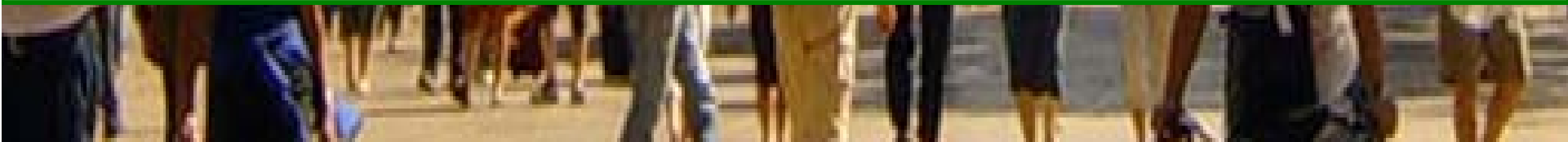




Building Sustainable Communities: From Theory to Practice

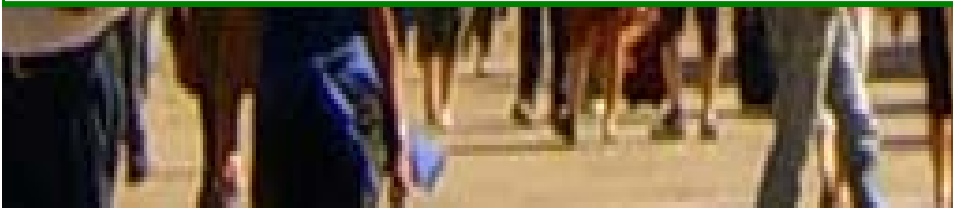
Presenter: Dave Feldman
CEO of the Livability Project

Presented to: *Alternative Energy 2010*
Louisiana State University, Baton Rouge, April 21, 2010



What's Your Sustainability Challenge?





TODAY'S AGENDA:

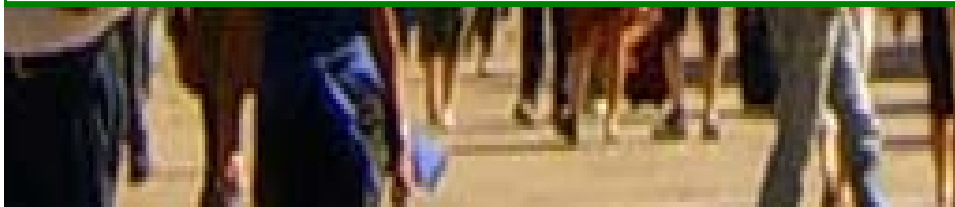
- **See** the Connections
- **Make** the Connections
- **Keep** the Connections



