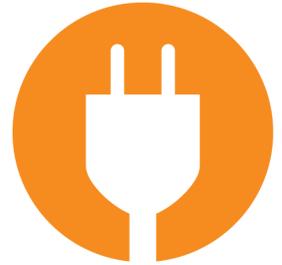


**GREEN LIFESTYLE:**

# **Green Leader Toolkit**



**HEALTHY  
LIVING**



**SAVING  
ENERGY**



**SAVING  
WATER**



**REDUCING  
WASTE**



**LEADING THE CHARGE FOR A GREEN AND  
HEALTHY LIFESTYLE IN YOUR COMMUNITY**

Prepared by Worldstudio  
January 2012



# TABLE OF CONTENTS

<b>WELCOME GREEN LEADER</b>	03
<b>PLANNING YOUR GREEN LIFESTYLE PROGRAM</b>	05
<b>Launching the Program</b>	08
<b>The Workshops</b>	09
<b>Documenting Your Efforts</b>	11
<b>Activities for Kids</b>	12
<b>Activities at Eden - A Case Study</b>	14
<b>Other Activities</b>	15
<b>A Closing Event</b>	18
<b>PLANNING FOR THE FUTURE</b>	19
<b>THINGS TO CONSIDER</b>	20
<b>CREDITS</b>	22



# WELCOME GREEN LEADER

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Thank you for taking on the charge of a Green Leader in your building to share the benefits of green and healthy living practices with your neighbors.

The goal of the Green Leader program is to identify and empower a resident or group of residents – which is you – willing to take on the role of Green Leader(s) in your community. As the Green Leader you will inform your neighbors through a series of educational workshops and events that address: energy, water, recycling and healthy living, called the “Green & Healthy Living” program. By leading these events and workshops you will help improve the lives of your neighbors and help them save money!

## **How much time is this going to take?**

That it is up for discussion between the members of your team. As a minimum starting point it is expected to be about 10 - 20 hours of preparation time with 4 to 6 events that are around 1 - 2 hours each, spread out over about two months.

This may feel like a lot to take on but it's important to note that you won't be doing this alone, it will be very much a group effort. When setting up a team there is no prescribed way to go about it. You can recruit as many to participate as you would like and in all cases you will have a liaison with a member of the building/community staff to support you.

As the Green Leader you will act as an approachable liaison between your neighbors and the property management staff, as well as be a source of inspiration to the residents around issues of sustainability. The purpose of having you lead the charge is to explain the benefits and to encourage taking action towards living a more sustainable lifestyle.

## WELCOME GREEN LEADER

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We want you and your neighbors to maximize the benefits of your efficient building. Part of a healthy lifestyle is living amongst other residents in a mutually supportive atmosphere.

This toolkit provides you with easy step-by-step instructions for a series of fun workshops and events on green living and the proper care and maintenance of your homes in order to fully benefit from the health, energy efficiency, water conservation and environmental measures included in them. We want this program to be interactive and easygoing so we encourage you to adapt the events and ideas in the toolkit to better serve your community.

### The elements of this toolkit

There are a number of documents in the toolkit that you can adapt in support of this program, they can be found at:

<http://www.enterprisecommunity.org/residentengagement>

Or visit [www.EnterpriseCommunity.com](http://www.EnterpriseCommunity.com) and search under “Resident Engagement.”

#### **1 Green Leader Toolkit**

The document you are reading now.

#### **2 Sample Agenda**

Use this Microsoft Word document as a starting point for your first planning meeting.

#### **3 Resident Survey**

A simple Microsoft Word survey to hand out to residents at the beginning of the program. Feel free to edit this to fit your needs.

#### **4 Enterprise Green Communities Green and Healthy Resident Training In A Box Workshops**

This is the core of the program - a series of workshops around green and healthy living, outlined on page 9 of this document.



# PLANNING YOUR GREEN LIFESTYLE PROGRAM

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Think of your Green & Healthy Living program as a series of short events with a beginning, middle and end. Here is a brief outline, all of which is discussed in detail on subsequent pages.

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## LAUNCHING THE PROGRAM

First, have some kind of a kickoff event, a friendly get-together. This could be a potluck, barbeque or simple party. This event should just be fun, an opportunity to get to know one another and establish – or strengthen – a sense of community in your building. During this event you will introduce the Green & Healthy Living program and give an outline of the events to come and encourage everyone to participate.

