



The Newton Eco-Team Project

Why Are We Here?

Partnering Event
September 16, 2009

- The Challenge
- The Project
- The Benefits
- The Future



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The Challenge

Global Warming

The primary cause of global warming is green house gases, especially carbon dioxide which is emitted into the atmosphere through the burning of fossil fuels, gasoline, coal, oil and natural gas, which we use to power our cars and homes and to produce the goods we consume.

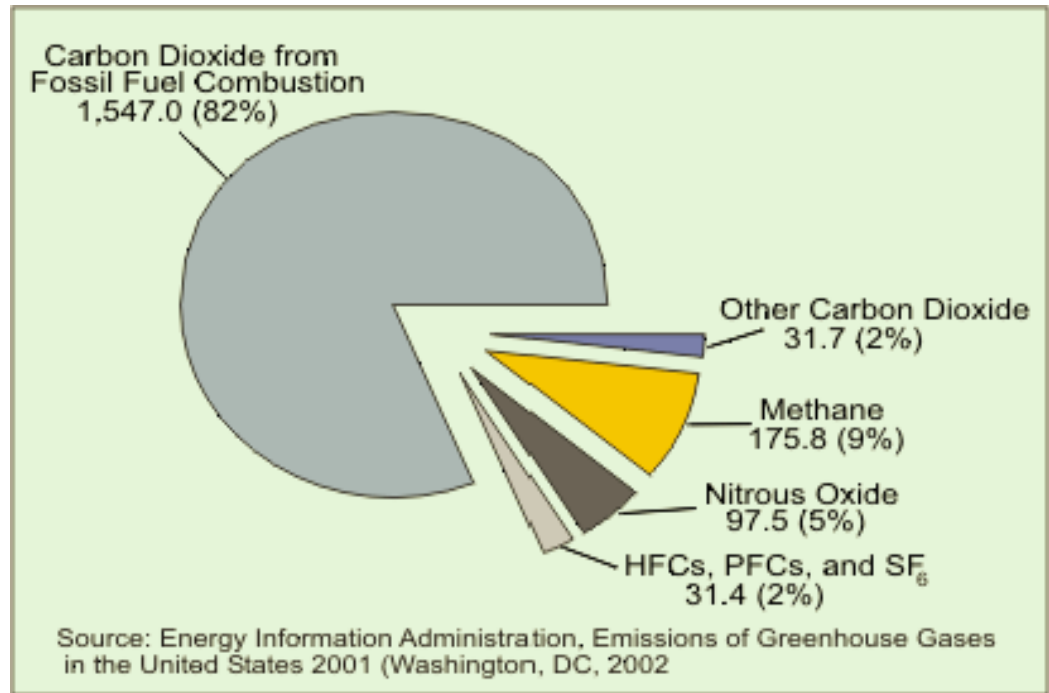
U.S. households produce far more CO₂ than households in any other nation.



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Why focus on CO2?

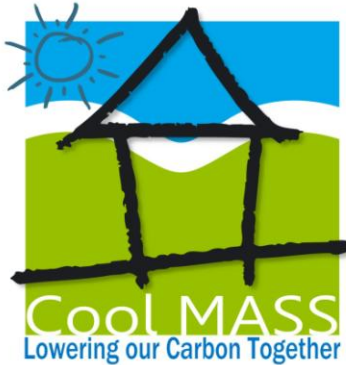
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U.S. Anthropogenic Greenhouse Gas Emissions by Gas, 2001 (Million Metric Tons of Carbon Equivalent)

<http://www.eia.doe.gov/neic/brochure/greenhouse/Chapter1.htm>

CO2 emissions are the one source homeowners can most affect.



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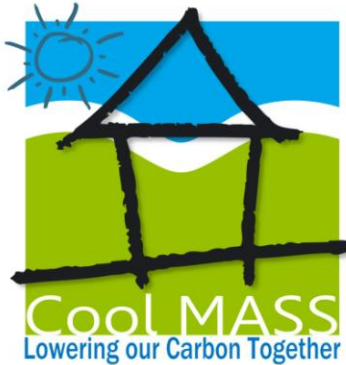
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Our part

US households directly produce about 8% of the planet's carbon dioxide emissions, and through our purchases we are indirectly responsible for another 17%.

If the bad news is that individual Americans are a major part of the problem, the good news is that we can be a major part of the solution.

