



Eco Team Process Training

Presented by Sustainable Winchester

www.suswin.org/coolwinchester



Outline

- 7:00-7:05pm Welcome & Introductions
- 7:05-7:10pm Atmosphere of an Eco Team
- 7:10-7:20pm Overview of Low Carbon Diet Workbook
- 7:20-7:55pm “Team Building” Meeting
- 7:55-8:10pm “Cool Lifestyle Practices” Meeting
- 8:10-8:25pm “Cool Household Practices” Meeting
- 8:25-8:50pm “Empowering Others” Meeting
- 8:50-9:00pm Support Available to Team Leaders

Introductions



- Name
- Resident or part of an organization?
 - Please state organization's name



Atmosphere of an Eco Team



Eco teams want to...

- Have fun, get to know one another, and be inspired to make changes
- Feel safe in sharing their carbon footprint and questions
 - Team leader ensures guilt free, non judgmental atmosphere
- Know their time will be respected
 - Team leader starts/ends meetings on time and is prepared
- Know they'll be supported by their eco team leader if they get stuck
 - Team leader follows through on commitments



Overview of Low Carbon Diet Workbook

Overview of Low Carbon Diet Workbook



- Introduction (pgs 1-4)
- How the Program Works (pg 5)
- Topic 1 - Cool Lifestyle Practices (pgs 7-23)
- Topic 2 - Cool Household Practices (pgs 25-38)
- Topic 3 - Empowering Others (pgs 41-49)
- CO₂ Reduction Action Plan (pgs 51-55)
- Meeting Guides (pgs 57-70)



If already know who is on your team,
before meeting with them...

- Read the LCD workbook
- Confirm a date that works for all team members
 - Doodle.com is a great resource for this
 - Follow up via phone with anyone who didn't respond via email as phone tends to be more effective
- Let the team know their family can attend as well
- Prepare for first meeting by reading through pgs 61-62 "Team Building Meeting Guide"
 - Send meeting reminder to team couple days before with carbon calculator, action plan, and sample files

If preparing for an informational meeting, see pgs 59-60 in the book



Overview of the Four Eco Team Meetings

- 1st Meeting: “Team Building” (pgs 61-62)
- 2nd Meeting: “Cool Lifestyle Practices” (Topic 1; pgs 63-65)
- 3rd Meeting: “Cool Household Practices” (Topic 2; pgs 66-68)
- 4th Meeting: “Empowering Others” (Topic 3; pgs 69-70)



1st Meeting: “Team Building”



Points to share with your team at the “Team Building” Meeting

- Be sure and cover the average carbon footprint for the U.S. vs. Germany and Sweden when going through the introduction
 - Can add the U.S. is 5% of the world’s population and emitting 25% of the world’s CO₂
- Ensure the team is aware of the errata sheet in the LCD workbook so their action plan will be completed correctly



Decide on a team name, discuss the team's purpose, and the goal

- Team name is needed for the action plan
- Is the team's purpose primarily to:
 - Save each household money?
 - Build community?
 - Help the environment?
- Goal of each household is to reduce their carbon footprint by *at least 25%*
 - LCD Excel Action Plan can be used to determine what a 25% reduction is in lbs CO₂
 - Reductions are achieved via actions completed during the eco team and future actions pledged



Walk the team through how to use the carbon calculator & action plan

- Carbon Calculator, Action Plan, and sample Excel files are all on the Cool Winchester website
 - Carbon calculator website mentioned in the Low Carbon Diet workbook is NOT being used
- Ask if all team members are comfortable entering values into an Excel file
 - Provide paper copies of blank calculator and action plan to these team members to complete
 - Determine who will enter their data electronically and provide them a print out by the next meeting

These files enable each household to create a plan, track progress, and measure results. Also enables Cool Winchester to measure its results and effectiveness.



And specifically how to use the two columns of the action plan

- “Lbs CO₂ *reduced from actions taken by LAST MEETING*” column
 - Actions taken in sections 1 and 2 of the book during the eco team
 - These are the totals counted towards Cool Winchester’s 178M lb CO₂ reduction goal
- “Lbs CO₂ *reduction pledged for future*” column
 - Actions team members plan to complete after the eco team finishes
 - These reductions will be counted towards the goal once team members have completed them and notified the Cool Winchester Team

Eco Team actions to be completed before the 2nd meeting



- Eco Team Leader
 - Check in with each household to see if they need help completing their carbon footprint & draft action plan
 - Send meeting reminder few days before 2nd meeting
- Eco Team Member
 - Calculate household's carbon footprint and print out a copy to bring to the next meeting
 - Decide on household's carbon reduction goal
 - Goal is to reduce at least by 25%
 - Complete pgs 52-53 of the action plan, then pg 51, and print out a copy to bring to the next meeting
 - Determine which actions you'd like to take to meet your carbon reduction goal



2nd Meeting: “Cool Lifestyle Practices” (Topic 1)



When each household is sharing their carbon footprint and reduction goal...