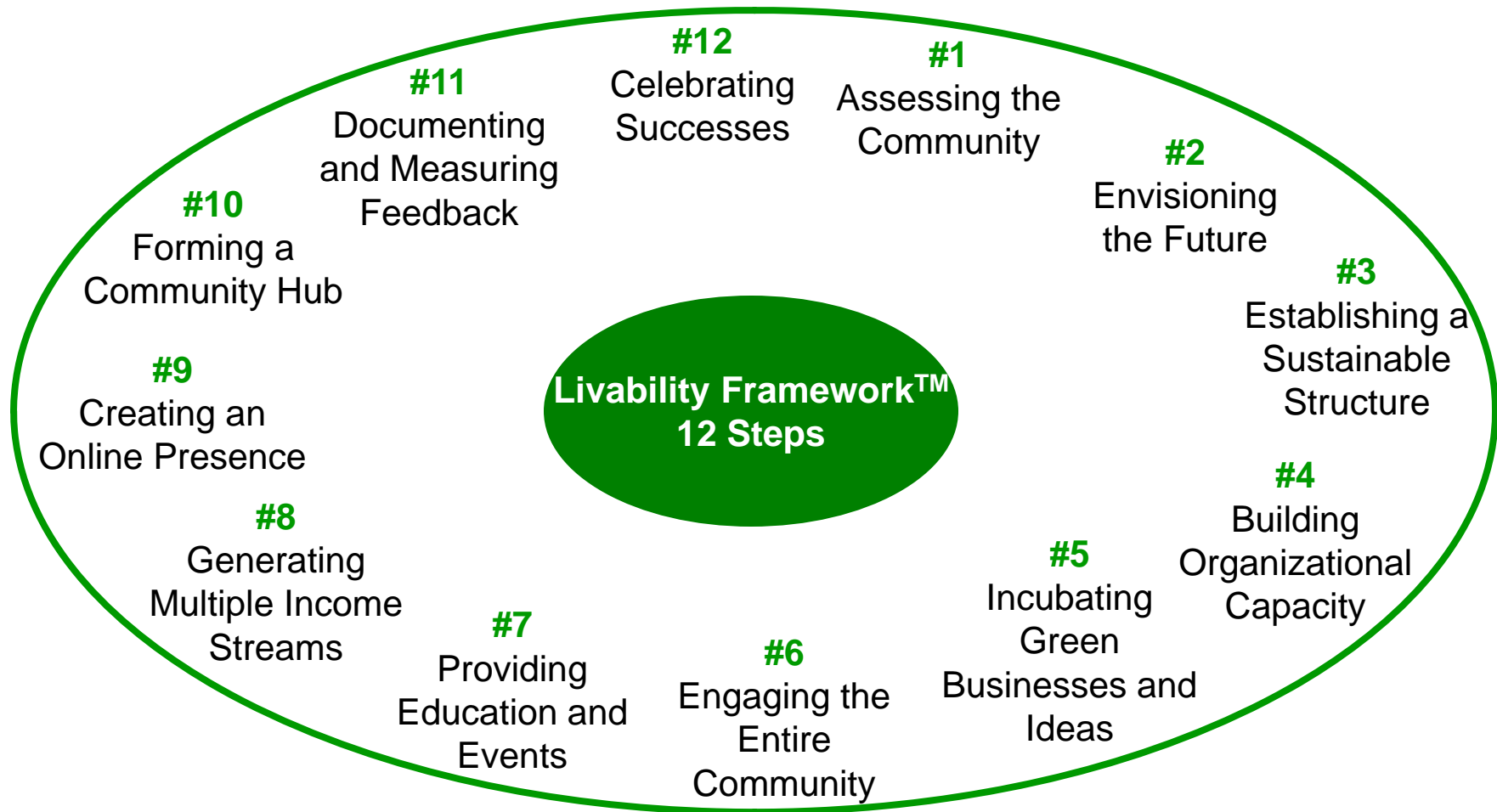
See the Connections

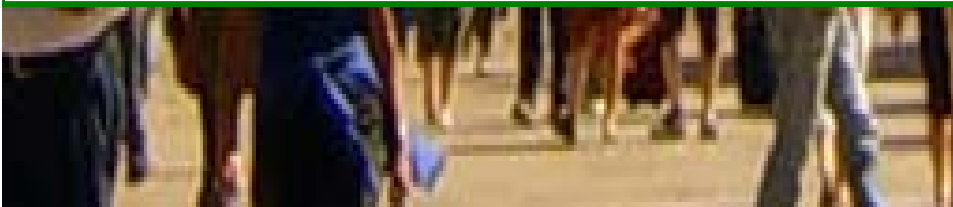
*“We can’t solve problems
by using the same kind of
thinking we used when we
created them.”*

~ Albert Einstein



Livability Project





Make the Connection

Case Study:



Community Snapshot: Bethesda, Maryland

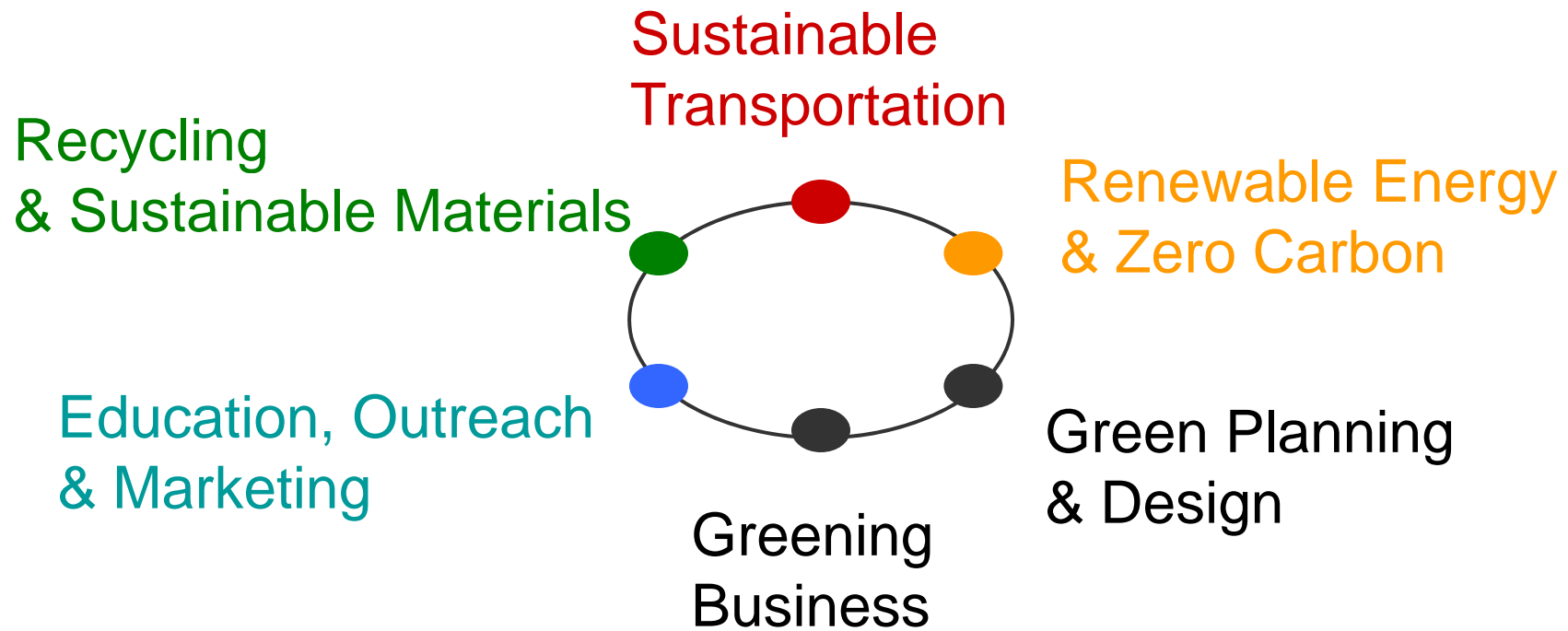


1. Building the Structure

- Board of diverse stakeholders
- Goals, objectives and metrics
- Realistic outcomes
- Develop a volunteer corps



