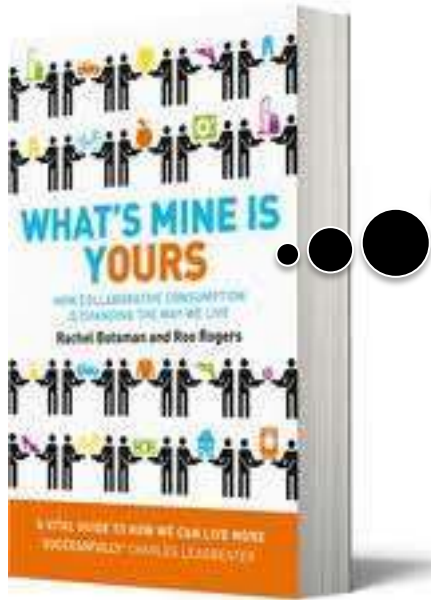


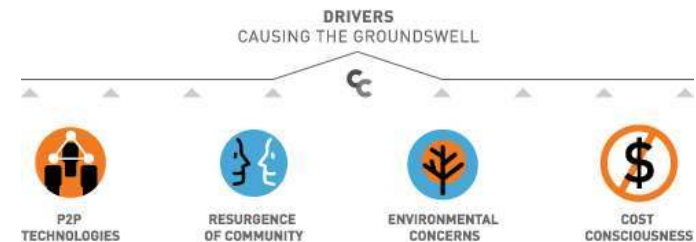
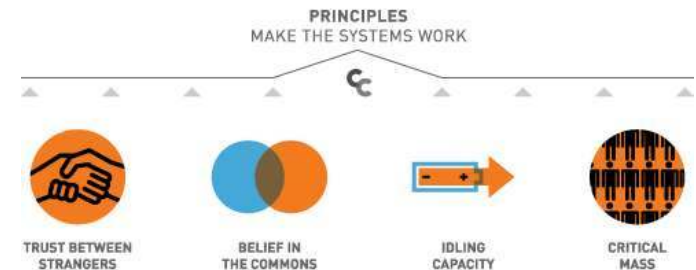
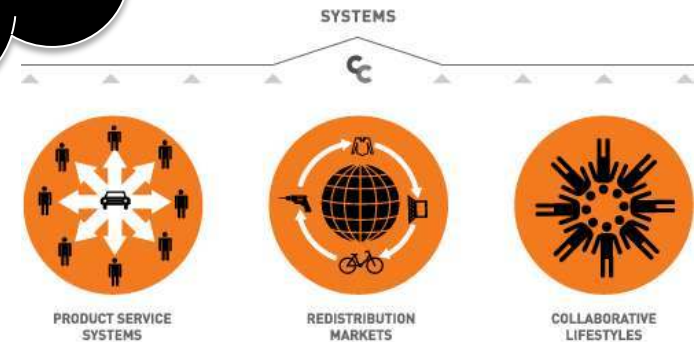
Bike tools in parking
garage makes
maintenance easy



REDUCES CO_2
by 125 pounds
for every \$100
you don't spend



SHARING, BARTERING, LENDING, TRADING, RENTING, SWAPPING REDEFINED THROUGH TECHNOLOGY COMMUNITIES—THAT IS TRANSFORMING BUSINESS, CONSUMERISM, AND THE WAY WE LIVE.



20TH CENTURY

CREDIT

+

ADVERTISING

+

INDIVIDUAL
OWNERSHIP

=

**HYPER
CONSUMPTION**

21ST CENTURY

REPUTATION

+

COMMUNITY

+

SHARED
ACCESS

=

**COLLABORATIVE
CONSUMPTION**



"Little Free Libraries"

Lo-tech infrastructure to get unwanted items to neighbors, charities and businesses that will put them to good re-use





Lo-tech tools to get people sharing,
participating in “collaborative
consumption”.



Design with Intent toolkit

A cross-disciplinary design pattern library for behaviour change with products, services and environments; developed through workshops with industry and academia



Design with Intent

101 patterns for influencing behaviour through design

1-0

2. Hiring, training and coaching EcoConcierge

- Hiring: “Living-room friendly”
- Create workplan & short and long-term tasks
- Upskilling sustainability and coaching –
workshadowing ecoTeam leader training,
workshops, household coaching
- Weekly telephone coaching calls



Jonathan: I'm your
Lifestyles Program
Director, at your
service

ecoconcierge
BioRegional

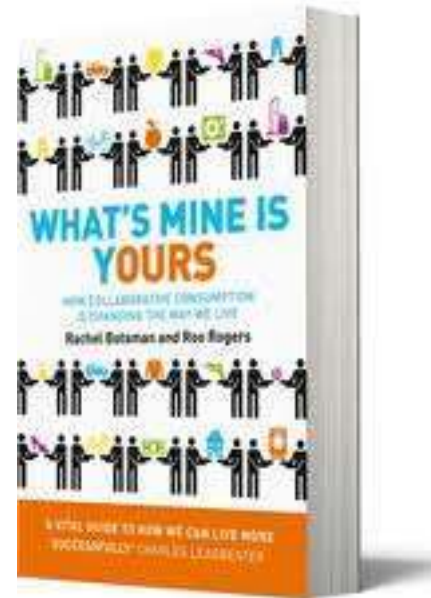


3. Establish partnerships with green service providers



Create a “cargo bike” sharing club managed by the ecoConcierge.





[Log In](#)

[Sign Up](#)

[How it Works](#)

[List Your Car](#)



Joseph's Honda

Owned by Joseph G.

Rent for **\$21.00/hr**



Carlos's Dodge

Owned by Carlos G.

Rent for **\$25.00/hr**

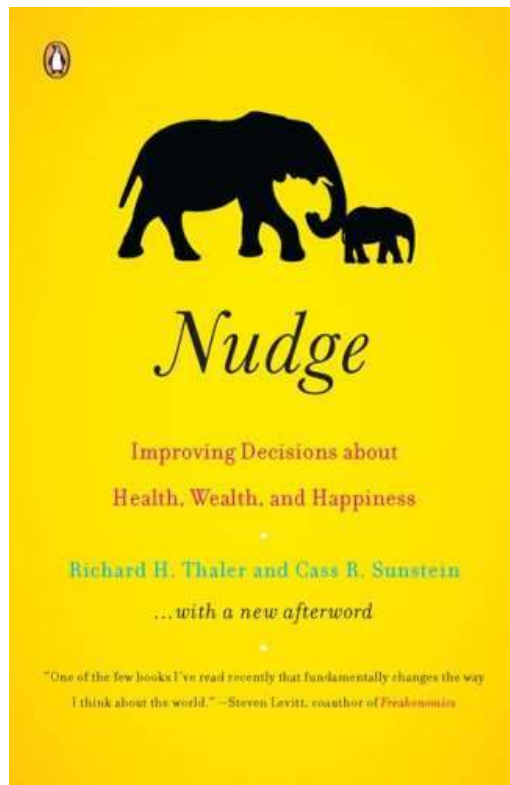


James's Honda

Owned by James L.

Rent for **\$20.00/hr**

Choice architecture: Creating new 'defaults'





4. Convenience Services



Finally, easy ways to dispose of CFLs, batteries, electronics, etc – the ecoConcierge takes care of it.



