



The Natural Step Network and Town and Country RC&D present:
Powerful Messages in Unnatural Times - Webinars to Change the World CM | 6

Behind every successful endeavor, there is a well-planned process. And like every other initiative your organization will undertake, from supply chain processes to marketing efforts, good sustainability practices require good planning, a powerful message and skills to create motivated teams to effect change.

Sustainability champions, we've listened to you. Join us for our 2011 webinar series - interact with six amazing and motivational leaders in the industry. You will learn from their successes (and failures) on topics like powerful messaging tactics, community transformation catalysts and ways to build group commitment and energy.

TNS-USA is pleased to announce that we are now a Certification Maintenance Provider for the American Planning Association. Credits available for full series.

Meet Our Guests:



Note: All webinars run from 11:00 to 12:00 (PT)

Change We Can't Live Without
Bob Doppelt
Executive Director, The Resource Innovation Group
February 17, 2011



In this presentation Bob will share information from his most recent book *The Power of Sustainable Thinking: How To Create A Positive Future For The Climate, The Planet, Your Organization and Your Life* (Earthscan Publishing, 2008) and explain how change leaders can motivate others to alter the way they think and behave in ways that produce sustainable outcomes and address global climate disruption.

Topics include: how to assess the stages people and organizations go through when making fundamental changes in their thinking and behavior about the climate and sustainability; the three keys to successful change; practical suggestions for framing change focused communications; and the natural laws of sustainability and "five commitments" people can make to adopt a path toward true sustainability.

Bob Doppelt is Executive Director of The Resource Innovation Group and The Climate Leadership Initiative (www.theresourceinnovationgroup.org). His background and expertise is in systems dynamics and change for sustainability. He is the author of the best selling, *Leading Change toward Sustainability: A Change Management Guide for Business, Government and Civil Society* (Greenleaf Publishing 2003).



Going for the Gut: Sustainability Framing and Messaging Strategies
Anna Fahey
Communications Strategist, Sightline Institute
March 17, 2011

Sustainability policy solutions aren't always easy to understand or to talk about—advocates often get bogged down in the details, the data, or the politics, sometimes at the risk of losing momentum, interest, and engagement. But, by articulating the core values that inform our policy work and affirming our communities' shared aspirations, our words take on weight, transcending issues, partisanship, geography, and social background. This webinar gives sustainability advocates memorable and effective messaging tools to make the case for policy solutions and community action.

Objectives: Memorable, user-friendly tips and tools for effective sustainability communication; Dos and don'ts for talking about climate change and clean energy; Hands-on activities to hone your message and troubleshoot common communications challenges.

Anna Fahey, communications strategist at Sightline Institute, oversees opinion research, develops and distills best practices in messaging, and builds collaborations with allied organizations and sustainability policy champions. She received her MA in political communication from the University of Washington. Sightline Institute is an independent, nonprofit research and communications center—a think tank—focused on policy solutions for strong communities, a green economy, and a healthy environment.



Enlisting Others: Bringing About Participation in Sustainable Community Planning
Sarah James
Co-Director, The Institute for Ecomunicipality Education & Assistance
May 26, 2011

Without broad community and municipal participation, sustainable development initiatives can become the project of a few dedicated individuals that have value in themselves, but do not bring about widespread community and municipal change toward community sustainability. Conventional approaches to community



participation more often than not yield few participants beyond the “usual suspects” and some identified “stakeholders.” The time demands of busy people’s lives frequently preclude them from participating in civic or sustainability initiatives. This Webinar will introduce particular approaches to designing a participation strategy that can involve citizens from all walks of life as well as the diversity of perspectives in community sustainability planning. It will also introduce an overall approach to sustainable community planning that has been shown to bring about successful systematic and institutionalized change.

Objectives:

Learn what does and doesn’t work in designing a community participation approach and why.

Learn about a sustainable community planning strategy with a strong track record of success in participation and implementation. Recommended/Required Reading before this session:

The Natural Step for Communities (James & Lahti, 2004), pp.2-25; pp.178-181.

Sarah James is a planner and Co-Director of the Institute for Ecomunicipality Education & Assistance, and co-author of the award-winning book *The Natural Step for Communities: How Cities & Towns Can Change to Sustainable Practices* (New Society Publishers, 2004). This book received the *Planetizen* Top Ten Book in Planning Award for 2005. She is also a co-author of the American Planning Association’s Policy Guide *Planning for Sustainability*, adopted by the APA in April 2000. She is a co-founder of the North American Ecomunicipality Network. She was awarded the 2007 Dale Prize for planning excellence and contributions to ecological planning from California State Polytechnic University at Pomona. She has worked with municipalities for more than twenty years in the areas of sustainable community planning, urban planning, and community development. She holds a Masters degree in planning from the Harvard University Graduate School of Design.



