

SustainableWorks

*Promoting sustainable practices
in the urban environment*



Today's Presentation

- Organization Overview
- Successes
- Programs
- Sustainable Crews
- Additional Benefits and Successes
- Costs

Sustainable Works Overview

- Santa Monica based non-profit org
- 6 years in Santa Monica-3 implementing Sustainable Works programs
- Funding from City, Participants and Santa Monica College
- Turn-key program helps Cities/Colleges waste less money by eliminating development costs

Sustainable Works Successes

- ~20% of our Crew Members visit HHW facility/round-up for the first time
- ~30% now dispose of HHW properly
- Members eliminate ~2/3 of their toxic household chemicals
- Replace 50% of the eliminated items with less toxic alternatives
- ~20% of participants who never recycled motor oil, now do

Sustainable Works Successes

- ~25% of our businesses adopt a company-wide environmental policy
- 8 of 10 of last year's Sustainable Quality Award Winners had been through the Business Greening Program
- On average businesses adopt 10 environmental actions
- 50% of our businesses experience significant waste reduction

Sustainable Works Programs

- Business Greening Program
- Community Greening Program

Business Greening Program

- Helping business owners and their employees identify and reduce their environmental impact by providing on-site consultation.
- Water, Waste, Energy, Chemicals, Transportation/Travel, Purchasing
- 15-Month program

Community Greening Program

- Helping residents and college students identify and reduce their environmental impact by offering Sustainable Crews
- Same topics as Business program including shopping & food
- 8-week program

Sustainable Crews

- 10-20 Students per Crew
- Eight, 1.5 hour meetings
- Trained Crew Leader
- 280-page “Sustainable Workbook”
- 3 hours of community service
- \$25 Fee

Sustainable Crews

- Assess current behavior
- Read the topic and select recommendations
- Implement selected recommendations
- Fill out reflection pages
- Share successes and failures
- Assess post-program behavior

Environmental Impact

- Ecological Footprint
 - Part of Sustainable City Plan
 - Provides Global Perspective
- Pre and Post Lifestyle Survey
 - Assess current behavior
 - Compare behavior post program
 - Provide measurable statistics

Sustainable Workbook

- A Sustainability Primer
 - 6 topics
 - 10 recommendations per topic
 - Case Studies
 - Support tools

10 Recommendations

- 1st-3rd Top 3!
- 4th changing behavior
- 5th related to purchasing
- 6th related to increasing efficiency of appliances, gadgets, vehicles
- 7th-9th are progressively more difficult
- 10th Get Connected-volunteer, write, participate in thematic days (Earth day)



Hands-On Activities

- Toolboxes
 - Gadgets
 - Articles
 - Coupons
- Displays
 - Re-refined oil
 - Alternative, less toxic chemicals
- Fieldtrips

Inspiring Action

- Community Based Social Marketing
 - Commitment letters
 - Buddy system
 - Public commitment
- Group Discussion
 - Sharing successes & failures
 - Getting help from crewmates
 - Peer learning

Sustainable Works Successes

- Involve ~400 students annually and 150 residents
- Provide ~1200 hours of community service to ~ 20 local organizations
- Train ~45 volunteer Crew Leaders annually
- Involve ~30 different professors representing ~15 departments

Sustainable Works Successes

- Resource Conservation
 - 20% water-use reduction
 - 20% energy-use reduction
- 50% trash reduction coupled with a 50% increase in recycling
- 34% now bringing bags to grocer
- 1000's of actions taken each semester

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Additional Benefits

- Leadership development
- Increase interpersonal communication skills
- Public Speaking opportunities
- Establish new friends, classmates etc
- Engage in community activities that enhance quality of life

Costs

- City
 - \$75,000-Staff
- College
 - Office space
 - Hardware (phones, computers, etc)
 - Network
 - Printing
 - Parking

Costs

- Participants
 - \$25 fee (\$10,000)
- Books
 - Cost = \$8.00 (\$4000)

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