

**MAYOR PIERCY'S SUSTAINABLE BUSINESS
INITIATIVE TOWNHALL MEETING
KALAPUYA HIGH SCHOOL**

February 6, 2006

WELCOME TO MAYOR PIERCY'S SUSTAINABLE BUSINESS INITIATIVE TOWN HALL MEETING!

Instructions

- 1. Please sit at tables of 6-10, preferably with people you do *not* know.**
- 2. An SBI Task Force member or UO graduate student will sit at each table and facilitate your discussion.**
- 3. The facilitators will lead each table through a discussion of the three questions listed on the backside of the instruction sheet.**
- 4. A person should be designated to stand up and use a magic marker to record the ideas your table generates in response to each question. You can switch recorders for each question.**
- 5. At the end, each table will designate someone to summarize for the whole room what your table discussed.**

Agenda

7:00 p.m. Welcome

7:10 p.m. Background and Directions

7:20 p.m. Table Discussion of Question #1

7:45 p.m. Table Discussion of Question #2

8:10 p.m. Table Discussion of Question #3

8:30 p.m. Reports By Each Table to Entire Group

9:00 p.m. End

YOUR THOUGHTS AND IDEAS CAN **MAKE A DIFFERENCE!**

- **In March, the ideas you offer tonight will be posted on the SBI website for all of Eugene to see:
<http://ri.uoregon.edu/programs/SBJD/SBI.html>**
- **They will also be summarized in a document the SBI Task Force will use to develop its recommendations to the Eugene City Council.**
- **Be creative, dream a bit, don't worry about constraints**

***THANK YOU FOR CARING ABOUT THE
FUTURE OF YOUR COMMUNITY***

SUSTAINABLE DEVELOPMENT

“Development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.”

(Bruntland 1987)

SUSTAINABILITY

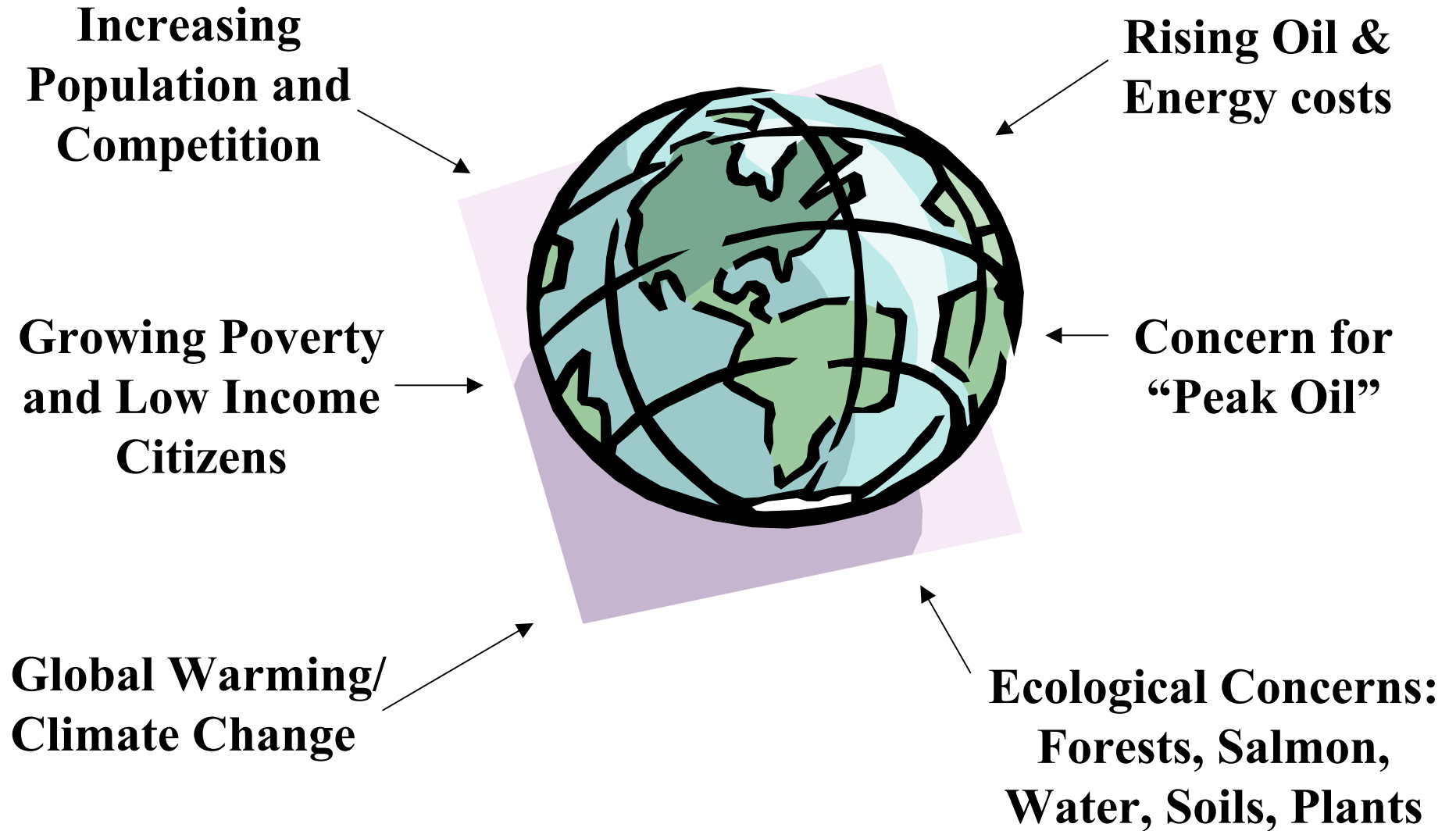
Fundamentally, sustainability refers to the potential for maintaining something for a long time