Andy Brooks: door-to-door compost
collection in Jamaica Plains



[http://www.boston.com/yourtown/news/jamaica_plain/2011/04/
in_jp_food_scraps_and_yard_was.html](http://www.boston.com/yourtown/news/jamaica_plain/2011/04/in_jp_food_scraps_and_yard_was.html)



Monthly car & truck tire inflation by the ecoConcierge reduces wear & tear, extends life of tires & helps save CO₂

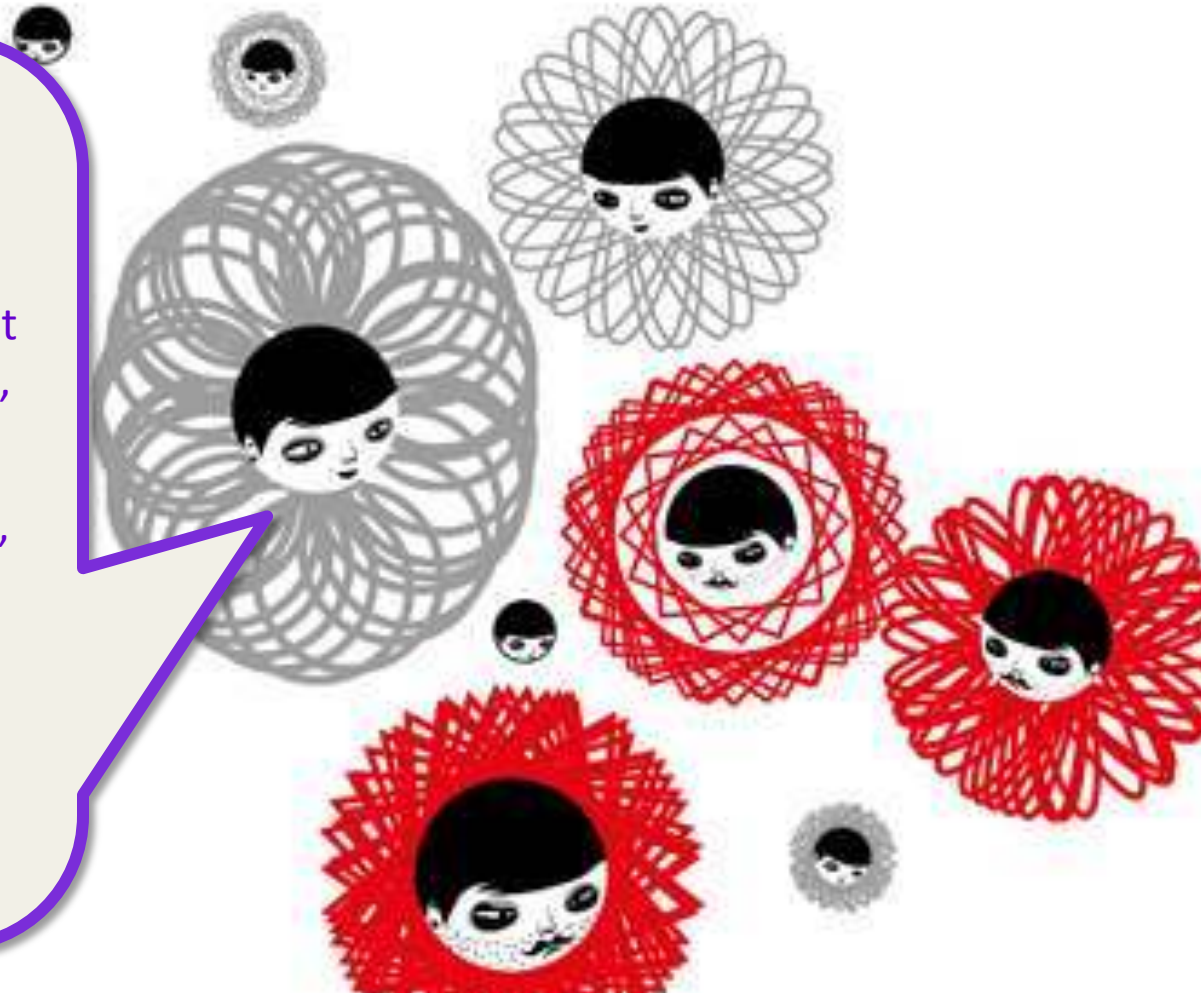


3.3% efficiency increase in 200 automobiles =
36 tons CO₂ saved

EcoConcierge: *FOSTER*

5. Build Social Capital & promote fitness/wellness

A highly inter-connected resident population creates social capital, brings huge health & happiness benefits, and creates the conditions for “social contagion” of sustainable actions through peer pressure and “norming”



Film Night
Monday 13th December
6-10 pm at the _____

EcoConcierge helps organize and enlist residents in group activities.



Fact or Fiction?

Compared to the average car, driving an SUV increases the amount of global warming pollutants by over 40%.

Fact!

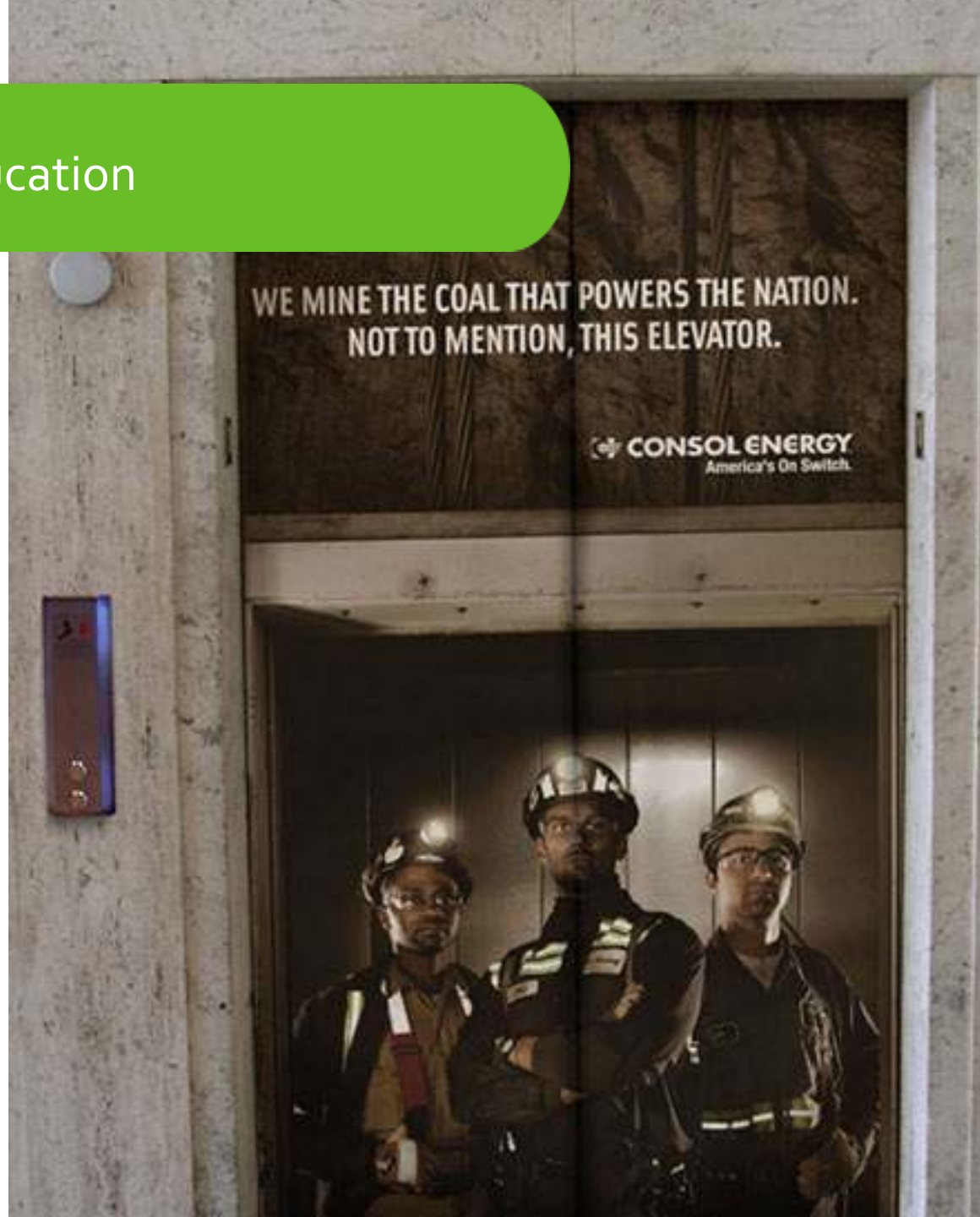
Driving an SUV increases the amount of global warming pollutants by 43%.