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## WORKSHOPS

The core of the Green and Healthy Living program will use the Enterprise Green Communities Resident Training in a Box. This is a series of workshops that you and your team will lead to educate your neighbors around what is happening in the building and how to live a green and healthy lifestyle. These workshops can be implemented in one afternoon-long session or be broken down into separate half-hour sessions. You decide what is best for you and your neighbors.

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## ACTIVITIES FOR KIDS

An event that involves kids in the building is a good idea; possibly an art project using discarded laundry detergent bottles or teaching them to set up a recycling center in their apartment.

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## OTHER ACTIVITIES

Other events can be planned; a movie night, a neighborhood activity such as gardening, sprucing up the common areas, a competition, etc.

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## WRAPPING UP THE PROGRAM

At the close of the workshops and any events you have, another social gathering should take place to celebrate the work that was done. At this event a short survey should be given to understand how much the residents have learned and measure success.

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## PLANNING FOR THE FUTURE

Maintaining an ongoing committee around these issues will ensure the sustainability of these efforts over the long term. As residents move out and others move in there are always new individuals to educate and engage. One of your sessions could be a discussion on ways in which to keep the group going after this initial program is complete.

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## PLANNING YOUR GREEN LIFESTYLE PROGRAM

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### Your first planning meeting

After you have established your team, the first thing you will want to do as a group is work up a detailed plan. This program is designed to be four to six workshops and events that run over a two-month period. You can expand that as much as you want but we don't recommend that you do any less as there is a lot of great information to cover.

*Important; make sure that everyone has read a copy of this Toolkit before the first meeting so they come prepared and can talk about it.*

A sample agenda has been provided as a Microsoft Word template. Feel free to adapt this agenda for your first meeting. Here are some things to consider during your first meeting:

- Talk about the toolkit and identify the aspects that are of the most interest to you.
- The workshops are the core of this program, how do you want to execute these?
- Aside from the workshops, what kinds of events do you want to have?  
A potluck or barbeque, a community clean-up day, kid's activity day, a movie night?
- Identify a location for these workshops and events.
- How are you going to promote this program to the residents?  
Will you have kids make posters, send out invitations?
- Talk about a budget. There may or may not be funds to do this, but with some ingenuity the program can be implemented at no direct cost to you.
- Identify specific dates and times.
- Think about a target number of residents that you would like to involve in the program and talk about how you are going to engage them beyond the initial party.
- Once you have a plan mapped out divide up the workload and determine deliverables.

## PLANNING YOUR GREEN LIFESTYLE PROGRAM

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- Who is going to do what and by when?
  - Is there anyone else you want to add to your team to help with this workload?
  - Talk about the goals that you feel will make this program successful in your building. Reduction in water and electricity usage, more people recycling, friendlier atmosphere, etc. Start to think about ways in which you will measure the results.
  - Clearly define next steps and set up a schedule of future planning meetings.
- 

### Why should I do this?

One of the questions you may get asked again and again is “why should I do this?” or “what’s in it for me?” Here is a list of responses that you can give – and you may think of others depending on your situation.

- You will learn about green benefits in our building and how it helps the environment.
  - You will learn how to support these environmental benefits.
  - You will learn how to make your home healthier for your family.
  - You will learn how to save money.
  - It’s a great way to get to know your neighbors.
  - It won’t take much time and it will be fun.
- 

### Saving Green in Texas - A Case Study

In 2010 Foundation Communities in Austin, Texas expanded their Saving Green resident education program at their two Single Room Occupancy properties; Skyline Terrace and Garden Terrace. The Saving Green Program consists of three hands-on educational workshops, in-home energy and water audits and improvements, follow-up energy reports that show participants’ usage trends, and an energy saving contest where the top three winners receive discounts off their rent. *Since the inception of this program, participants have reduced their energy usage by as much as 20% compared to the previous year.*



# Launching the Program

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Everyone loves a party. And, most people enjoy getting to know their neighbors. We all lead busy lives and often do not have the opportunity to spend time with the people around us.

The first event you should have is a simple meet and greet, a friendly social get-together. This could be a potluck, barbeque or pizza party. It will be important to develop an “angle” to make this appealing, if it is in April there could be an Earth Day theme.