What should we logically try to maintain?

Beneficial aspects of society and the environment.

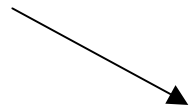
To maintain these beneficial aspects, we need to be able to *successfully adapt to changing conditions.*

WHY FOCUS ON SUSTAINABILITY?

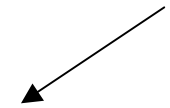


EVERY PROBLEM PROVIDES OPPORTUNITIES!

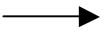
Increasing population can mean more smart people



Rising oil & energy costs can spur more energy efficiency



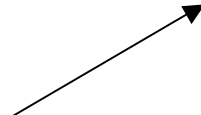
Growing poverty can stimulate ways to increase education, skills, jobs, wages, & affordable housing



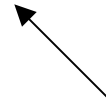
Concern for “peak oil” can drive innovation for renewable energy



Global warming can unleash innovation for products & processes that produce less greenhouse gas pollutants



Ecological concerns can open door to new processes that protect the environment



**Whether These Concerns Are Seen As Insurmountable
Problems or Opportunities....**

Depends On The Choices We Make



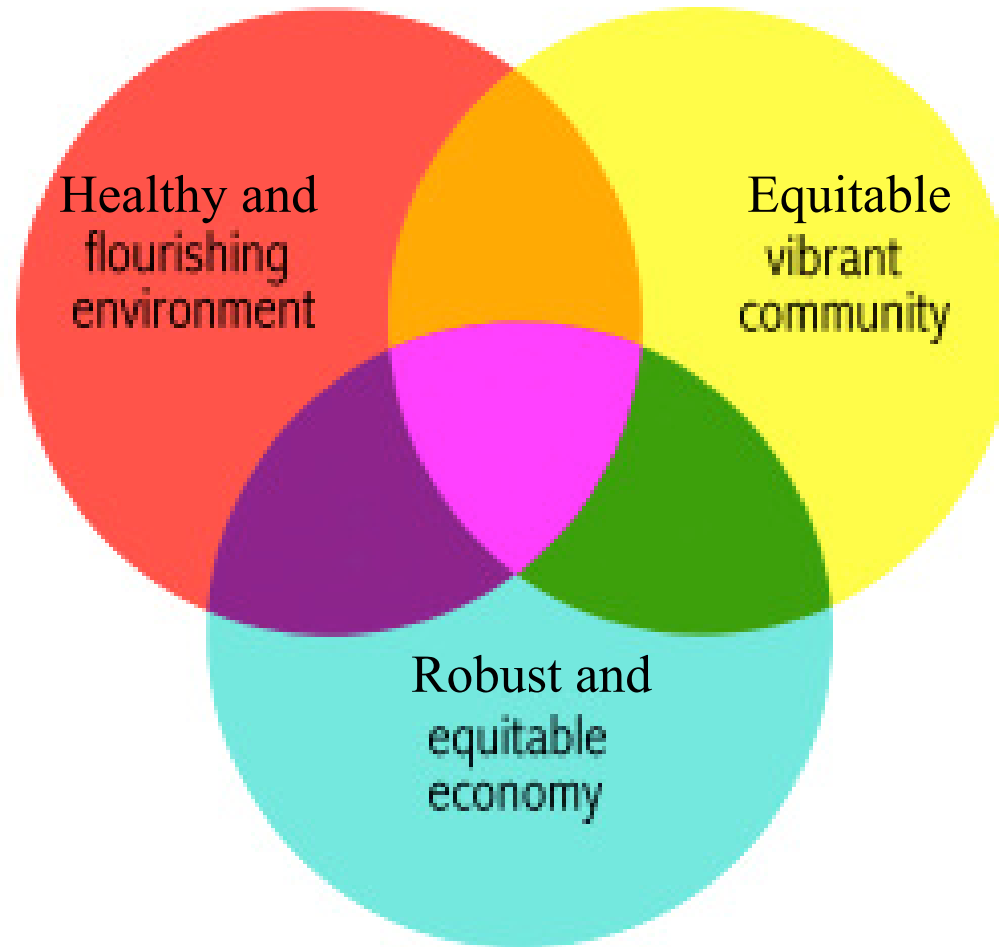
The Key Choice Is

What type of community—businesses, transportation, food, energy, schools, government---do we want in the future?