“Syndicated” sustainability content: trivia game at community pool party



6. Social Marketing & Education

Elevators: the
new “town hall”



Green Map



East Village Green Map

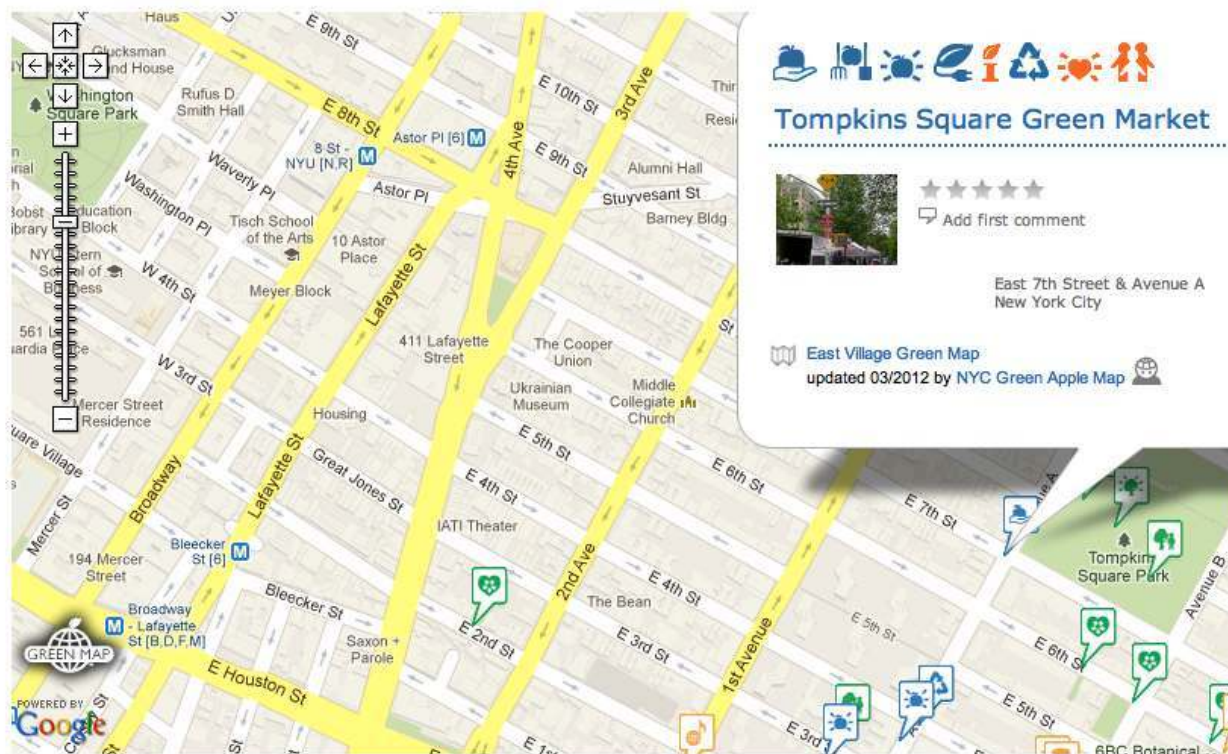
East Village, Manhattan, New York City United States

[View Map](#)

[About](#)

[Join Map Team](#)

[Suggest a site](#)



Power Diversity in the East Village

09 **National Audubon Society**

700 Broadway 212-979-3000 auduban.org
Improvements save 60% of energy costs in one of NYC's first green retrofits. Livability-focused Project for Public Spaces pps.org is also based here.

10 **Fourth St. Food Coop**

58 East 4th St. 212-674-3623
Working together saves 25% on organic food.

11 **East Third Street** has 4 new affordable Lower

East Side People's Mutual Housing Association developments by Chris Benedict RA, who has 38 more clustered in Brooklyn and Inwood 212-477-6016. See Greeninga-Block.org, which aims to transform an entire LES block.

12 **6BC Botanical Garden**

East Sixth St. btw Avenues B & C 6bc.org
PVs catch the sun for the waterfall and shed lights.

13 **Recycle A Bicycle**

75 Avenue C 212-475-1655
Youth empowerment low-cost bike shop.

14 **Lower East Side Park**

Just east of 1st Ave. btw East 11th & 12th Streets
 OpenRoadNY.org 212-460-8467, ext. 160.
Youth designed! PVs, pond and water swale.

