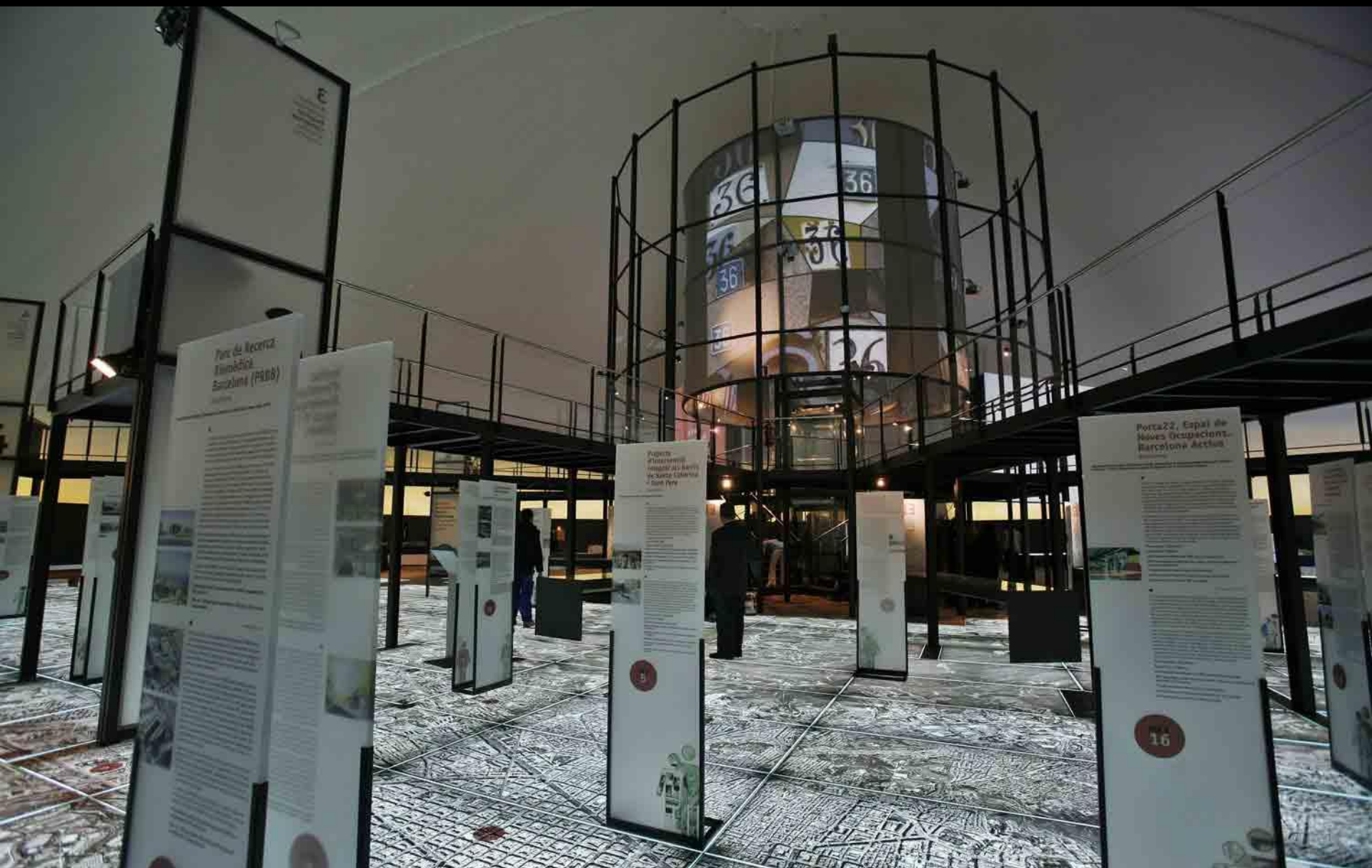


Social Cohesion

A more cohesive society is more balanced and more productive, and there are fewer conflicts, while it is a more satisfied and happy society. In Catalonia, social cohesion is considered a matter of government intervention and public administration.

