



# Eco Team Strategy Training

Presented by Sustainable Winchester

[www.suswin.org/coolwinchester](http://www.suswin.org/coolwinchester)



## Outline

- 7:00 - 7:10pm Welcome & Introductions
- 7:10 - 7:25pm Roles & Eco Team Season
- 7:25 - 7:35pm 2010 Winter-Spring & Fall targets
- 7:35 - 8:05pm Strategy to Recruit Households
- 8:05 - 8:25pm Strategy to Recruit Team Leaders
- 8:25 - 8:40pm Support Available to Organization
- 8:40 - 9:00pm Questions?



# Introductions

- Name
- Resident or part of an organization?
  - Please state organization's name
- Number of eco teams you or your organization is planning to form by end of 2010



# Roles & Eco Team Season



## Eco team coordinator is vital to the organization's success

- Act as liaison between Cool Winchester Team and the organization
- Facilitate the development of the organization's eco team strategy
- Recruit eco team participants and team leaders
  - Schedule eco teams
  - Ensure team leaders get trained
- Ensure action plans from each eco team are submitted to Cool Winchester Team

Time commitment for an eco team coordinator is 5-6 hrs / week



## Eco team leaders (ETLs) are vital to achieving the carbon reductions

- Create the atmosphere of an eco team
  - Guide and support eco teams through the Low Carbon Diet (LCD) workbook
- Make sure the team's carbon reductions are communicated to Cool Winchester
  - Act as the link between eco teams and the Cool Winchester Project
- Train the organization's future eco team leaders

Time commitment for an eco team leader is 3-5 hrs / week



## “Eco team season” is the same as the school year

- Dates most likely to complete eco teams:
  - Jan 5<sup>th</sup> – May 30<sup>th</sup>
  - Third week of Sept – Nov 15<sup>th</sup>
- Can form eco teams June through September if able; people tend to be:
  - Busy with end of school year activities
  - At their summer homes
  - On vacation
- Can form eco teams Nov 15<sup>th</sup> – Dec 31<sup>st</sup> if able
  - People tend to be busy with holiday activities



# 2010 Winter-Spring & Fall Targets



## How many eco teams will the organization target to form each season?

- Organization's 2010 Eco Team Target = \_\_\_\_\_
- Organization's Jan – May 2010 Eco Team Target = \_\_\_\_\_
- Organization's Oct – mid Nov 2010 Eco Team Target = \_\_\_\_\_

Organization is more likely to reach their eco team target if the majority of the teams are formed Jan - May



# How many households and team leaders does this equate to each season?

- # of households from Jan – May 2010 =  
\_\_\_\_\_
- # of team leaders from Jan – May 2010 =  
\_\_\_\_\_
- # of households from Oct – mid Nov 2010 =  
\_\_\_\_\_
- # of team leaders from Oct – mid Nov 2010 =  
\_\_\_\_\_

# of Households = # of eco teams \* 10 to ensure have 8 households per team if one or two drop out at the last minute

# of Team Leaders = # of eco teams



# Strategy to Recruit Households



## What inspires households to participate?

- Hearing what's in it for them
  - Talk about the benefits of being on an eco team\*
- Seeing their participation will really make a difference
  - Show the carbon reduction results from previous teams and present testimonials
- Being asked in person to participate vs. over email
  - Make that human connection
- Having a sense of urgency around the issue



## Some strategies that have been used to find eco team participants

- Present Cool Winchester to organization and ask for participants
  - Perhaps at an event already planned (e.g. coffee hr)
- Leave a sign-up list in a common area
- Include write-ups in paper and electronic newsletters to find interested households
- Send an email to distribution list asking for participants
- Ask friends, family, neighbors, and coworkers

Be creative; all ideas are welcome!



# What strategies will your organization use to find households?

- Strategies to find # of households needed from Jan – May 2010

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- Strategies to find # of households needed from Oct – mid Nov 2010

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# Who will be responsible for executing these strategies and by when?

- Action plan to recruit households for Jan – May 2010 eco teams

| Action Step | By whom | Due Date |
|-------------|---------|----------|
|             |         |          |
|             |         |          |
|             |         |          |
|             |         |          |

- Action plan to recruit households for Oct – mid Nov 2010 eco teams

| Action Step | By whom | Due Date |
|-------------|---------|----------|
|             |         |          |
|             |         |          |
|             |         |          |
|             |         |          |



# Strategy to Recruit Eco Team Leaders



## What inspires a person to become an eco team leader?

- Wanting to make more of an impact than just reducing their own carbon footprint
- Seeing their participation will really make a difference
  - Show the carbon reduction results from previous teams and present testimonials
- Having already been on an eco team they're comfortable with the process and workbook
- Wanting to practice their facilitation skills



## Some strategies that have been used to find eco team leaders

- Ask eco team members at the last meeting if anyone would be interested in leading a team
- Present Cool Winchester to organization and ask for team leaders
  - Have them participate on an eco team first as part of their training
- Send an email to distribution list asking for team leaders
  - Have them participate on an eco team first as part of their training



# What strategies will your organization use to find eco team leaders?

- Strategies to find # of eco team leaders needed from Jan – May 2010

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- Strategies to find # of eco team leaders needed from Oct – mid Nov 2010

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# Who will be responsible for executing these strategies and by when?

- Action plan to recruit eco team leaders for Jan – May 2010 eco teams

| Action Step | By whom | Due Date |
|-------------|---------|----------|
|             |         |          |
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|             |         |          |
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- Action plan to recruit eco team leaders for Oct – mid Nov 2010 eco teams

| Action Step | By whom | Due Date |
|-------------|---------|----------|
|             |         |          |
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|             |         |          |
|             |         |          |



# Support Available to Organization



## Lots of support available for organization on Cool Winchester Website

- Training presentation for eco team leaders
  - In the “Eco Team Leader” section of the website
- Training presentation for organizations
- 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 email us as [coolwinchester@gmail.com](mailto:coolwinchester@gmail.com) with the email addresses of new Eco Team Leaders so we can get them access to the Google Group



## 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!

If still need help after using these resources...



- Please contact us at [coolwinchester@gmail.com](mailto:coolwinchester@gmail.com)



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 CO<sub>2</sub> was calculated

- Average MA household carbon footprint
  - 60,000 lbs CO<sub>2</sub>
- Average 25% reduction from MA household
  - 60,000 lbs CO<sub>2</sub> \* 0.25 = 15,000 lbs CO<sub>2</sub>
- CO<sub>2</sub> reduction formula
  - # of participating households for the year \* 15,000 lbs CO<sub>2</sub> = CO<sub>2</sub> reduction for the year

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



## 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 CO<sub>2</sub>
- Formula to calculate # of cars equivalent to three year carbon reduction target
  - CO<sub>2</sub> 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](http://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