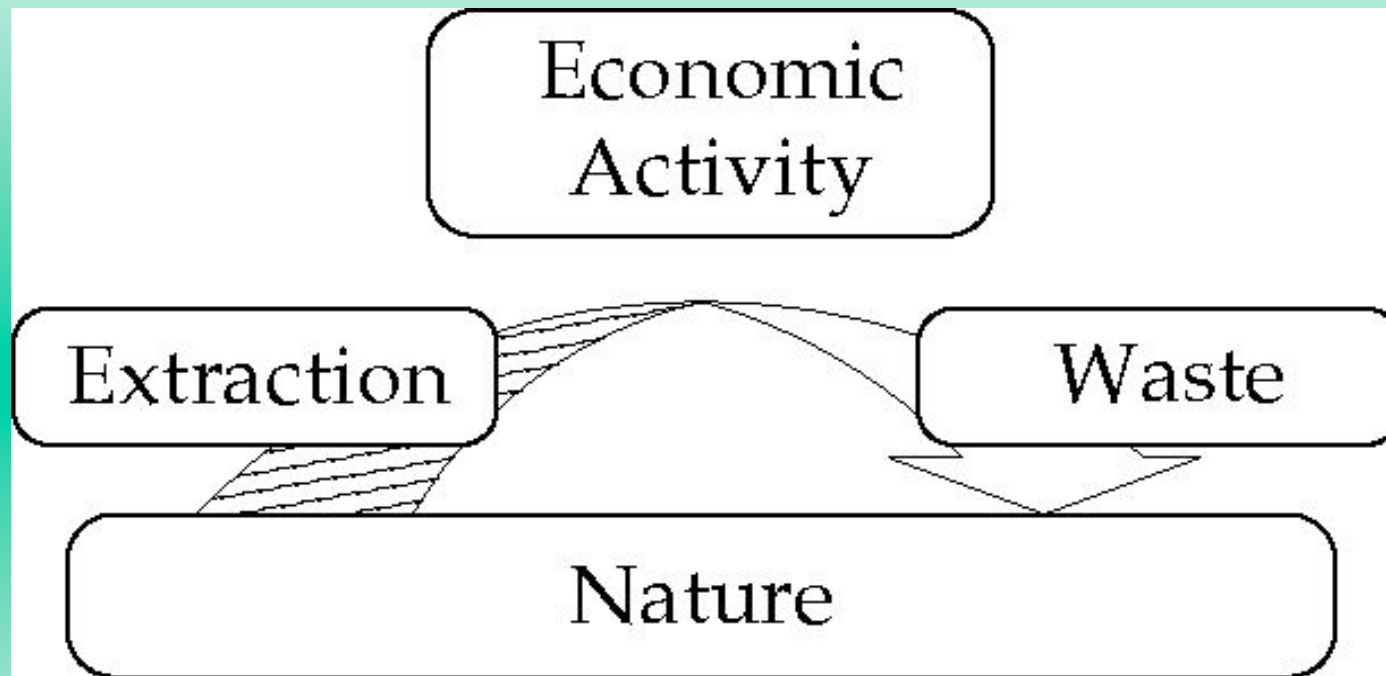
ONE APPROACH IS TO CHOOSE THE SUSTAINABLE **'TRIPLE BOTTOM LINE'**

- **Environmentally sound businesses do not degrade our community's environment or the environment of other regions and countries.**
- **Socially sound businesses pay workers a 'living wage' that allows them to have good health insurance and