Bethesda Green Working Groups



2. Engaging the Community

- Based on areas of interest
- Organized outreach
- Multiple entry points
- Partner with existing groups



2. Engaging the Community

- Events
 - Monthly Happy Hours/Brown Bags
 - Green Awards and Showcases
 - Hosting films/panel discussions



3. Scaling Up What Works

- Enhance an *existing* green initiative!

Montgomery County's e-shred event - *before*



8k lbs
collected



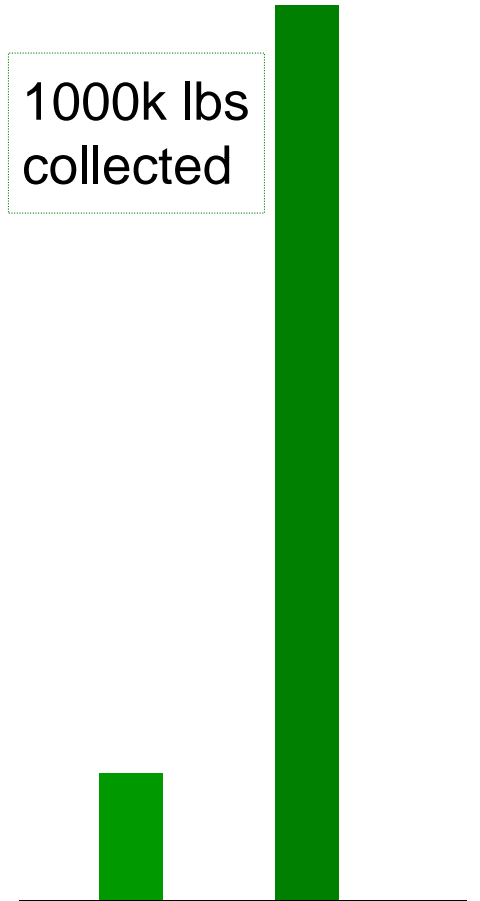
3. Scaling Up What Works

- Enhance an *existing* green initiative!

Montgomery County's e-shred event – *after*



1000k lbs
collected



3. Scaling Up What Works

- The Education Center as a hub
 - Meeting spaces
 - Highlight best practices



3. Scaling Up What Works

Education Center



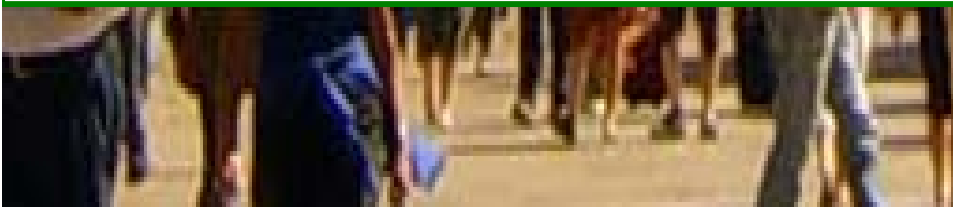
4. Identifying Gaps

- Build on proven ideas/programs
- Launch a “Green Incubator”
- Training and mentoring



5. Multiple Revenue Streams

- Sponsorship
 - Cash
 - In-kind
- Grants
 - Government
 - Foundation
 - Corporate
- Individual Contributors
- Incubator rent
- Events and workshops
- Affiliate/partner programs
- Facilities usage fees



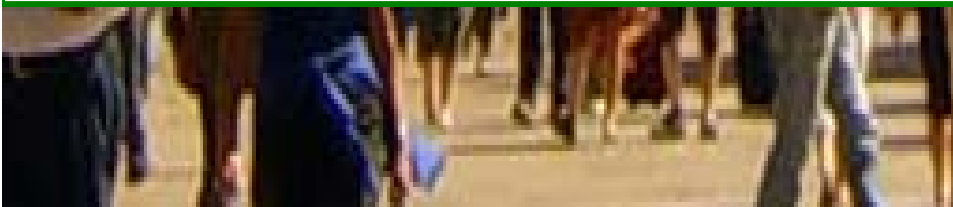
Keep the Connection

Guiding Principles
and
Best Practices
for Your Community

Five Principles to Practice

1. Everyone is welcome
2. Check politics at the door
3. Green is an economic engine
4. An attitude of service
5. Respect connectedness of natural and manmade systems

Green is the new gray!



Questions?

Dave Feldman

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