Building better understanding and better relationships enables citizens to respond with improved social cohesion, efficacy and responsibility to the regional challenges before them

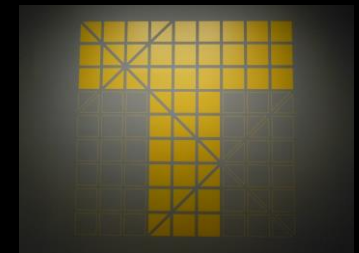
Meta-Pattern Sustainable Urbanism Series
Barcelona PEMB Projects War Room





Public Engagement

Case Study 3: Bilbao Trans / Formations



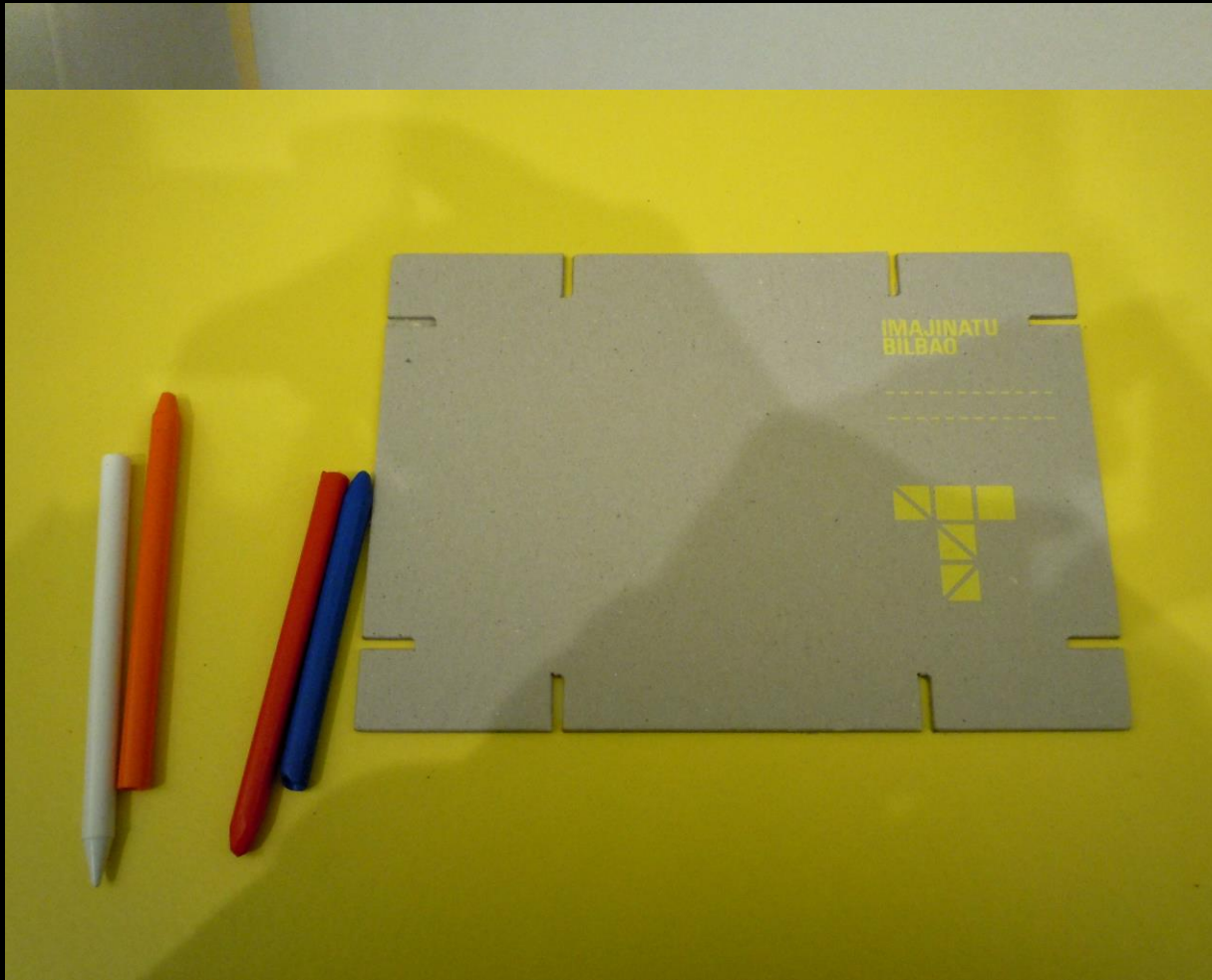


Meta-Pattern Sustainable Urbanism Series

T / F: BILBAO



Public Engagement Case Study 3: Bilbao Trans / Formations



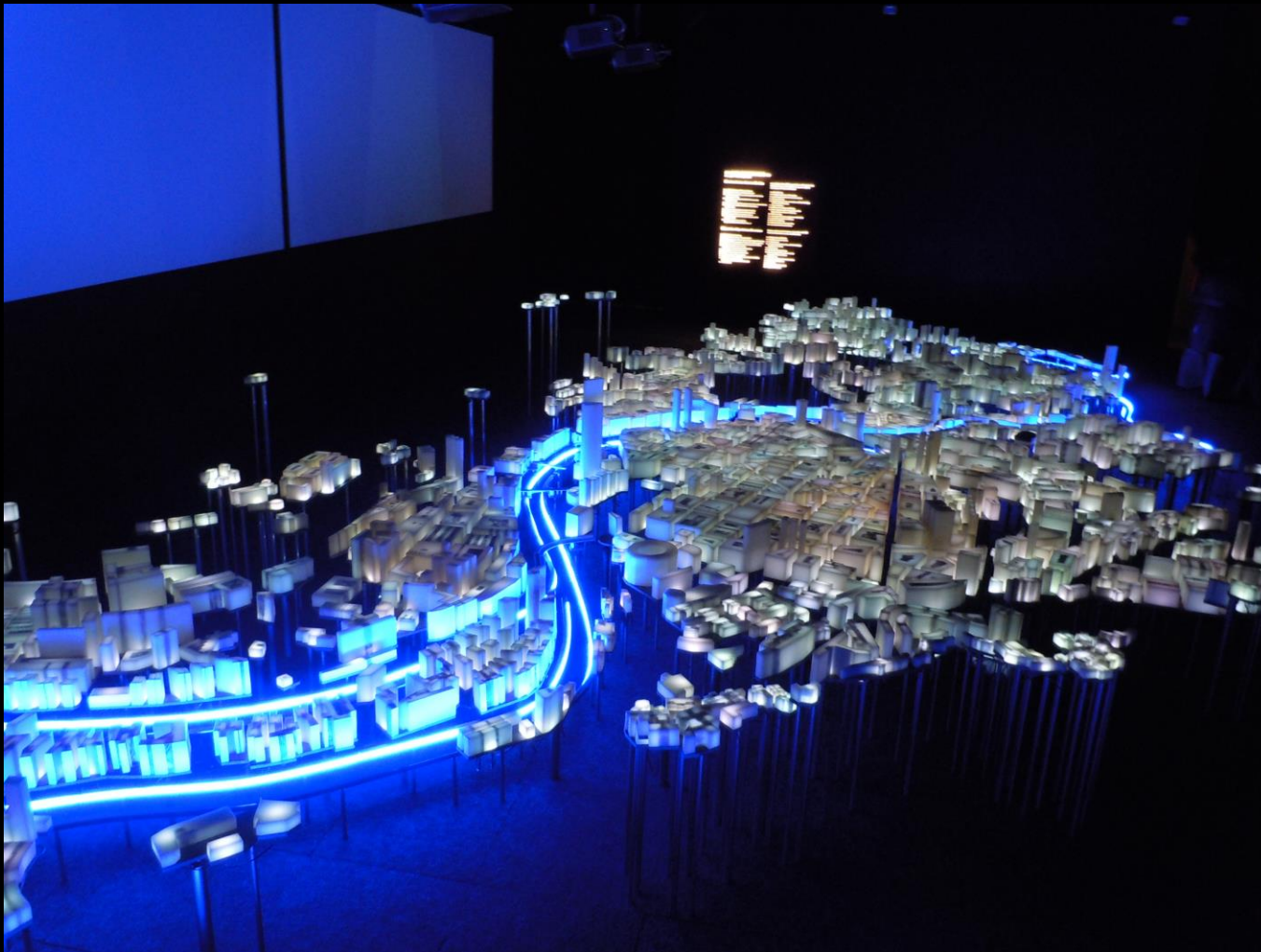


Public Engagement Case Study 3: Bilbao Trans / Formations





Public Engagement Case Study 3: Bilbao Trans / Formations





T / F: BILBAO

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Kanu Hawaii

Tutorial

Connect

Act

Content

Over the next 30 days, get a
Free Kanu Sticker!



Curious how Kanu works? [Find out here](#)

Here's what you can do
right now.

What's your question for the candidates? Help us draft a candidate questionnaire, and we'll work to get you candidates' answers before election day.

This week's most inspirational story



Putting democracy to work

Meet a Kanu community leader




Share your know-how, or learn how-to!





Public Engagement Case Study 4: Kanu, Hawaii

 **Kanu Hawaii** [Tutorial](#) [Connect](#) [Act](#) [Content](#) [Login or signup as a New Member](#) | [Search](#)


Over the next 30 days, get a Free Kanu Sticker!