We can have a major impact on reducing carbon emissions



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Current CO₂ Status

- 350 ppm of CO₂ is what most scientists consider the threshold beyond which the dangers of global warming increase.
- We are now at 383 ppm and are expected to pass 400 ppm within a few more years.

<http://worldforum.org/forum.htm>

We are now at a critical junction



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Dr. Rajendra Pachauri

who accepted the Nobel Prize on behalf of the
Intergovernmental Panel on Climate Change:

The Challenge

"If there's no action before 2012, that's
too late. **What we do in the next *two to three*
years will determine our future.** This is the
defining moment."

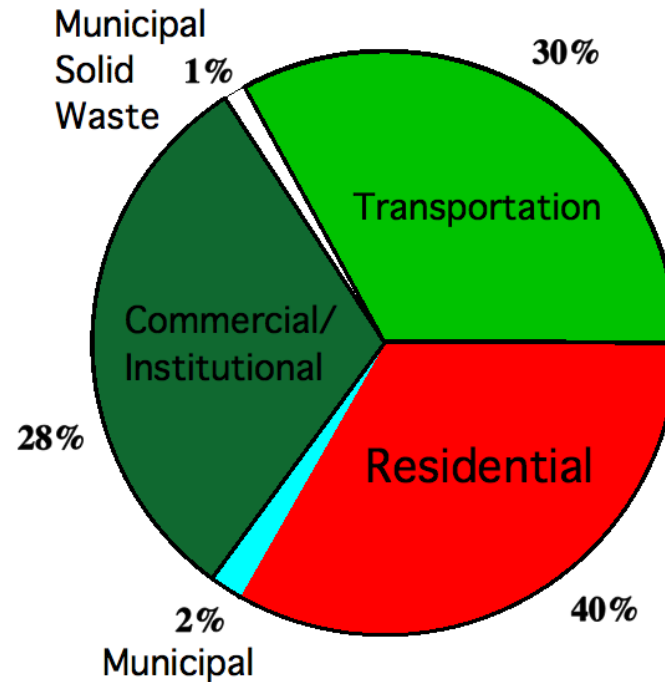
The time has come for action, we can no longer wait for others to act.



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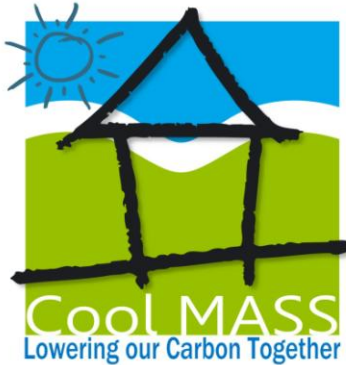
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Newton's Green House Gas Emissions



Source:City of Newton Energy Action Plan. Data for 2002

To really reduce Newton's emissions we must address the residential sector.



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- The Newton Energy Action Plan

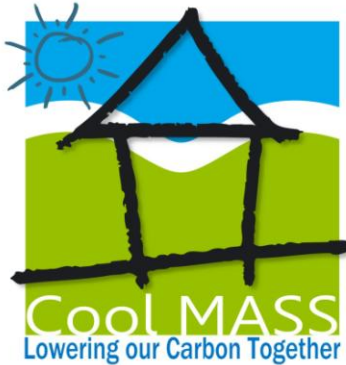
Addresses efficiency of energy use in buildings
and in infrastructure.

Addresses renewable energy and distribution.

Addresses Transportation.

Addresses Solid Waste.

The Action Plan only indirectly addresses the residential sector



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The Commonwealth:

The Green Communities Act 2008

The Global Warming Solutions Act 2008

The Massachusetts Stretch Code

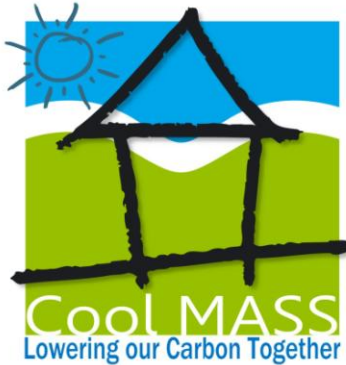
The federal government:

Energystar program

LEED building certification program

Utility rebates & tax incentive programs

These strategies do not motivate behavioral change in the residential sector



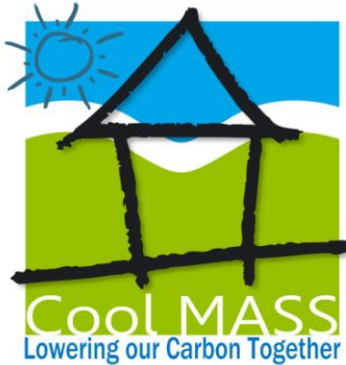
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What should we do?