An important goal of this program is to help the residents establish a sense of community and get to know one another. Think of an event that will bring your neighbors together in an easy-going and relaxed atmosphere.

During this event set aside some time introduce the “Green and Healthy Living” program. Talk about the green aspects of your building and give an outline of the events to come. Encourage everyone to participate and address the “Why should I do this?” issue outlined on page 7.

## Suggestions for your party

- Think of a theme for the party.
- Have kids in the building design and distribute invitations.
- Create posters announcing the party.
- Think of a game you can play and offer a prize.
- Send around a sign up sheet (name, apartment, e-mail and phone) so that you know who will be participating in upcoming workshops and events. You can use this list to send out friendly reminders prior to each workshop and event.
- Ask each person at the party to bring a family member or neighbor not in attendance to the next event.
- Hand out a schedule of upcoming events.



# The Workshops

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The core of this program revolves around the Enterprise Green Communities Green and Healthy Resident Training In A Box Workshops. These workshops contain presentations and engaging activities to aid you in leading mini-seminars. They are easy to implement and are largely ready to go.

## You can download the workshops from:

<http://www.enterprisecommunity.org/residentengagement>

or visit: [www.enterprisecommunity.com](http://www.enterprisecommunity.com) and in the search under “Resident Engagement.”

The workshops are broken into four modules that can each be presented in 30 minutes, back to back or separately. Each workshop covers one of four areas: Energy Conservation, Water Conservation, Healthy Living, and Waste & Recycling.

## Each workshop consists of materials in one of several formats

- **Presentation** (PowerPoint and PDF); These can also be printed and used as handouts if projectors are not available. These presentations serve as the bulk of content to be used in discussions.
- **Exercises** (WORD and PDF); Each module has several exercises that are intended to be completed in a group or small group setting. These exercises should be conducted within the context of their respective module and accompanied by discussion with residents.
- **Video**; Some exercises or demonstrations are best conveyed with an example. As such, several sample demonstrations are included as videos.

Preparing to lead a session is not intended to be an onerous process. Prior to leading a session for the first time, you can expect to spend approximately 1 to 1.5 hours per workshop to prepare for the training (instructor preparation time is much less after each presentation). Assuming workshops are to be presented individually, it is best to review the presentation, exercises, and video relevant to the specific workshop (Energy Conservation, for example) before you work with your neighbors. This will help you see how the exercises relate to the presentation and vice versa.

### Suggestions for your workshops

- Think of a theme for the party.
- Think of a game or a building-wide challenge and offer a prize or reward. See the activities section for ideas.
- Consider offering the workshops multiple times to accommodate people's schedules. Maybe one on a weeknight and one on Saturday morning.
- Ask each person at the workshop to bring a new family member or neighbor to the next workshop or event.
- Have kids in the building design and make posters that provide a calendar of the program events and workshops.
- Send out reminders prior to each workshop encouraging people to come.
- Provide light snack to make the workshops more relaxed and friendly.



# Documenting Your Efforts

Document your activities with photos, you can use them to promote the program in your newsletter, on your website or in a story in your local paper.

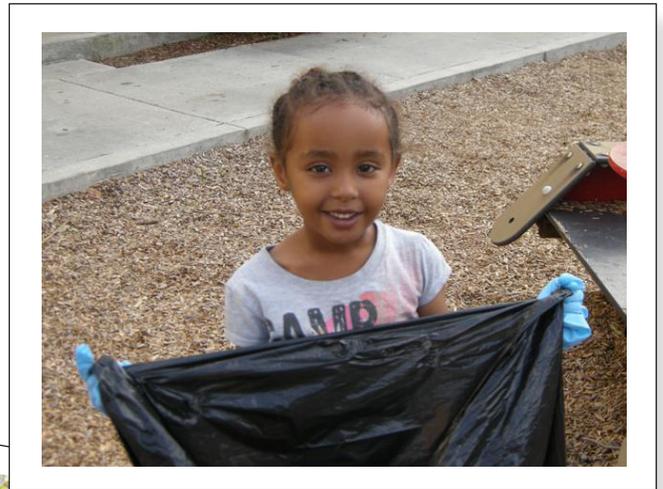


Photo credits TK:



# Activities for Kids

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Kids are often naturally engaged around issues of recycling and saving energy so creating an event for them is a great way to not only get them involved in understanding these issues, it might inform their parents too.