15 **Angelica Kitchen**

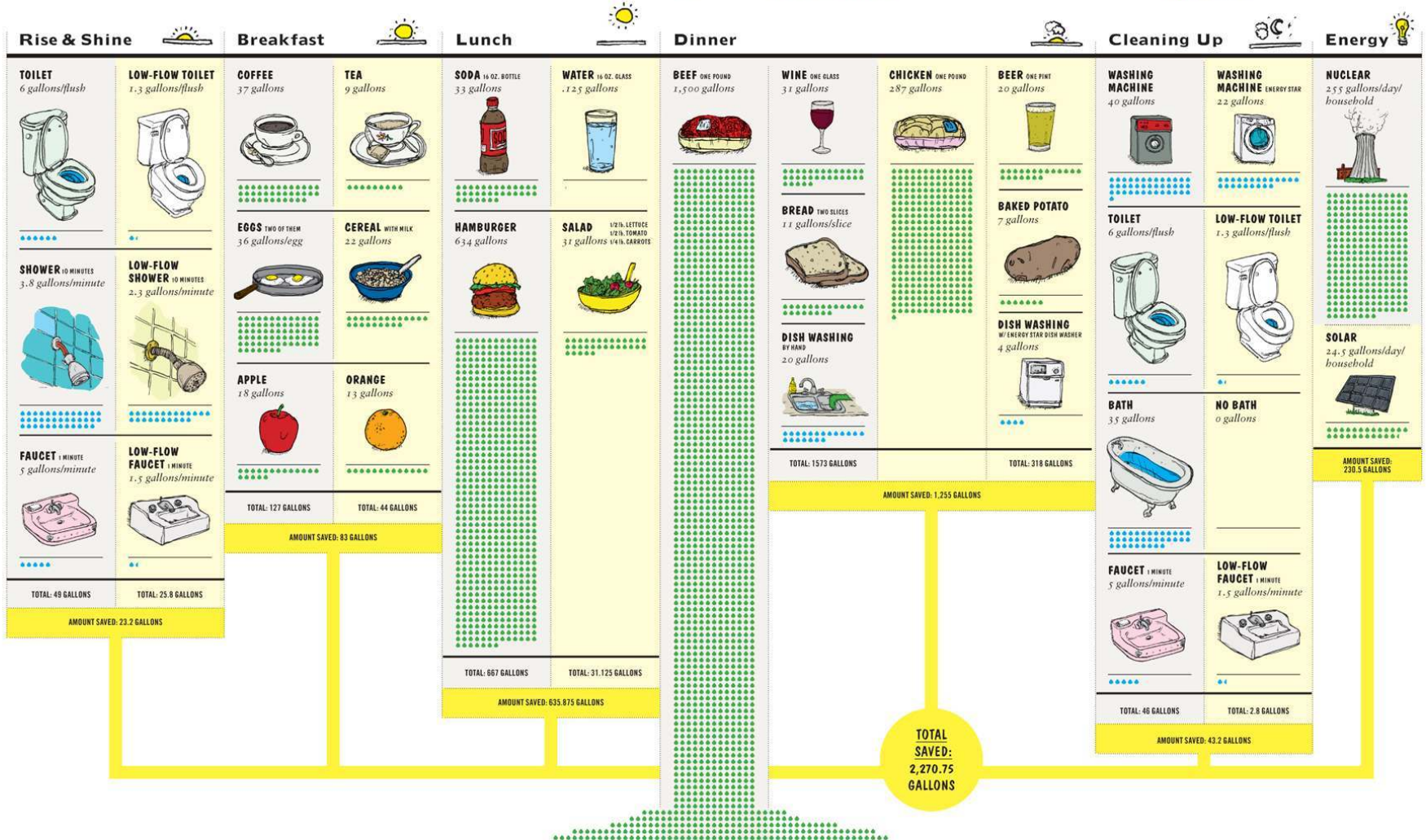
300 East 12th St. 212-228-2909
A pioneer, this organic café is now one of dozens in NYC serving healthy locally grown, energy-efficient vegetarian meals. See links in Side 1's "Food Matters".

Infographics

Walk This Way: Making the right choices to reduce your water footprint

 = 1 GALLON **DIRECT USE:** THE WATER THAT YOU ACTUALLY USE.

 = 1 GALLON **VIRTUAL USE:** THE WATER THAT HELPED MAKE THE THINGS YOU USE.



Different foods have different impacts. Here's how the greenhouse gas emissions (GHGs) of twenty common foods compare:

CARBON FOOTPRINT
Car Miles Driven per 4oz. Consumed

Food	Carbon Footprint (Car Miles Driven per 4oz. Consumed)
LENTILS	0.1
TOMATOES	0.2
2% MILK	0.3
BEANS	0.4
TOFU	0.5
BROCCOLI	0.6
YOGURT	0.7
NUTS	0.8
PEANUT BUTTER	0.9
RICE	1.0
POTATOES	1.1
EGGS	1.2
TUNA	1.3
CHICKEN	1.4
TURKEY	1.5
SALMON	1.6
PORK	1.7
CHEESE	1.8
BEEF	1.9
LAMB	2.0

WORST CHOICE: Choose grass-fed or lamb shank for less fat. Avoid loin.

Learn more at ewg.org/meateatersguide
GHG data based on lifecycle assessment by CleanMetrics.
cleanmetrics.com

EAT LESS MEAT AND DAIRY

Make meatless & cheese-less Mondays part of your life; and on at least two other days, make meat a side dish, not a main course. For more info, visit: meatlessmonday.com

EAT LOWER FAT

dairy products such as cream cheese, part-skim or fresh mozzarella, gouda, feta, muenster, cottage cheese and non-fat yogurt. Choose organic when possible.

EAT GREENER MEAT WHEN YOU DO EAT IT

When shopping, look for:

- Grass-fed or pasture-raised meat
 - Lean cuts
 - No antibiotics or hormones
 - Certified organic
 - Certified humane
 - Local
 - Unprocessed, nitrite-free and low sodium
 - "Best Choice" Seafood designated by Monterey Bay Aquarium
- Consult montereybayaquarium.org/cf/seafoodwatch.aspx

When you buy less meat overall, you can afford healthier, greener meat.

If you can't find these healthier products, ask your grocer to carry them. Consult eatwellguide.org or eatwild.com to find a nearby store or farm that offers greener, pasture-raised meat.

TIPS FOR MEAT EATERS

Eat Healthier and Reduce Your Climate and Environmental Impacts.

EAT MORE PLANTS

and low-impact protein foods like grains, legumes, nuts and tofu. Choose organic when possible.

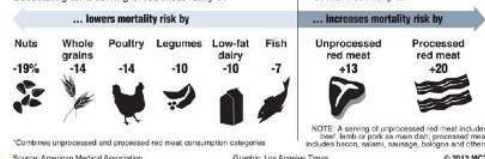
WASTE LESS

Buy right-size portions and eat what you buy. On average, uneaten meat accounts for more than 20% of meat's greenhouse gas emissions.

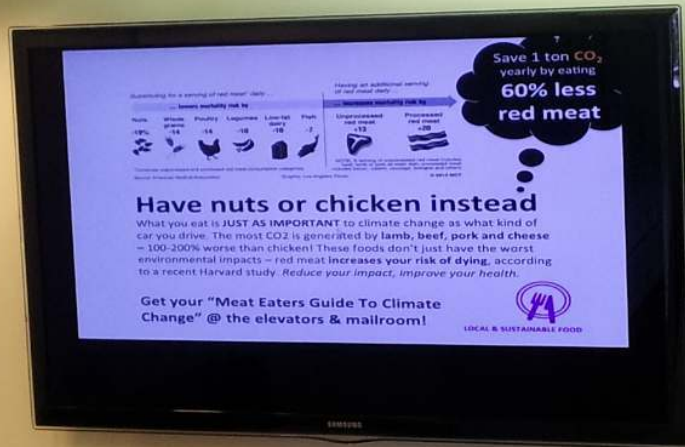
Have nuts instead

Substituting for a serving of red meat daily*

Having an additional serving
of red meat daily ...



To get a detailed booklet email jonathan.jacob@blairapartments.com
Or download a copy from ewg.org/meateatersguide





Meatless Mondays @ The Blairs

If 1,000 Blairs residents chose to eat 1 meatless meal per week, we would conserve 70,000 pound of grains, 40 million gallons of water, and **639,340 pounds of CO₂ emissions**. *Help us achieve our goal!* Shifting **1 day per week** from red meat and dairy to chicken, fish, eggs, or vegetables achieves **more CO₂ reduction than buying 100% of your food locally**.

Get your “Meat Eaters Guide To Climate Change” @ the elevators & mailroom!