Commitments


Our commitments to personal change in our own lives become the building blocks of social change when we stand together. These are the thousands of pledges made by Kanu members committed to modeling kuleana-based island living.

[Most Recent](#) [Most Popular](#)


3475
Members
Commit

I will take my own reusable bag for all shopping purposes
Submitted by [Makena Coffman](#)

Use a cloth bag instead of taking plastic bags from the grocery store (there's often a 5c rebate!) or big shopping bags from other stores (for example, in Ala Moana).

2958
Members
Commit

I will recycle as much as possible
Submitted by [Keith Hayashi](#)

I will recycle plastic, paper, and glass. I will try not to use paper plates or cups. Instead I will wash my plates and glasses. I will cut down on my use of disposable items which will hopefully help to conserve our natural resources and minimize my rubbish and trash deposited in the landfills. If I am not able to use reusable items such as dishes and cups, I will make sure that the paper or plastic that I use will be recycled.

2866
Members
Commit

I will use a reusable water bottle and not buy bottled water.
Submitted by [Rona Suzuki](#)

It takes about 6 liters of water to make a 1 liter bottle of water (about 5 liters are used to manufacture the plastic). Hawaii has great quality water. Use a thermos, reusable cup, reusable bottle, etc.

Search Commitments

[Search](#)

Add a Commitment


Join thousands of ordinary people making extraordinary change, together.

[Add a Commitment](#)



Public Engagement

Case Study 4: Kanu, Hawaii

 **Kanu Hawaii** [Tutorial](#) [Connect](#) [Act](#) [Content](#)

Login or signup as a [New Member](#) | [Search](#)

Over the next 30 days, get a **Free Kanu Sticker!**


Commitments

Our commitments to personal change in our own lives become the building blocks of social change when we stand together. These are the thousands of pledges made by Kanu members committed to modeling kuleana-based island living.

Most Recent Most Popular

151
Members
Commit


I will recycle plastic bags
Submitted by [Shoo](#)



I grab the neighbor's clean plastic bags and take them to the open market to donate to the vendors. In return, I get some price knocked off my purchases.

149
Members
Commit


I will support the Plastic Free Hale'iwa Coalition mission and members and will encourage my family, friends, and neighbors to do the same.
Submitted by [Katie Pere](#)



I will support the Plastic Free Hale'iwa Coalition mission and members and will encourage my family, friends, and neighbors to do the same.

148
Members
Commit

I will have beach clean up days with my children at least once a year
Submitted by [Annemarie Jones](#)



I will take my children to the beach and conduct our own beach cleanup at least once every year.

Search Commitments

Search

Add a Commitment

Join thousands of ordinary people making extraordinary change, together.

Add a Commitment



Multi-media platforms will be developed to engage citizens in public settings where they can participate with one another in richly textured learning experiences.