- Wait for technology to become more efficient and affordable ?
- Wait for government to achieve its goals in 2020 or 2050?
- Blame it on China and India?

Inaction is no longer a viable alternative.



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The Project

Cool Mass

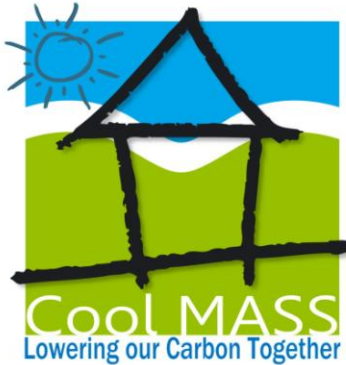
A grassroots conservation strategy for rapid, broad action to address global warming:

MCAN- Mass Climate Action Network &
Green Decade

Eleven Cool Mass Communities:

Boston, Braintree, Brookline, Cohasset,
Dedham, Hingham, Hull, Milton,
Newton, Plymouth, and Winchester

Newton is leading the way toward implementing this strategy



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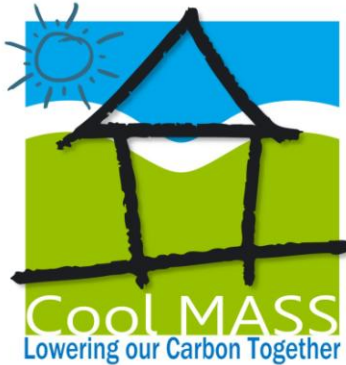
The structure: Eco-Teams

Form Eco-Teams of 6 to 8 households.

The team meets 4 times following a workbook.

Make simple home improvements & lifestyle changes to reduce carbon footprint while saving money.

Encourages a strategy of conservation as a lifestyle.



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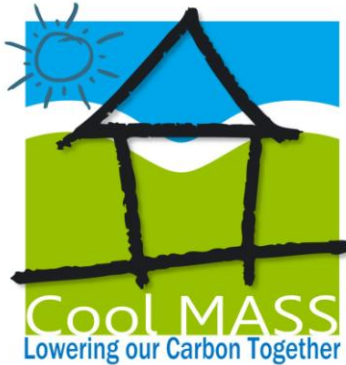
Sample Changes **Lifestyle Practices:**

- Trash
- Hot Water usage
- Thermostat setting
- Electricity usage
- Auto & Air travel
- Diet choices

Household Systems:

- Water heater
- Lighting
- Air leaks
- HVAC
- Auto

Changes that will reduce our carbon footprint



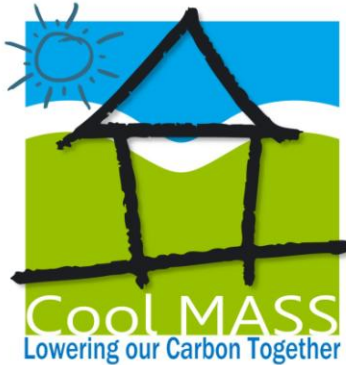
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The Benefits:

- Produce immediate results without large expenditures.
- Households save money on an ongoing basis.
- Move the political establishment to action.
- Takes Newton to the forefront of this conservation movement across the nation.
- Build community by bringing neighbors together into Eco-Team.

Saves money, protects the planet and brings people together.



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The Goals:

- Enroll 25% of Newton's households in Eco-Teams:

Approximately 32,000 households in Newton =
8,000 Eco-Team members

8 members/ Eco-Team = 1,000 teams.

3 year program = Create 334 teams per year or:

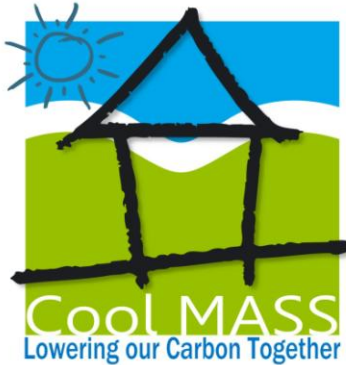
1st Year: 20% of total = 200 Eco-Teams

2nd Year: 35% of total = 350 Eco-Teams

3rd Year: 45% of total = 450 Eco-Teams

The Future

Attainable goals working with partner organizations



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The Future

Benefits of Partnering

Bring new members into your organization.