Respecting the Principles of Sustainability

John Ikerd

Professor Emeritus of Agricultural Economics, University of Missouri

July 21, 2011

The physical laws of science, such as the laws of gravity, motion, and energy, are examples of the laws by which nature functions. Such laws exist, regardless of whether we understand them or are willing to respect them. If we ignore the basic laws of nature, however, sooner or later we will suffer the negative consequences. The principles that govern natural living systems are no less true or inviolable than physical laws, although they are less well known and appreciated. They are known as the principles of ecology. Inalienable principles also govern human relationships - within families, communities, and societies. They were once respected as “natural laws.” The principles that govern our economic relationships are basic characteristics of our individual humanness. Today’s challenges of sustainability are consequences of persistent conflicts with



the laws of nature - including human nature. The Natural Step is a process for achieving greater harmony with these laws of nature and thus moving toward sustainability.

Objectives: Explore the basic ecological, social, and economic principles of sustainability; Link the principles of sustainability with the Natural Step Framework and process. Recommended Reading: *A Revolution of the Middle... and the Pursuit of Happiness*, Chapter 6, "Returning to Truth," by John Ikerd (Available free on-line at <http://sites.google.com/site/revolutionofthemiddle/chapter-6-returning-to-truth>)

John Ikerd was raised on a small dairy farm in southwest Missouri and received his BS, MS, and Ph.D. degrees in agricultural economics from the University of Missouri. He worked in private industry for a time and spent thirty years in various teaching positions at North Carolina State University, Oklahoma State University, University of Georgia, and the University of Missouri before retiring in early 2000. Since retiring, he spends most of his time writing and speaking on issues related to sustainability with an emphasis on economics and agriculture. Ikerd is author of *Sustainable Capitalism*, *A Return to Common Sense*, *Small Farms are Real Farms*, *Crisis and Opportunity: Sustainability in American Agriculture* and *A Revolution of the Middle*, on-line at <http://sites.google.com/site/revolutionofthemiddle/>. More complete background information and wide selection of writings are available at <http://web.missouri.edu/~ikerdj/>.



Hidden Assets in Plain Sight for Sustainability

Bob Pavlik

Executive Director, High Wind Foundation and Director, Institute for the Transformation of Learning, Marquette University

September 15, 2011

The Sustainability Movement is growing because citizens are making strong connections among their internal and external assets. The session opens with an invitation to consider your internal and external assets for your various roles to promote sustainable living. Participants are then introduced to strategies for making connections among their assets that lead beyond effects and consequences to results of significance.

Objectives: To discern personal assets of body, mind and spirit; to identify professional assets of individuals, associations, institutions, resources, weavers and stories; to select strategies for making connections among one's professional assets.

Bob Pavlik is applying his areas of expertise in literacy, learning and community development to advance the Sustainability Movement. He serves as the Executive Director of the High Wind Foundation which funds partnerships for sustainability. He teaches *Models of Sustainability*, a popular graduate course at Marquette University, and is facilitating the design and implementation of a graduate certificate and degree in sustainability. In addition, Bob directs the Community Transformation Project for regenerating citizenship to create an Abundant Milwaukee.



Why Storytelling is the X Factor in Harnessing Your Sustainability Efforts

Jeff Leinawever

Natural Step Associate and Founder of Global Zen

November 17, 2011

In the worlds of corporate social responsibility and strategic sustainability, more and more attention is being focused on the importance of storytelling as a key component in one's toolkit for change. Corporations, consultants and experts both agree and yet disagree upon on exactly what all of this storytelling nonsense means. Storytelling has turned into game play, where whoever tells the best story wins.

Yet, despite the spin and corporate wordsmithing, the art of storytelling remains the X factor that permeates and impacts all aspects of our lives. Transformational storytelling is the conduit for global social innovation and change. So what is the X factor of storytelling? How does this relate to CSR and sustainability? How do I take a systems view of the storytelling X factor?

Objectives: In this session, you'll learn why it's not always about telling stories that matter. Instead you'll learn how storytelling shows up as a systems dynamic that shapes social worlds, and how the principles and methodologies of The Natural Step can actually aid the cultivation of your storytelling X factor.

Jeff Leinawever is a Natural Step Associate, founder and principle of Global Zen, a sustainability consultancy firm that works from a narrative and intercultural approach to help clients work with the Natural Step Framework to build the capacity for strategic innovation and change. Jeff has worked with and advised a diverse line up of organizations, communities and leaders, including The Ocean Conservancy, Institute of Conservation Leadership, World Wildlife Fund, Amazon.com, Eastern Maine Development Corporation, Bainbridge Island Chamber of Commerce and others. Jeff is also the author of the forthcoming book *Storytelling and the Future of Organizations: An Antenarrative Handbook* (Routledge Studies in Management, Organizations and Society)

Series begins Feb 17, 2011 - all webinars run from 11:00 to 12:00 (PT)

Series cost is \$48 for TNS Members and Town and County Members, \$60 General admission

Register at: <http://tnswebseries2011.eventbrite.com>

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For questions, please contact us at the number above or at april.knudsen@thenaturalstep.org