LOCAL & SUSTAINABLE FOOD



REDUCES CO₂
by 1100 pounds!
Annually, on average.

Practice Eco-Driving

Smarter driving habits can slash your car's emissions **by a lot** and improve road safety. Try to maintain a steady speed of **45-55 mph**. Coast down hills and to stops in neutral. **Anticipate stops** and slowdowns.

Driving at 70mph uses 10% more gas than 50mph.



SUSTAINABLE TRANSPORT



REDUCES CO₂
by 125 pounds
for every \$100
you don't spend

Cut back on shopping

Imported consumer goods make up 25% of your personal footprint.

Cut back on shopping for non-essential items. Choose to purchase used or up-cycled alternatives to essential items. Instead of buying things, try “collaborative consumption” – books from libraries, tools from tool libraries, neighborhood swaps, etc.

Save \$\$ and make a BIG DENT in your footprint!



EQUITY & LOCAL ECONOMY



Rent cars from people near you

\$10
OFF YOUR FIRST RENTAL

Available nationwide with no membership fees and insurance included



REDUCES CO₂
from car use by

40%

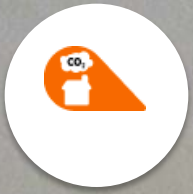
Share your car, make \$

The average car sits idle 92% of the time. **The average shared car replaces 9-13 other cars.** Peer-to-peer car sharing earns car owners \$1000s per year and helps renters cut emissions by 40%.

Check out **RELAYRIDES.com**



SUSTAINABLE TRANSPORT

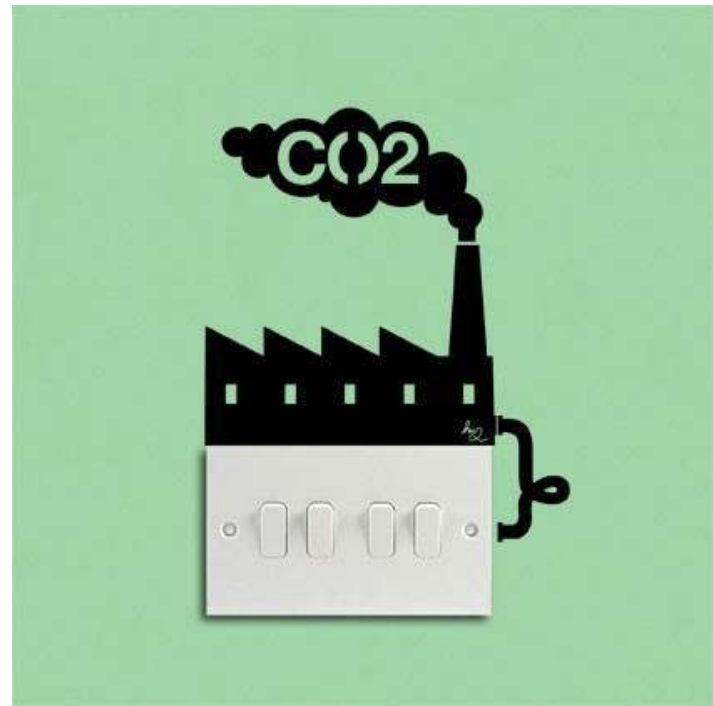
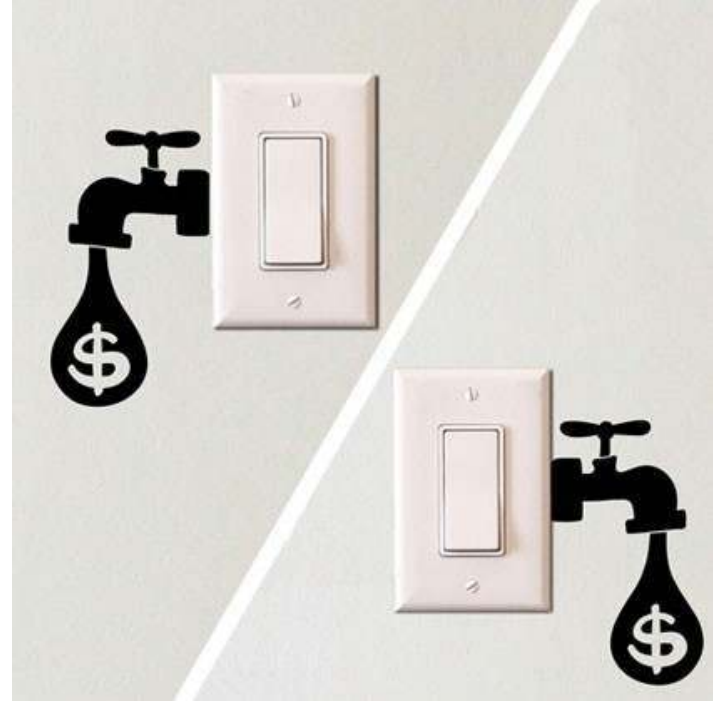


Prompting



How would you feel if someone just turned you on and left?

Conserve Energy!



Place your hand here.



Have stranger
place hand here.



Remove hands when no longer strangers.

Living Exercises®

sit

stay

heal



**THIS ONE
RUNS ON FAT
AND SAVES YOU MONEY**



**THIS ONE
RUNS ON MONEY
AND MAKES YOU FAT**



Burn Calories, Not Electricity



Take the Stairs!

Walking up the stairs just 2 minutes a day helps prevent weight gain. It also helps the environment.

Learn more at www.nyc.gov or call 311.

Michael R. Bloomberg
Mayor

MVC

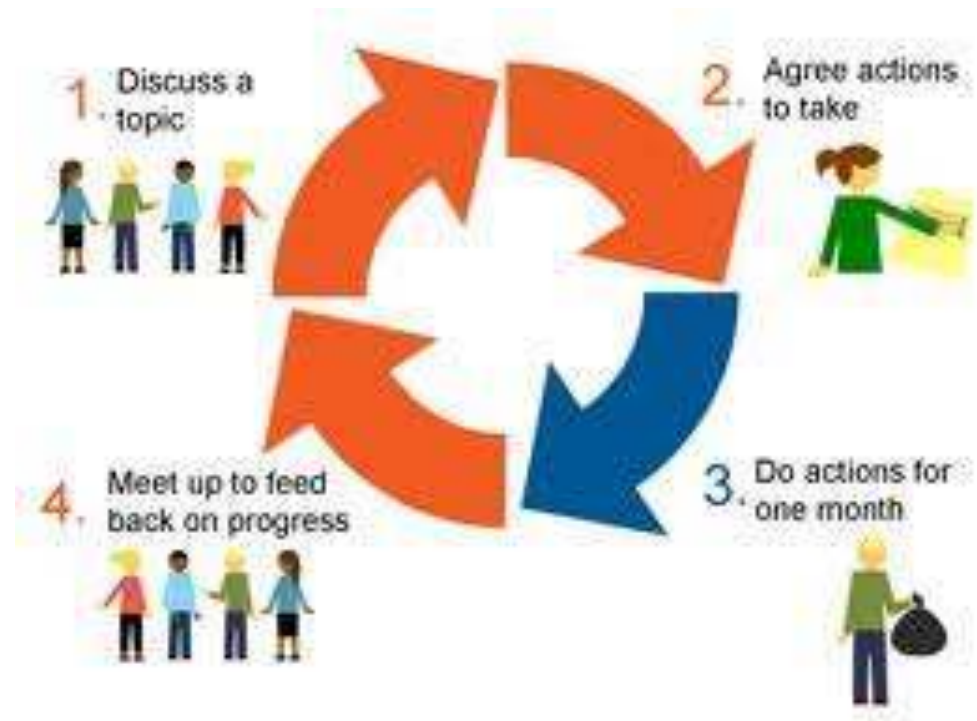
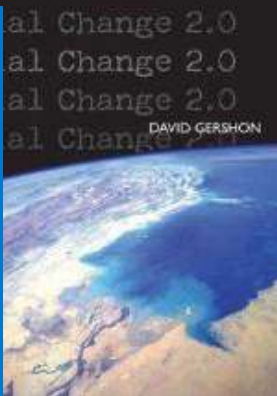
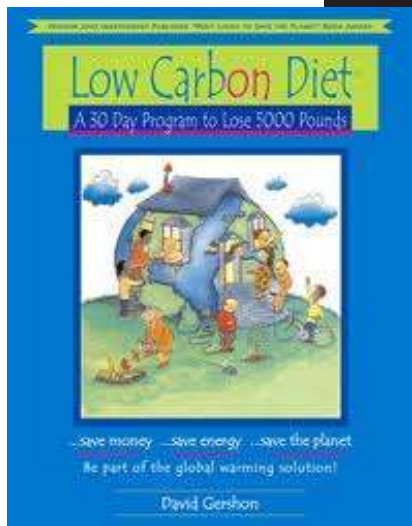
NYC