## **There are a number of activities that you can create for kids**

- Have kids make short videos about the green features in your building. Use the videos to teach the parents about the energy upgrades and savings. Show these on a movie night or at a closing party.
- Have a screening of the Pixar movie Wall-E. Discuss with the kids the film's environmental message. You could follow up with another session where the kids bring in an assortment of recycled materials – oatmeal and cereal boxes, egg cartons, the plastic tops of spray cans, anything they can use to build their own Wall-E-style robot. You will need to provide supplemental materials such as additional recycled materials, cardboard, construction paper, glue, paints, etc.
- Have a fieldtrip to a local recycling plant, park, preserve or watershed, take the kids to meet with an environmental organization or school that has an environmental studies program.
- Have kids make a Green Map of the neighborhood. The Green Map system is a global network of community mapmakers from 55 countries around the world. Creating neighborhood-scale Green Maps helps young people sharpen their powers of observation as they learn about the community and ecology around their home or school. On the Green Map System website you can find all the tools you need to make these great maps with kids:  
[http://www.greenmap.org/greenhouse/en/participate/youth\\_intro/by\\_kids](http://www.greenmap.org/greenhouse/en/participate/youth_intro/by_kids).

- Have kids create posters, a mural, or an installation. Posters could visualize the new energy upgrades in the building. A collection of milk jugs could be stacked up in an interesting way or hung in the lobby to show residents how many gallons of water can be saved by using low-flow water filters.
- Have a kid's craft day where young people bring in materials they would usually discard, soda or detergent bottles, corks, torn jeans. There are loads of great resources on line and at the bookstore to give you ideas on craft projects that kids can do with recycled items.

Here are a few suggestions to get you started:

### Websites

- Education.com - <http://www.education.com/activity/recycled-crafts/>
- Kaboose.com - <http://holidays.kaboose.com/earth-day/>
- Kinderart.com - <http://www.kinderart.com/recycle/>

### Books

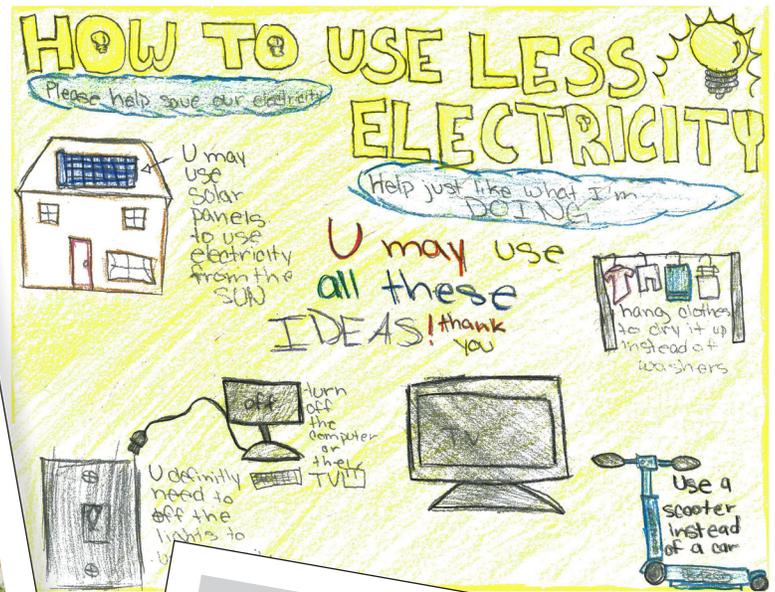
- Big Green Book of Recycled Crafts (2009) by Leisure Arts
- 1000 Ideas for Creative Reuse: Remake, Restyle, Recycle, Renew (2009) by Garth Johnson
- Green Crafts for Children: 35 Step-by-Step Projects Using Natural, Recycled, And Found Materials (2008) by Emma Hardy
- Craftcycle: 100+ Earth-Friendly Projects and Ideas for Everyday Living (2009) by Heidi Boyd
- Rubbish!: Reuse Your Refuse (2008) by Kate Shoup
- Good Earth Art: Environmental Art for Kids (1991) by Mary Ann F. Kohl



# Activities at Eden A Case Study

Eden Housing, in Hayward, California leads a number of workshops for kids, from poster competitions to fieldtrips. The team at Eden has discovered that young people are enthusiastic participants, not only do they learn about these important issues, they help to educate their parents too.