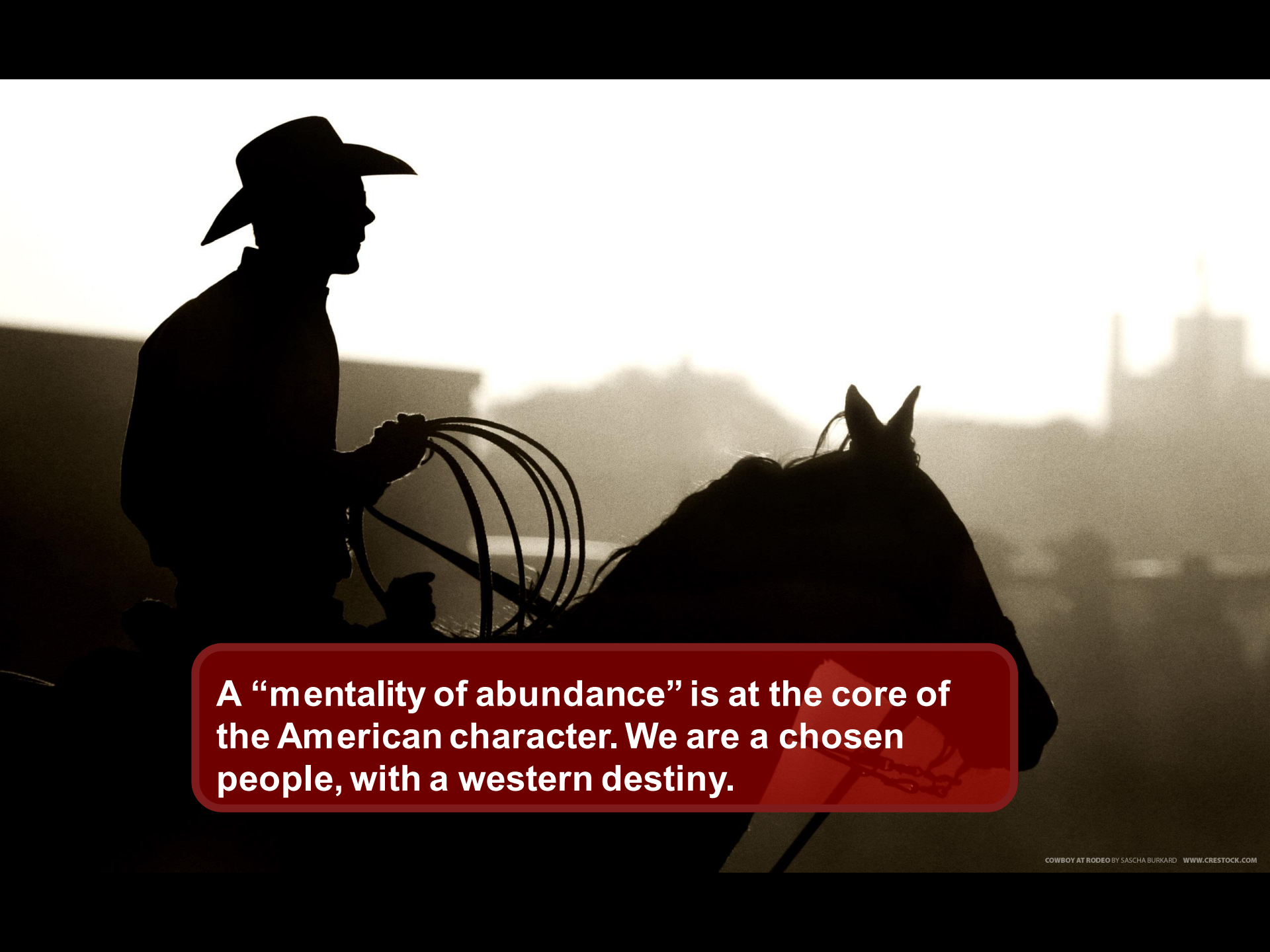
Content will be designed in a format that -

- responds to citizens' particular interests and concern
- recognizes differences in how people learn, and
- prompts social interaction.

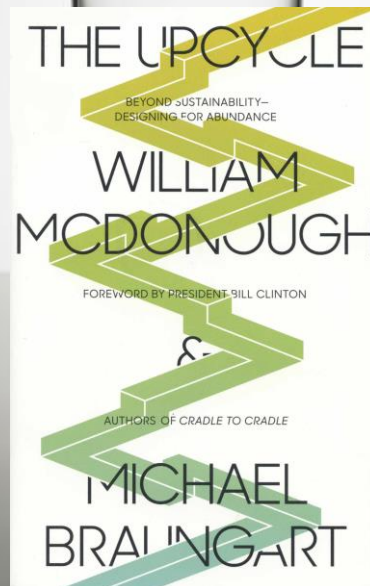


CRADLE to CRADLE

Lifecycle Thinking


A silhouette of a cowboy wearing a hat, sitting on a horse and holding a lasso. The scene is set against a bright, hazy background of a sunset or sunrise, with a city skyline visible in the distance. The cowboy and horse are in the foreground, their forms dark against the light sky. The lasso is coiled in the cowboy's hands. The city skyline in the background includes several tall buildings, one of which has a distinctive spire.

A “mentality of abundance” is at the core of the American character. We are a chosen people, with a western destiny.