- Double check each person's carbon calculator was completed correctly
 - See hand-out for top two errors households make
 - Problem solve with household on any incomplete work
- Ask team members to report which two areas are the highest contributors to their carbon footprint
 - E.g. oil used in the home, air miles traveled, etc.
 - This helps each household start to focus on where they can make the most impact

When briefly discussing each lifestyle action...



- Expect lots of questions to come up
 - People start saying “you know, I wanted to do this before but...”
 - Problem solving begins to happen in the team on how to overcome each household’s challenges
- Utilize the “Local Green Tips and Resources” on the Cool Winchester Website
- Double check each person’s draft action plan was completed correctly
 - See hand-out for top four errors households make
 - Problem solve with household on any incomplete work¹⁸

Lifestyle actions with greatest carbon reductions



Action #	Action	Carbon reduction (lbs CO ₂)
1	Reducing your garbage	1560-3120
8	Reducing miles driven by 20%	450-4000
5	Turning down the heat	1400
1	Recycling 100%	1300



Eco Team actions to be completed before the 3rd meeting

- Eco Team Leader
 - Check in with each household on how they're doing with their lifestyle actions and if they need help
 - Send meeting reminder few days before 3rd meeting
- Eco Team Member
 - Complete the lifestyle actions agreed to in Section 1 of your action plan
 - Discuss these with all household members and obtain their buy-in
 - Update your action plan for the next meeting if any changes to it



3rd Meeting: “Cool Household Practices” (Topic 2)

Tips on running the “Cool Household Practices” Meeting



- Expect lots of discussion when team shares how they did taking the lifestyle actions in section 1
 - More problem solving tends to occur
- Again, lots of questions will come up when discussing each household action in section 2
 - Remember, the “Local Green Tips and Resources” on the Cool Winchester website will help a lot



Easiest household actions with greatest carbon reductions

Action #	Action	Carbon reduction (lbs CO ₂)
16	Switching to NSTAR Green Electricity ¹	10000+
17	Engine tune-up and maintaining tire pressure	1500
15	Insulating walls and attic ²	1200
19	Purchasing carbon offsets	You choose

- 1. NSTAR Green line on the bill includes the regular cost of distribution + 1.6 cents/kWH for it being from renewable sources
- 2. It's important to take Action 13 before Action 15 to ensure heat stays inside

Let your team know that taking Action 16 alone many times is a 25% or more reduction to a household's carbon footprint!



At this point, team leaders have an action plan from each household

- This is to ensure households will be ready to turn in their final action plans at the last meeting
 - It's way too difficult to get action plans turned in after an eco team finishes so it's important to have each household be ready to turn theirs in at the last meeting
- Problem solve with any household on any incomplete work

This is extremely important! This is how each household determines the impact they've made and how Cool Winchester determines its results and effectiveness.



Eco Team actions to be completed before the 4th meeting

- Eco Team Leader
 - Check in with each household on how they're doing with their household actions and if they need help
 - Send meeting reminder few days before 4th meeting
- Eco Team Member
 - Complete or start the household actions agreed to in Section 2 of your action plan
 - Recognizing some of the actions will be completed in this section after the eco team finishes
 - Finalize your action plan and send to team leader
 - For those filling it out on paper, ensure their helper gets their electronic file sent in before the last meeting



4th Meeting: “Empowering Others” (Topic 3)



Tips on running the “Empowering Others” Meeting

- Expect lots of discussion when the team shares the actions they’ve taken in section 2
 - More problem solving tends to occur



When each household is summarizing their results...

- Double check each person's action plan has been filled out correctly
 - We've been seeing lots of errors on these!
- Have each household report:
 - % reduction they were able to achieve during the eco team

Acknowledge each household's efforts and thank them for reducing their carbon footprint!



Inform the team how to report actions they complete after the eco team

- Once a household completes a pledged action, they can send an email to coolwinchester@gmail.com with:
 - Subject line of: Pledged Action Completed
 - The following in the body of the email:
 - Household's address
 - Pledged action completed
 - Pounds carbon reduced from this action

This ensures their pledged action gets recorded towards their team's results and Cool Winchester's 178M lb carbon reduction goal! These instructions will also be on the Cool Winchester website.