*Poster  
contest.*



*Community  
clean up.*



*A visit to the  
recycling plant*



## Other Activities

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Think of other activities that can be planned to engage residents and to bring residents together around these issues. Here are some suggestions, some of which have been implemented in other buildings with great success.

- Tie a “green action” to a contest of some kind. For example, whoever reduces their energy usage the most over a three-month period gets a discount on their rent for a month.
- Build a rain garden, a planted depression that allows rainwater runoff in urban areas to soak into the ground instead of flowing into storm drains and surface waters which causes erosion, water pollution, flooding, and diminished groundwater. You should be able to find information online about building a rain garden appropriate for your area.
- Create a healthy eating challenge with the prize of a crockpot.
- Set up a building-wide challenge. Whatever money is saved in electric bills over a fixed period of time is re-invested into the building – a community garden, pool table or barbecue grill. Or the savings can be donated to a local charity of the resident’s choice.
- Create container gardens from discarded barrels and other packages or containers that would end up in the trash.
- Consider incentives to encourage your neighbors to adopt these measures; eco-tote bags, solar rulers, gift cards, etc.
- Disseminate information through flyers and posters and in the building newsletter if there is one. And if there is no newsletter, create one around green and healthy living.
- Have a clean-up day around the property. If you involve kids most likely the parents will get involved too. This is a great way for residents to meet each other.

- Have a poster contest – not just for kids – but for their parents too. It could be a family affair. Hang the posters gallery-style in the lobby, or throughout the building. Have residents vote on their favorite posters. Poster themes could range from energy saving tips, the environment or some issue that is important to your local community.
- Have a movie night. There are many entertaining and informative environmental documentaries you can purchase or rent. Here is a list of just a few:

### Environmental documentaries

#### **An Inconvenient Truth**

Vice President Al Gore's information-packed Academy Award-winning film about global climate change. (2006)

#### **Food Inc.**

Food authors Eric Schlosser (Fast Food Nation) and Michael Pollan (The Omnivore's Dilemma) along with others participate in this documentary about the perilous state of our food supply due to the corporate takeover of the American food industry. (2008)

#### **Gasland**

An expose of the widespread water pollution and health risks resulting from “fracking,” a process of using high-pressure fluids to penetrate surrounding rock formations in order to create oil and gas wells locked in solid rock. This film won the special jury prize at the 2010 Sundance Film Festival. (2010)

#### **Garbage Warrior**

Architect Michael Reynolds builds self-sustaining homes discarded items such as tires and beer cans. As he says in the film, “a family of four could live here and never have to leave – not for food, water or electricity.” (2008)

#### **The Garden**

When the largest community garden in the United States is threatened with closure, social and political battles erupt as many working class families rise up to fight this greed-based decision. (2008)

### **Planet Earth: The Complete BBC Series**

An extraordinary and beautifully filmed survey of life as it exists in wide-ranging ecosystems across the planet. (2007)

### **March of the Penguins**

An entertaining and riveting tale of the treacherous lives of Emperor Penguins as they struggle to survive and breed in a harsh, sub-zero-temperature climate in Antarctica. (2005)

### **Trashed**

An eye-opening look at the tremendous amount of garbage we produce, where it goes and why this level of trash generation is unsustainable. (2007)

### **No Impact Man**

The entertaining story of a man, his wife, two-year-old daughter and dog who go off-the-grid for one year in New York City in order to minimize their environmental impact. (2008)

### **Rivers & Tides**

A lyrical and engaging documentary that examines the work and philosophy of renowned nature sculptor Andy Goldsworthy. (2006)

### **Waste Land**

This emotional film follows renowned artist Vik Muniz as he journeys from Brooklyn to his native Brazil to create powerful artwork in collaboration with workers in the world's largest garbage dump. (2010)

*Many of these films may be found at your local library or they can be rented from a video store as well as through on-line services like Netflix.*



# Closing Event

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At the close of the workshops, events and activities, have another social event to celebrate the work that was done. Similar to the opening event this can take whatever form you want it to.

At this event give a brief closing statement about how the program went and talk about what was accomplished and what people learned. Be sure to thank them for participating and encourage them to keep up the good work.