1 slice of bread = 40 L of water



1 Drop = 40 Liters of Water

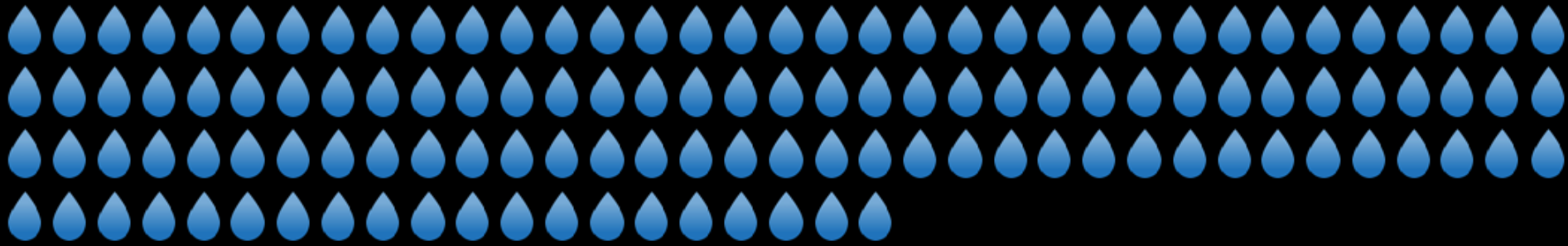
Virtual Water



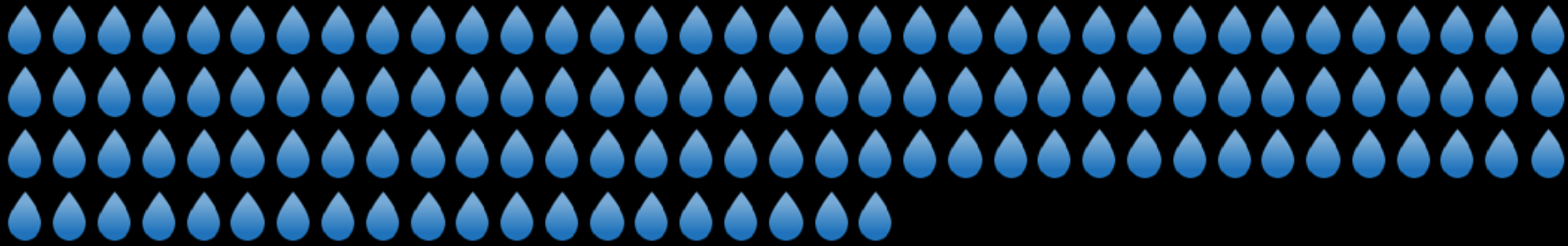
1 L of beer = 300 L of water



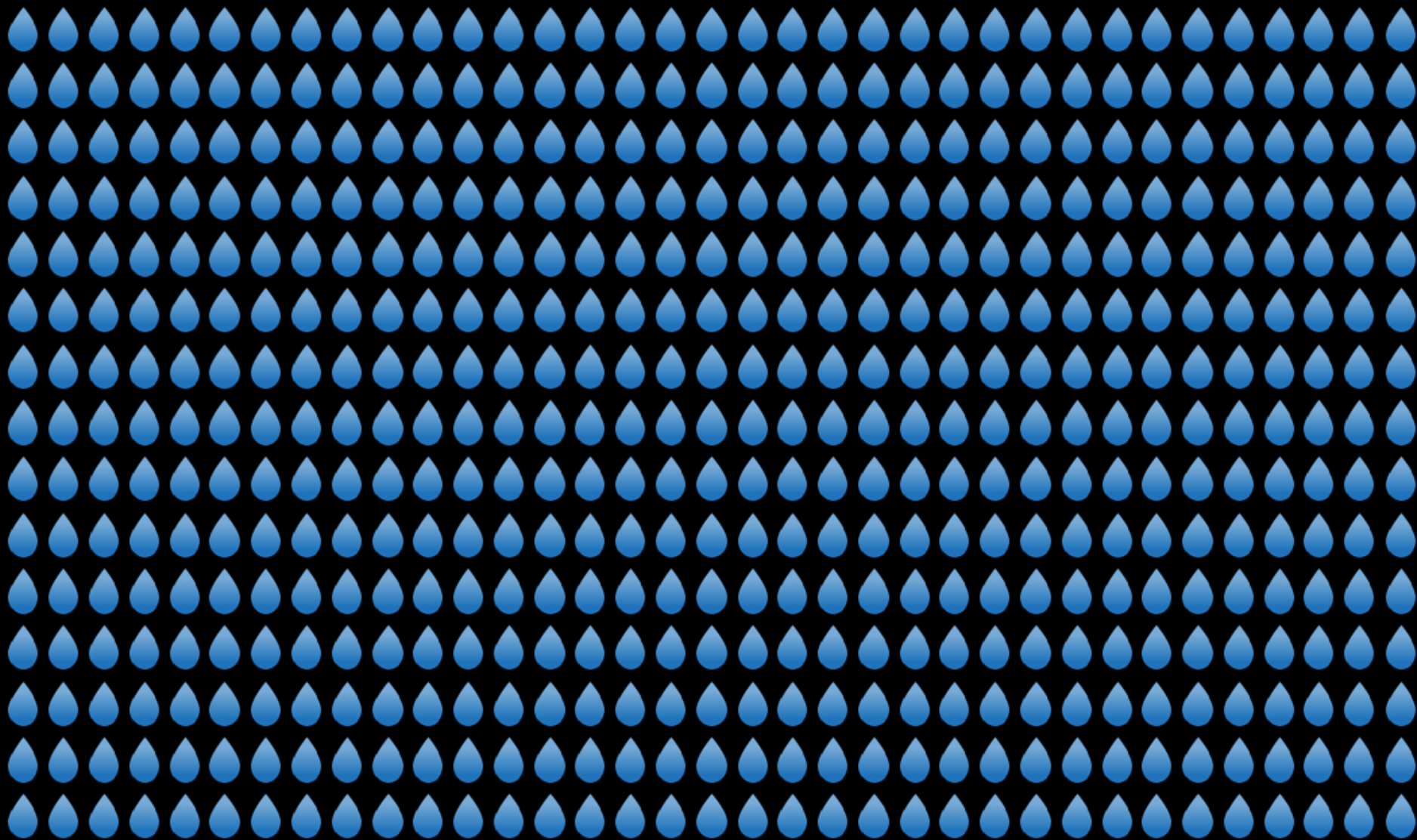
1 L of milk = 1,000 L of water



1 Kg of cheese = 5,000 L of water



1 Kg of cheese = 5,000 L of water



1 Kg of coffee beans = 21,000 L of water

Folsom Lake

2012: 83 Percent Capacity

2014: 36 Percent Capacity





Alfalfa

Grown on over 1 million acres in California

Water Requirement: 100 billion gallons of water

Primary Consumer: China

the
better
world
SHOPPING
GUIDE

#3
OVER 100,000 COPIES SOLD



Ellis Jones

CHIPS

A	A+	
	A	Barbara's
	A-	Little Bear, Bearitos, Garden of Eatin', Hain, Terra, Kettle Chips
B	B+	Lundberg, Casa Sanchez
	B	Lay's, Cheetos, Doritos, Fritos, Sun Chips, Tostitos, Ruffles, Quaker, Funyuns
	B-	Pepperidge Farm
C	C+	
	C	True North, Cape Cod, Solea, Utz, Eat Smart, Stacy's, Boulder, Glicks, Genisoy, Guiltless Gourmet, Food Should Taste Good, Robert's, Dirty's, Hawaiian, Margaritaville, Mission
	C-	
D	D+	
	D	
	D-	French's, Alexia
F	F	Pringles, Nabisco

CHIPS

BUYING TIPS

- ✓ Look for chips made with organic ingredients
- ✓ Avoid hydrogenated, saturated and trans fats
- ✓ Buy larger quantities to reduce packaging

GREEN HERO

Kettle Chips

- ☆ 100% of waste oil turned into biodiesel