Discuss how each household would like to help others reduce their footprints

- Encourage 2+ Winchester households to join an eco team
- Become an eco team leader
- Help your workplace reduce its carbon footprint
- Encourage a Winchester organization you're involved with to become a Cool Winchester partner organization
- Become part of the Cool Winchester Team and help plan for the project's success



Let the team know how they can provide feedback on Cool Winchester

- Two short online surveys are available on the Cool Winchester website
 - Team leader survey is on the EcoTeam Leader page of the website
 - Team member survey is on the EcoTeam Member page of the website
 - Each is about ten questions long
- Please encourage your eco teams to complete the survey
 - Feedback will enable us to maintain and improve the quality of the program



Eco Team leader actions after the last meeting

- Eco Team Leader
 - Send all of your team's carbon calculators and action plans in one email to coolwinchester@gmail.com
 - Splitting them among a few emails is okay if your email program limits the plans you can attach due to size restrictions
 - Send the team its compiled results once received from Cool Winchester

- This is extremely important! This data:
1. Gives the team a sense of accomplishment
 2. Motivates residents to join eco teams & become team leaders
 3. Motivates other towns to start their own Cool Community Program

Eco Team Member actions after the last meeting



- Take the actions to empower others to reduce their carbon footprints
- Update Cool Winchester when you've completed future pledged actions from your action plan



Support Available to Team Leaders



Lots of support available for eco team leaders on Cool Winchester Website

- This Training Presentation
 - In the “Eco Team Leader” section of the website
 - Under “Eco Team Support”
 - Available for download
- Local green tips for each action in the workbook
 - Under the “Eco Team Support” section of the website
 - **Extremely helpful resource to eco teams taking actions; be sure and tell your eco teams about it!**
- List of frequently asked questions
 - In the “About the Program” section of the website

Have a question? Please check the FAQ before contacting the Cool Winchester Team as you'll find answers to many of your questions there.



Online peer support for eco team leaders is available

- Cool Winchester Google Group is a place for team leaders to:
 - Share success stories
 - Ask peers for help on how to deal with challenges
 - Receive Cool Winchester program updates
 - **Please be sure and read these to stay up to date on the program**

Eco Team Coordinators, please send us the email addresses of new Eco Team Leaders so we can get them access to the Google Group by emailing coolwinchester@gmail.com



Face to face peer support for eco team leaders and coordinators is also available

- Best practice and support sessions will be held monthly Jan-May and Sept-Nov
 - Eco team leaders and coordinators from each organization are welcome
- Place for attendees to:
 - Learn what's working well for organizations
 - Come with their challenges and find solutions

Eco team coordinators, if you are unhappy with how the organization is doing against their eco team goals, then this is the place to come get help!

Eco team leaders, if you are unhappy with how your eco team is going, then this is the place to come get help!



Thank you for Coming.

Good luck launching your Eco Teams!

And have Fun!

We welcome feedback on how this training can be improved



Appendix

Several Benefits to Being on an Eco Team



- Fun, community building activity
- Peer support
 - Team leader checks in with everyone between meetings to see if they need help
 - Guilt free, non-judgmental atmosphere
- Financial savings in the hundreds of dollars for the year
- Positive changes that leave a healthier planet to future generations



How the 178M lbs CO₂ was calculated

- Average MA household carbon footprint
 - 60,000 lbs CO₂
- Average 25% reduction from MA household
 - 60,000 lbs CO₂ * 0.25 = 15,000 lbs CO₂
- CO₂ reduction formula
 - # of participating households for the year * 15,000 lbs CO₂ = CO₂ reduction for the year

Year	Target Participation Rate (%)	# of Households	Target CO ₂ Reduction (M lbs CO ₂)
2010	15	1186	18
2011	50	3953	59
2012	85	6719	101
Total			178



How the 15,000 cars was calculated

- Carbon emissions from a 25 mpg car that drives 15,000 miles for the year
 - 12,000 lbs CO₂
- Formula to calculate # of cars equivalent to three year carbon reduction target
 - CO₂ reduction target over the three years / carbon emissions from a 25 mpg car that drives 15,000 miles for the year
 - $178,000,000 / 12,000 = 15,000$ cars



Cool Mass Pilot Program

- Ground-breaking new program aimed at Mass residents to become part of the climate change solution
 - Authored by Massachusetts Climate Action Network (MCAN) and Empowerment Institute (EI)
- Goal is to empower 25% of the households in the state to reduce their carbon footprints 25% by 2012
 - Accomplished by supporting communities through three-year campaigns to reach 25% - 85% of the town in reducing the residential carbon footprints by an average of 25%
- Intended to serve as prototype for bold and timely carbon reduction for states and communities across U.S.
- To read more you can go to www.massclimateaction.org and click on “Cool Mass Campaign”

Nine towns currently participating in Cool Mass



- Boston
- Braintree
- Brookline
- Cohasset
- Dedham
- Hull
- Milton
- Newton
- Winchester