RENT

7. Household Coaching and Formation of eco-teams



Social Change 2.0
Social Change 2.0
SOCIAL CHANGE 2.0
>>> A BLUEPRINT FOR REINVENTING OUR WORLD





INTRODUCTION



TRANSPORTATION



HOUSING



SHOPPING



SUMMARY



TAKE ACTION

Emissions Summary (tons CO₂/yr)

Powered by

CoolCalifornia.org

GOVERNMENT • UNIVERSITY • NGO PARTNERSHIP

OK.

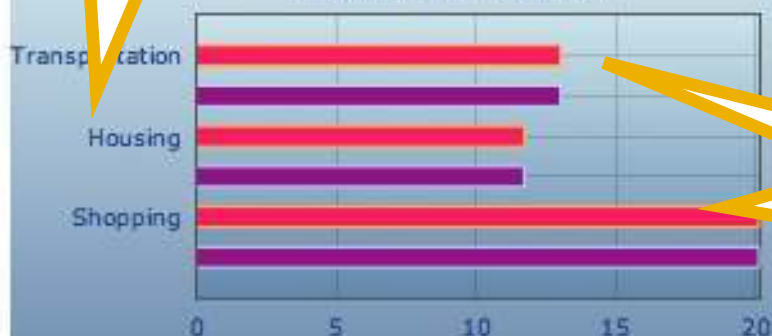
Why do we focus ALL our attention on energy...

AL carbon footprint is 100% of comparable households, and 496% of the global average. ?

These emissions are the equivalent of burning 104 barrels of oil, or driving 9 typical 25 mpg cars 10,000 miles per year.

Your Total Carbon Footprint

Metric tons CO₂/year



How does my Carbon Footprint (metric tons CO₂e/yr) compare? ?

When combined impact of Food+Transport+Shopping is 300% larger?

10
World
Average
Household

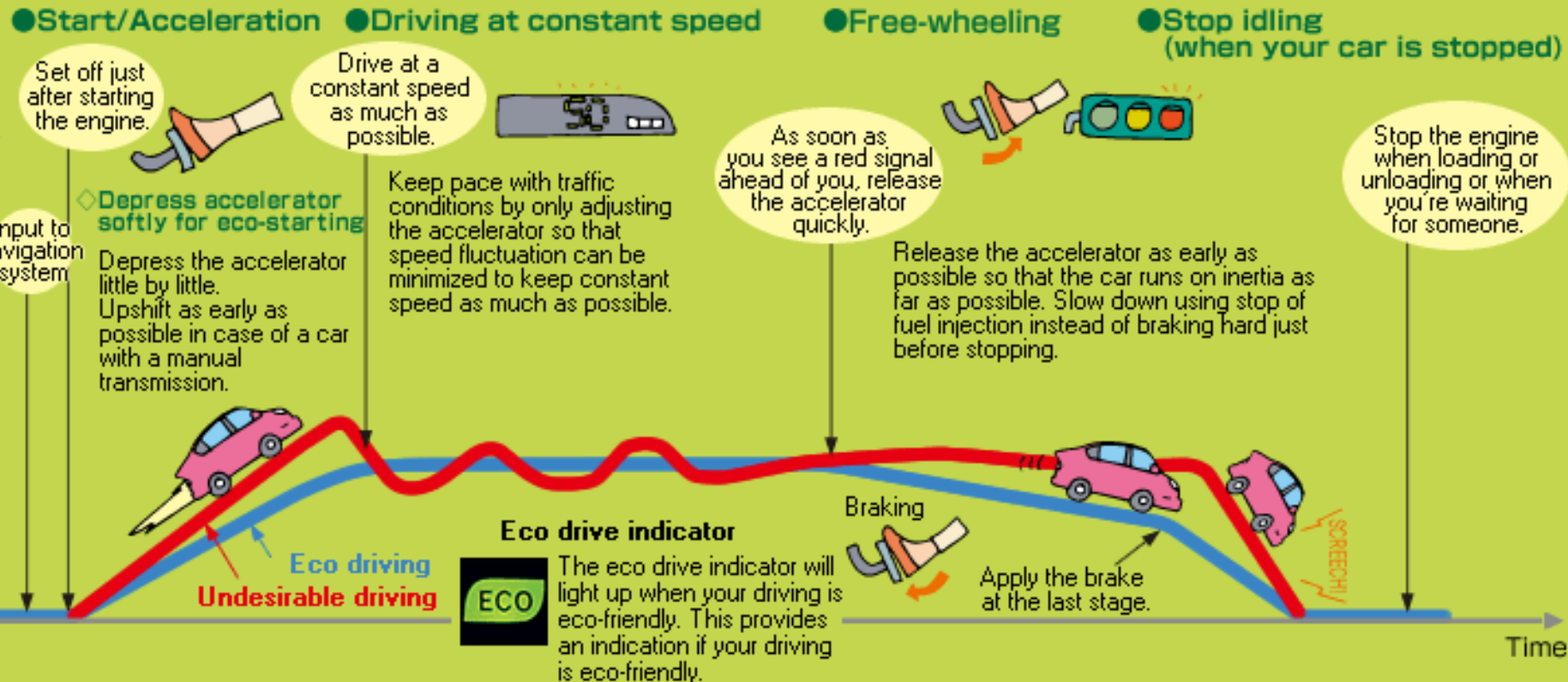
Household coaching:
take an eco-driving course



Wayne Geddes gets 59
MPG in a plain old
Accord.

Eco driving flowchart

We advise you to drive without haste keeping an eye on your environment to always judge your situation correctly.



8. Developing district-wide action plan with engaged residents



Bainbridge Island, WA



University of Minnesota, MN

I have never participated in a workshop or charrette that was so well facilitated and resulted in so much positive engagement from the participants. You have incredible skills as facilitators.