- ☆ Restored local wetlands habitat
- ☆ One of the largest solar arrays in NW
- ☆ Gives tons of potatoes to hunger orgs

CORPORATE VILLAIN

Nabisco (Kraft)

- ✗ Greenwash Award for public deception
- ✗ Continues to do business in Burma
- ✗ Named global climate change laggard
- ✗ Refuses to disclose data on diversity
- ✗ Spent over \$178* million on lobbyists

RESOURCES

- 📄 www.kettlefoods.com
- 📄 www.barbarasbakery.com
- 📄 www.lundberg.com

The Time for Action was...

Several Years Ago

But it's not too Late



The Climate Change Deniers have Won.

The politicians know too well that beyond the corporations and the cultish fanatics lies the great mass of people, whose influence matters most. They accept at some level that manmade climate change is happening but don't want to think about it.

How can you persuade countries to accept huge reductions in their living standards to limit (not stop) the rise in temperatures? How can you persuade the human race to put the future ahead of the present?

- Lloyd Alter, *Treehugger*. March 24, 2014

The background of the image is a close-up of a heavily rusted metal surface. The rust is a mix of orange, brown, and dark red hues, with numerous small pits and irregular patterns. In the lower right corner, there is a circular hole or indentation in the metal, showing a darker, more shadowed interior.