If you decide to continue the group – which we hope you do – announce this and encourage people to participate. Talk about any upcoming events that you may have planned and ask people for their suggestions of things you might do.

- Distribute a short survey to help you measure your results.  
A sample is enclosed in the toolkit
- Have kids distribute the survey – or have them interview the participants.
- All of the participants could be given a gift of some kind; the tote-bag, water bottle, energy saving lightbulb, a green cleaner, etc.



# PLANNING FOR THE FUTURE

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Before you bring the workshops and activities to a close you should meet to talk about future plans. Developing a committee or group that continues to meet will ensure success over the long term. Think about setting up a schedule of activities that extend over an entire year.

- Plan this to be an annual event where you offer the workshops once a year. As residents move out and others move in there are always new individuals to educate and engage.
- Set up a program where you have kids oriented activities once a week over the summer while they are no longer in school.
- Plan a bi-monthly social event of some kind so that you and your neighbors can continue to spend time together. At this event you can make announcements on any new upgrades or plans to the building.



## SOME THINGS TO CONSIDER

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In any program like this there are many variables. You and your team will know what works the best for your community. Some of the suggestions are:

- Be organized, run all of your workshops and activities as efficiently as possible.
- Always present relevant information to the residents, make sure that what you are telling them is something they care about. The best way to gauge that is “do I care about this?”
- Residents may have different levels of knowledge and experience around green issues. In order to determine their level of understanding you may consider handing out a short survey to help you shape your program. For example; in a survey given in one building the residents equated “green” as “second-hand and of low quality.” This was an unexpected response so explaining that “green” does not mean “low-quality” was added to the information presented to the residents. As a part of this toolkit a sample questionnaire has been developed which you can easily adapt to your needs.
- Projects should be quick and easy to implement. Nothing time consuming.
- If you have a community newsletter create an ongoing section about the green activities in the building. Every month tell residents the amount of water and energy they have saved. Translate this information into something physical – such as the suggestion of having kids create an installation from a stack of empty gallon milk jugs to show how much water was saved.
- Share best practices – ask residents what they have found to be the most useful. Or if they have come up with better ways of doing things.
- Take into account the mobility of elderly residents. Offer to help them change lightbulbs, set up a recycling station in their apartment.

## SOME THINGS TO CONSIDER

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- Language can often be a barrier to participation. If you have a number of different languages spoken in your building be sure to have a representative from each on your team. Translate all material into the relevant languages to make your program more inclusive.
- Be aware of any cultural issues. We all do things differently and there is often no right or wrong way. Take advantage of different points of view.
- Collect testimonials from the residents. Include some of these stories in your newsletter.
- Keep track of all data. How much water or electricity was saved? How many residents were engaged in the program? What were the outcomes? Think about this early on so that you have some concrete goals to work towards to measure your success.
- Create benchmarks for success; one benchmark could be at the close of the program, and another can be six months after you complete the program. If you do this from year-to-year you will be able to measure your success over time and increase your goals each year. Goals can be leveraged as challenges and tied to incentives such as rent reductions, gifts, building improvements, etc.
- Remember to be patient, this takes time and many small actions will add up to big changes. We all want our homes and the world we live in to be a better place. If we all make small contributions and adjustments in our daily lives we will improve not only our own homes, but our communities and the planet.



# CREDITS

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## About Enterprise Green Communities

Enterprise Green Communities is the first national green building program focused entirely on affordable housing. Launched by Enterprise in fall 2004, Green Communities is designed to help developers, investors, builders and policymakers make the transition to a greener future for affordable housing. Visit [www.greencommunitiesonline.org](http://www.greencommunitiesonline.org)

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## About Enterprise

Enterprise is a leading provider of the development capital and expertise it takes to create decent, affordable homes and rebuild communities. For nearly 30 years, Enterprise has introduced neighborhood solutions through public-private partnerships with financial institutions, governments, community organizations and others that share our vision. Enterprise has raised and invested more than \$11.3 billion in equity, grants and loans to help build or preserve more than 280,000 affordable rental and for-sale homes to create vital communities. Enterprise is currently investing in communities at a rate of \$1 billion a year. Visit [www.enterprisecommunity.org](http://www.enterprisecommunity.org) to learn more about Enterprise's efforts to build communities and opportunity.

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