Marja Preston
Project Manager, The Grow Community



Montreal, QC



Sonoma, CA



Stockton, CA

Retail

- 1 BK Nails
- 2 Brian's Barbershop
- 3 Kessler's Cleaners
- 4 Mamma Lucia
- 5 SunTrust Bank
- 6 Caribou Coffee
- 7 Crisp & Juicy
- 8 Oriental East

Key

-  Blair Building
-  Leasing Office
-  Bus Stop
-  On-Site Bicycle Parking
-  Electric Charging Station
-  Recycling Center
-  ZipCar
-  Walking/Jogging Path
-  Upper Level Garage Entrance
-  Lower Level Garage Entrance



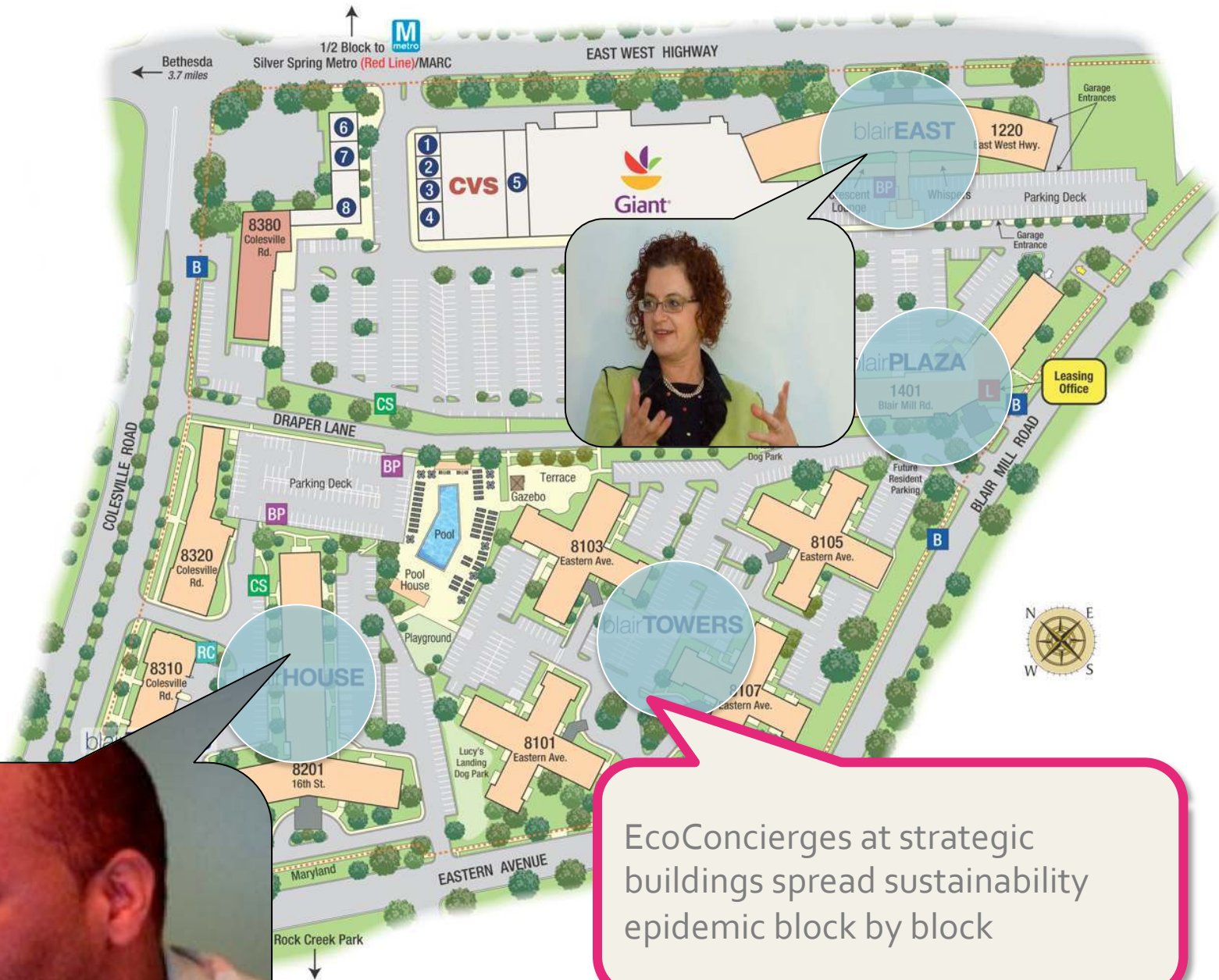
Syndicated social marketing program across ecoDistrict reinforces social norming

Retail

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EcoConcierges at strategic buildings spread sustainability epidemic block by block



Outcome: Projected GHG Savings

(sample 200 unit building)

ECOCONCIERGE

	Avg Footprint/unit (mt)	Units	Participation Rate	Avg savings	Tons GHG Saved (mt)
General	49	200	25%	25%	612.5
Tires	0.18	300	80%	100%	43.2

655.7

ECOCONCIERGE YEAR 3

	Avg Footprint/unit (mt)	Units	Participation Rate	Avg savings	Tons GHG Saved (mt)
General	49	200	66%	25%	1617
Tires	0.18	300	90%	100%	48.6

1665.6

BUILDING RETROFIT (CRUDE)

	GHGs avoided /unit (mt)	Units	Tons GHG Saved (mt)
General	4	200	800

800

1665 tons GHG saved
= 300 cars off road

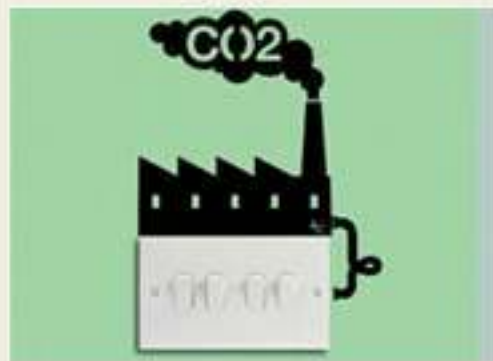
Outcomes

- GHG Savings
 - Occupant well-being
 - Improved social connectivity: Know 20 neighbors
 - Healthier diet
 - More exercise
- = Increased Retention, Satisfaction**
- Reputation benefit
 - Media coverage
 - Cost Savings
 - Improved building performance through occupant engagement



*Now seeking progressive
building owners to join
2012 ecoConcierge Pilot*

Greg Searle | gs@bioregional.com | [@gregorysearle](https://twitter.com/gregorysearle) | pinterest.com/gregorysearle



www.bioregional.us/blog/one-planet-lifestyles/

Welcome to One Planet Sutton



One Planet Sutton is a community-driven vision aimed to help you be part of a growing network of people building a resilient green future. Together we are creating a place where local businesses thrive and people can lead healthy, happy lifestyles within a fair share of the Earth's resources, something we call One Planet Living.

Use our [footprint calculator](#) to find out if you are living a One Planet lifestyle.

What's happening?