Engage existing members in a new program.

Engage a different demographic within your membership.

Raise your profile in the community.

Build relationships with other partner organizations.

Plan a strategy to create Eco-Teams within your organization.



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Supporting Our Partners

Eco-Team Project Introductory presentations:

- To describe the project goals and strategy.

Eco-Team training:

- To help potential members start their team

Web Site:

- To calculate your initial carbon footprint

- To record Eco-Team data and progress

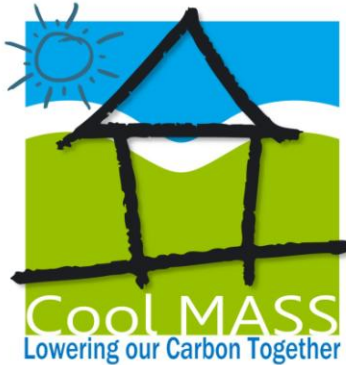
- To provide an ongoing resource.

- To provide a link to other green organizations
and events

Promote our Partner Organizations:

- In our literature, at our events & on our web site.

Supporting the Eco-Team Project strengthens your organization.



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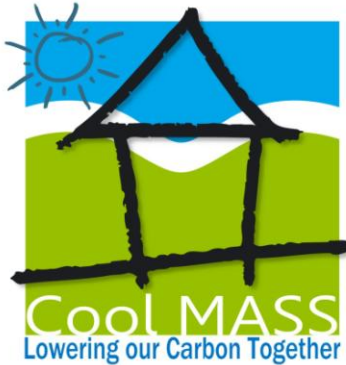
The Future

Become an Active Partner

Rotary Club
Green Decade
League of Woman Voters
Newton Conservators
Mayor David Cohen
Alderman Steven Linsky
Alderman Ken Parker
State Rep. Ruth Balser
Mayor Candidate Setti Warren
Hyde Community Center
West Suburban YMCA

Energy Slam Program
Temple Beth Avodah
First Unitarian Society Newton
Temple Emanuel
Newton Corner Neighborhood Assoc.
Bike Newton
Mayor's Advisory Comm. on Sustainability
Clafin Hill Neighborhood Association
Congregation Mishkan T'filah
Newton Jewish Community Center
NewArt Center

Plan a strategy to create Eco-Teams within your organization.



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The Project Team

Jay Walter & Bonnie Glickman

Marcia Cooper

Sam Frank

Steve Linsky

Peter Smith

Marcel Meth

Kate Storm

Kate Balducci

Rachel White

Kate O’Gara

Geneva Boyer

Co-Chairs

President- Green Decade

Nonprofit strategist

Alderman

A founder of Green Decade

web designer

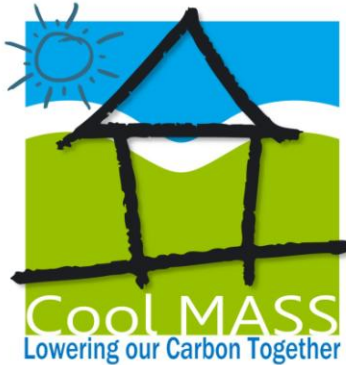
tonight’s event coordinator

business coordinator

training program dev.

partner coordinator

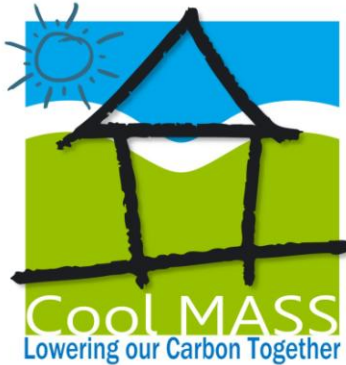
student coordinator



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“We sometimes emphasize the danger in a crisis without focusing on the opportunities that are there. We should feel a great sense of urgency because it is the most dangerous crisis we have ever faced, by far. But it also provides us with opportunities to do a lot of things we ought to be doing for other reasons anyway. And to solve this crisis we can develop a shared sense of moral purpose.”

Al Gore



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“All of us can do something to make the world better
and each of us should try.”

Ted Kennedy