retirement benefits, live in a nice home or apartment, and save money for the future.**
- **Economically sound businesses generate a profit while being environmentally and socially sound.**

The Sustainable 'Triple Bottom Line'



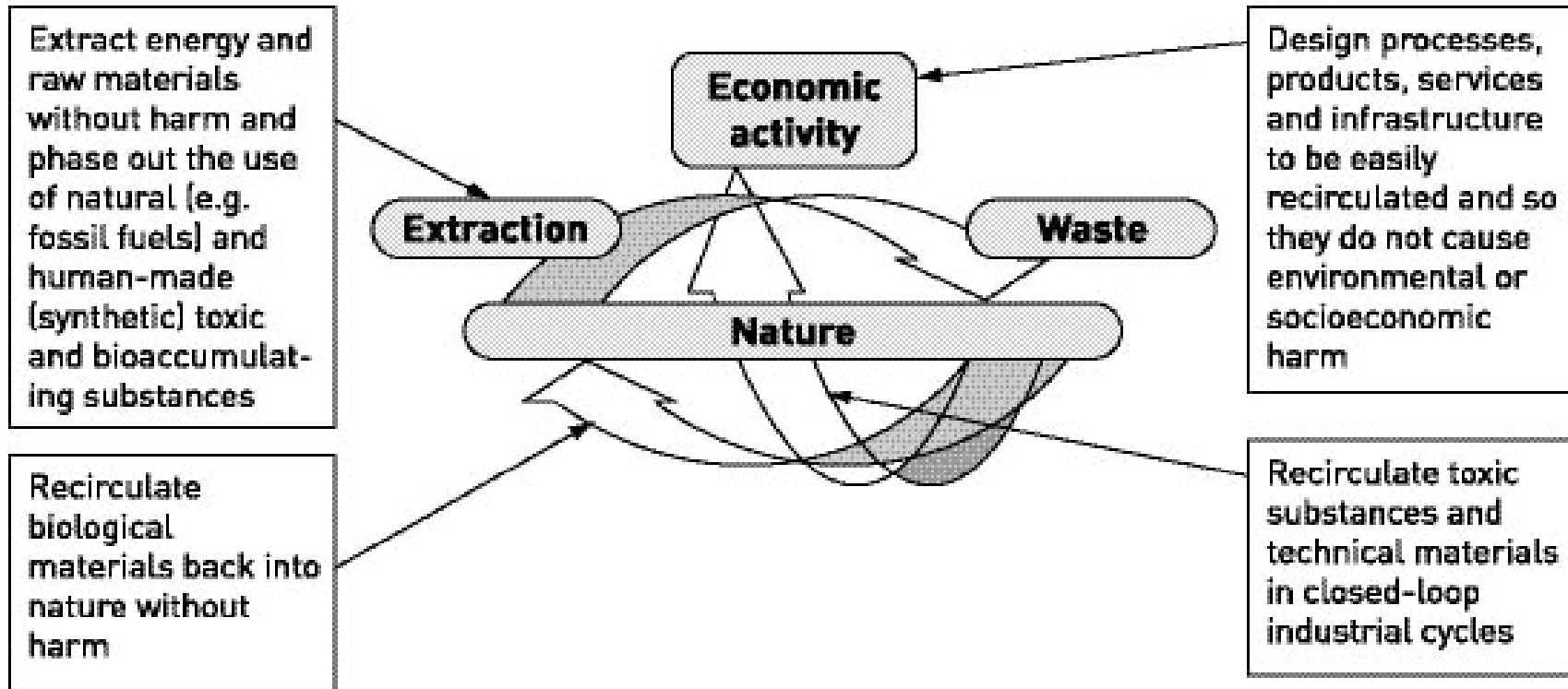
‘TRIPLE BOTTOM LINE’ REQUIRES SHIFT FROM OUR EXISTING ‘TAKE-MAKE-WASTE’ APPROACH