**Global warming is the result of a cooling
of the human heart.**

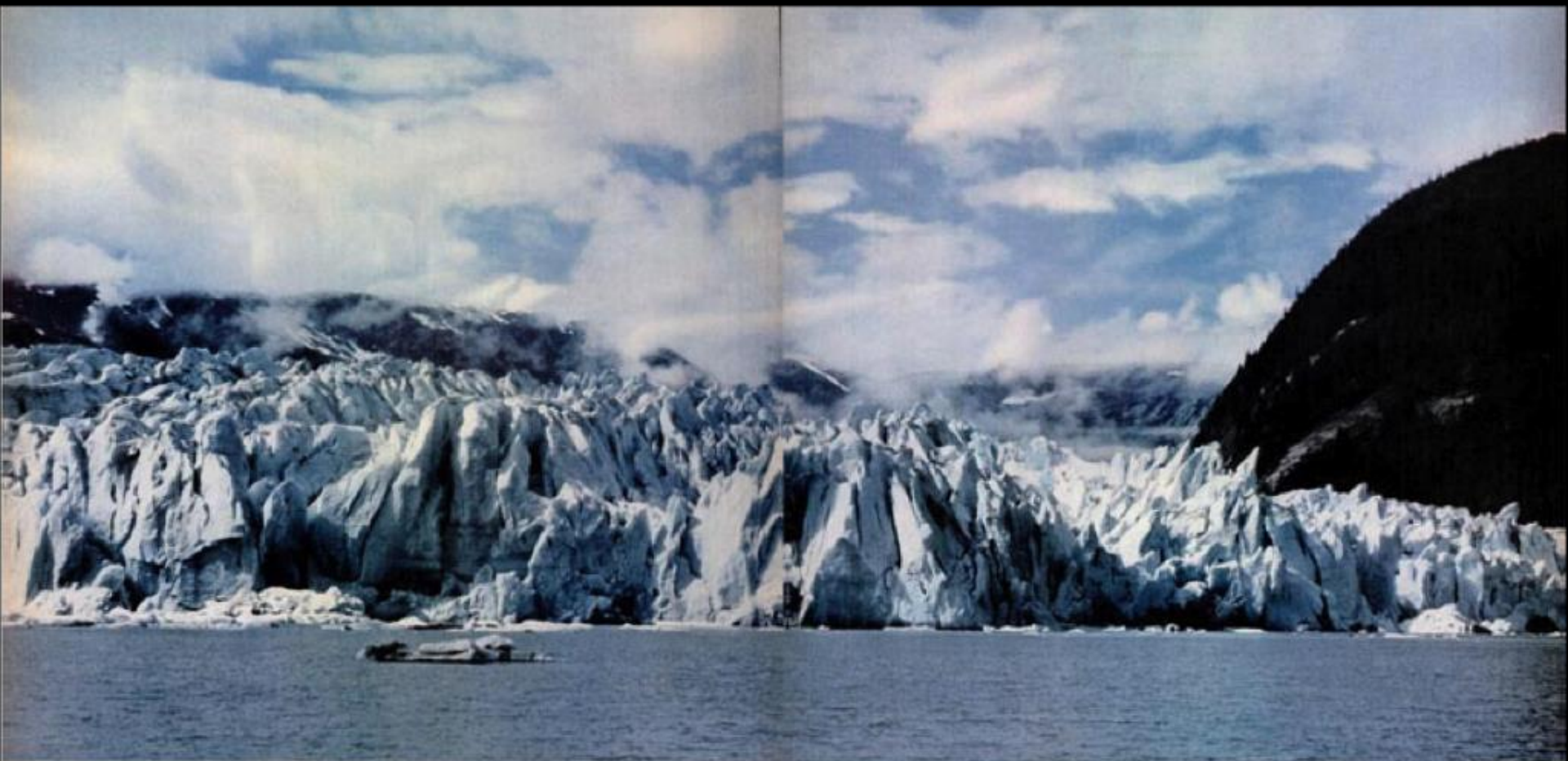
- Anonymous Benedictine monk.

NOTHING CHANGES

if

Nothing

Changes



THIS GLACIER, ALASKA, IS A MASS OF ICE EXTENDING 376 SQUARE MILES. YET THE PETROLEUM ENERGY HUMBLE SUPPLIES AMERICA COULD MELT IT AT THE RATE OF 7 MILLION TONS A DAY!

EACH DAY HUMBLE SUPPLIES ENOUGH **ENERGY** TO MELT 7 MILLION TONS OF GLACIER!

This giant glacier has remained unmelted for centuries. Yet, the petroleum energy Humble supplies—if converted into heat—could melt it at the rate of 80 tons each second! To meet the nation's growing needs for energy, Humble has applied science to nature's resources to become America's Leading Energy Company. Working wonders with oil through research, Humble provides energy in many forms—to help heat our homes, power our transportation, and to furnish industry with a great variety of versatile chemicals. Stop at a Humble station for new Enco Extra gasoline, and see why the "Happy Motoring" Sign is the World's First Choice!

HUMBLE
OIL & REFINING COMPANY

America's Leading **Energy** company



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