Solar Powered Community Centre

Last year the roof of the All Saints Community Centre in Hackbridge was fitted with 16 photovoltaic solar panels as part of Sutton Council's Low Carbon Zone initiative. The centre is now reaping the benefits with 1000kWh of electricity being ... [\[Read More...\]](#)



Community consultation workshops for the Wandle Catchment Plan

The Wandle Trust is running a series of workshops along the river for local people to discuss what you like about the river, what you don't like, and what you could suggest to improve it and help you love it more. These workshops ... [\[Read More...\]](#)



Eco Refurbishment - free workshop 4th April

This free workshop gives a practical overview of how to improve your home's energy performance and create a warmer, cheaper home. The vast majority of our housing stock (88%) was built before 1990 and around one fifth (21%) was built before ... [\[Read More...\]](#)



Subscribe to our newsletter



What's on

Saturday, May 12

9:00am Wallington Farmers' market
10:30am Keeping Bees workshop
10:30am Community Fruit and Nut Nu

Saturday, May 26

10:00am Introduction to Permaculture
10:30am Introduction to Food Growing
12:00pm Energy and Transport Fair

Sunday, May 27

10:00am Introduction to Permaculture



Latest tweets

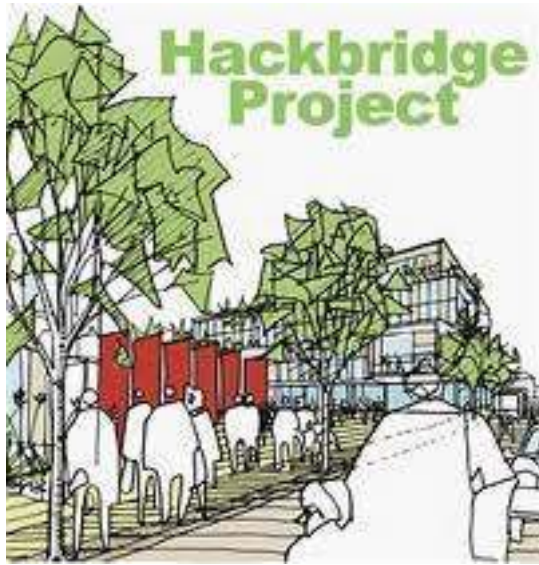


One Planet Sutton
oneplanetsutton

oneplanetsutton Have your say on the River Wandle Catchment Plan! Consultation in Sutton this Wednesday, Friday & next Friday - wandletrust.org
22 days ago · reply · retweet · favorite

oneplanetsutton Please vote for @Bioregional proposals for series of sustainability capacity building courses at #Rio+20: bit.ly/sf1qE7. Please RT.
27 days ago · reply · retweet · favorite

oneplanetsutton Eco-refurbishment - free workshop 6pm tonight at #BedZED with www.parityprojects.com. See bit.ly/GZNwSH for more info.
35 days ago · reply · retweet · favorite



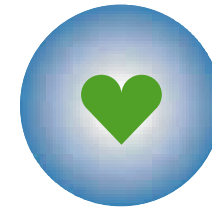
UK's first 'sustainable suburb' moves a step closer

Low-carbon transition: It's possible, cost effective and beneficial

Eat local, eat well

New Solution Found for Re-using Construction Waste

How to have an ethical barbecue Forget gas grills, use sustainable charcoal - and give squid a go, says Rebecca Seal



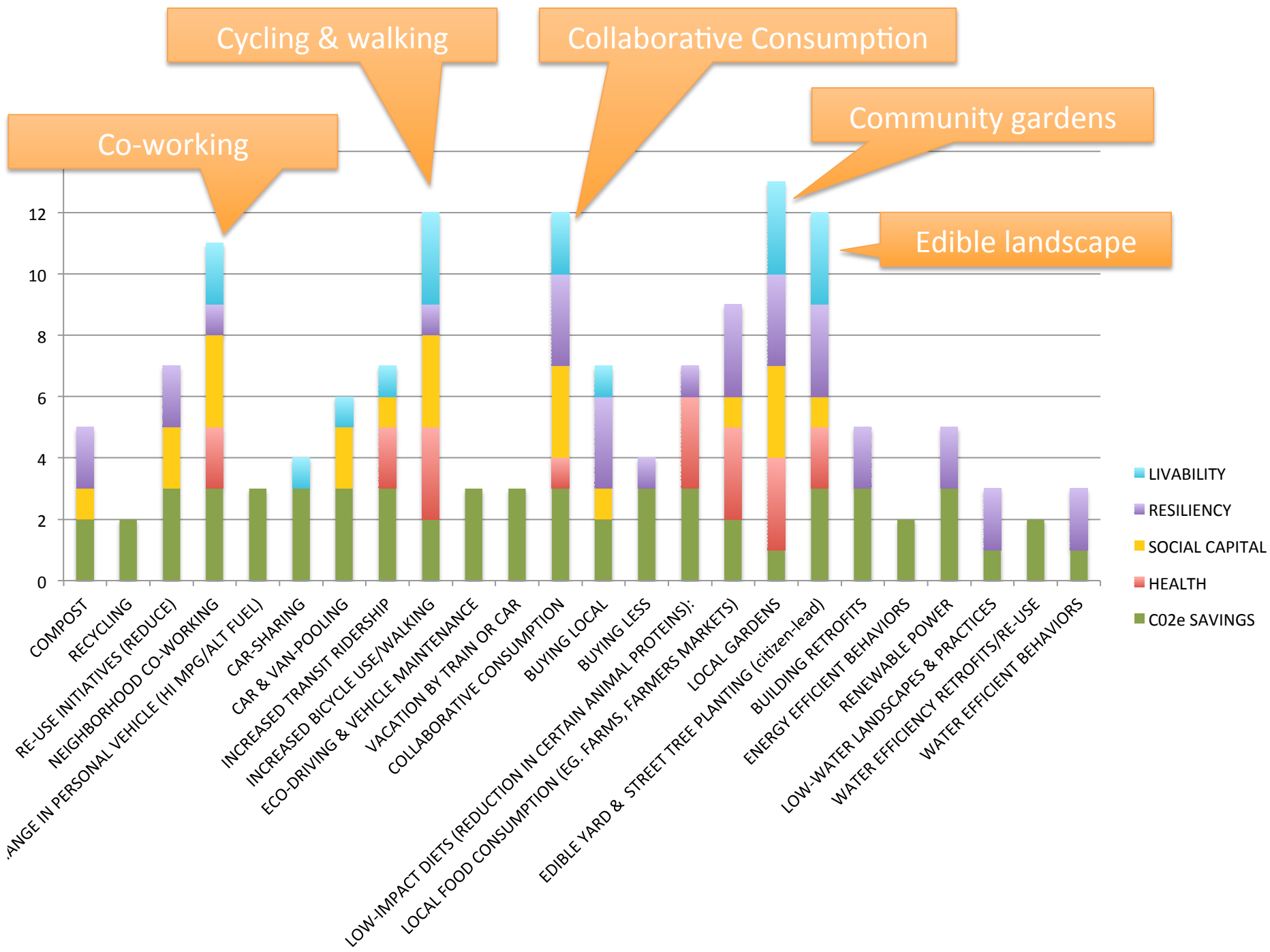
ONE
PLANET
DISTRICTS



The Veg Van



- Local and regional produce to fresh food desert
- Aim - 21,000 customers
- Renovated milk float, run on solar power
- www.vegvan.org.uk





Neighborhood Coworking: overlooked eco tactic