Today's Economy Operates As a Linear “Take-Make-Waste” System

**Linear model is used by almost *all* organizations today:
public and private, large and small**

SUSTAINABILITY INVOLVES SHIFT TO CIRCULAR PRODUCTION SYSTEM ("BORROW-USE-RETURN"; "CLOSED-LOOP"; "CRADLE-TO-CRADLE")



The sustainable circular 'borrow-use-return' economic model

WHAT APPROACH DO YOU CHOOSE?



QUESTION #1

Imagine it is 10-15 years from today. You are part of a group from another city that has come to study how Eugene has become one of the nation's leading sustainable "Triple Bottom Line" communities (composed of businesses that are economically, socially and environmentally sound).

- What do you find?**
- What is it about Eugene that merits your attention?**
- What makes it so great?**

Let go of the present and dream a bit!

To answer this question discuss issues such as (examples only):

- **How is energy produced for businesses, homes, vehicles, and schools? Do solar panels, wind power, hydroelectric dams, oil & coal, or others produce energy?**
- **If gasoline is \$4 or \$5 a gallon or even hard to find, how do people move around town and how do Lane Transit District and other transportation systems work?**
- **What type of food is eaten and how is it grown? For example, is there more, less, or the same quantity of natural and organic food available and fast food?**
- **How are buildings designed, constructed, and maintained? For example, is the energy efficiency in buildings higher, lower, or about the same as today?**
- **How much waste is produced and what happens to it? For example, is most waste still thrown in the garbage or are materials extensively reused and recycled?**
- **How will businesses treat and pay workers? For example, what benefits such as healthcare or retirement are provided? How are families and individuals without much money treated?**
- **What topics are taught in high school? For example, do schools teach the same subjects or are the issues discussed above now also taught?**
- **What is the role of government in keeping Eugene a sustainable community? For example are regulations, financial incentives or recognition dominant?**

QUESTION #2

Now bring your attention back to today. What changes would be necessary to enable Eugene to become the ideal sustainable community you envision in 5-10 years?

Compare your future vision of energy, food, transportation, waste, buildings, worker pay and treatment, schools & government with today. Discuss the changes necessary to make your vision reality.

Sample questions and changes you can discuss:

- What elements of today do you want to sustain? (Fossil fuel consumption, open space, ecosystems, waste habits, educational freedom, driving habits)?**
- For whom should those items be sustained and for how long?**
- How would energy production, waste, schools, buildings, food, transportation & driving, & other elements need to change?**

QUESTION #3

Now that you have identified some of the changes necessary to achieve your vision of a sustainable Eugene in 10-15 years, discuss ideas and recommendations you want to offer to the Mayor and the Eugene City Council for making those changes.

Sample recommendations you can discuss:

- Should the City Council adopt policies to support the expansion of renewable energy, green building, organic and natural foods and similar industries?**
- Should city government itself implement the changes in its own buildings, transportation systems etc?**
- Should the city actively promote and reward businesses that make the changes?**

THANK YOU FOR PARTICIPATING!

We encourage you to keep thinking and talking about sustainability at home, school and with your friends.