

EMPOWERING SUSTAINABILITY



CONNECTING LEADERS, FOSTERING ENGAGEMENT

3rd Annual

Empowering Sustainability Conference

University of California, Irvine

July 22-26, 2013

Summary Report

Created by Juliana M. Zanotto

September 27, 2012

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1. Introduction

The 3rd Annual Empowering Sustainability Conferencen is part of the Empowering Sustainability initiative which aims at 1) connecting sustainability leaders (fellows) across generations, countries, and disciplines through the exchange of ideas and experiences related to all aspects of sustainability; and 2) fostering engagement and research on the ground through the collaboration among fellows and like-minded organizations worldwide. More information can be found at (<http://sites.uci.edu/empoweringsustainability/>).

The conference took place at the University of California Irvine from July 22 to July 26, 2013. The fifty participants (sustainability fellows) from over fifteen countries represented a broad variety of disciplinary fields, expertise, and experience, ranging from undergraduate students, to scholars, practitioners, and activists.

From 9:00AM to 5:30PM, sustainability fellows attended presentations from guest speakers (experienced scholars and professionals) and other sustainability fellows and had the opportunity to engage in dialogues with the presenters. Informal discussions, brainstorming, and socializing occurred among sustainability fellows during coffee breaks, lunch, and dinner. A visit to the Ecology Center, located in San Juan Capistrano, CA, occurred on Wednesday evening. A training workshop occurred on Thursday early afternoon. On Thursday and Friday afternoon, discussion sessions including around 45 participants resulted in the formation of the seven task teams presented on section 4 of this report.

2. Participants and Contact Information

FIRST NAME	LAST NAME	COUNTRY	ORGANIZATION	POSITION	EMAIL ADDRESS
Abigail	Reyes	USA	UC Irvine	Director, UCI Academic Sustainability Initiatives	Abigail.Reyes@uci.edu
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FIRST NAME	LAST NAME	COUNTRY	ORGANIZATION	POSITION	EMAIL ADDRESS
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3. Conference Program

MONDAY

9:00 a.m. **Welcome**

Wendell Brase, Vice Chancellor of the University California, Irvine and Chair, University of California Climate Solutions Steering Group.

9:15 a.m. **The Empowering Sustainability Initiative**

Juliana Zanotto, Mo Sami, Chace Warmington

9:45 a.m. **EarthRights: Working at the Intersection of Human Rights and the Environment to Create a Just and Sustainable World**

Abigail Reyes, Director, UCI Academic Sustainability Initiatives

10:45 a.m. *Coffee Break*

11:00 a.m. **The Future of the Millennium Development Goals: The Role of Public Institutions and Knowledge Management in Supporting Sustainability Efforts**

Jonas Rabinovitch, Senior Adviser on Socio-Economic Governance and e-Government Development, United Nations.

Lunch Break

2:00 p.m. **Transformational Media: A New Approach for Sustainability**

Beth Karlin, Director, UCI Transformational Media Lab, Center for Unconventional Security Affairs.

2:45 p.m. **Interdisciplinarity in Action: Energy Cultures as a Concept, a Framework, and an Organizing Principle**

Rebecca Ford, Research Fellow in the Centre for Sustainability at the University of Otago, New Zealand

Dave Pearce, Independent photographer based in Dunedin, New Zealand

3:30 p.m. *Coffee Break (Exhibit of Dave Pearce's artwork)*

4:00 p.m. **National Institutes of Health Initiatives on Sustainability**

Leo Angelo M. Gumapas, United States Public Health Service, Greenhouse Gas Program Manager/Environmental Engineer, National Institutes of Health, U.S. Public Health Service

7:15 p.m. **Panel with group of UCI freshmen (room SE2 1304)**

Daniela Solano, Sofia Gomez, Deajeet Sarangi, Jesse Baker, Allison Cook, Juliana Zanotto

TUESDAY

9:00 a.m. **Sustainability Planning and Knowledge Management: Facts and Fiction**

Jonas Rabinovitch, Senior Adviser on Socio-Economic Governance and e-Government Development, United Nations.

10:00 a.m. Spaces of Expertise, Sustainability and Global Justice: The International Recruitment and Migration of Health Workers

Mark Lawrence Santiago, PhD Candidate (Geography) and Trudeau Scholar, University of British Columbia.

10:30 a.m. *Coffee Break*

10:45 a.m. The Impact of "Mainstreaming" the Indigenous Communities by the State

Debjeet Sarangi, Managing Trustee at Living Farms, India.

11:15 a.m. Spirituality, Sustainability and Enabling Convergence: Lessons from India

Sara Wolcott, Researcher at Samanvaya Consulting, India.

Lunch Break

1:45 p.m. **Group Photo** (UCI Club)

2:15 p.m. Risks of Imbalances in the Sustainable Development Paradigm

Altunay Aliyeva, Oxana Popova, Yulia Safonova, Ph.D. Students at Moscow State University, School of World Politics.

3:00 p.m. *Coffee Break*

3:15 p.m. Interactions Between Biodiversity and Climate Change : The Challenge of Environmental International Regimes and National Policies on the Amazon Region

Solange Teles da Silva, Professor of Environmental Law, Universidade Presbiteriana Mackenzie.

4:00 p.m. Sustainability and Rainwater Harvesting in the Context of Climate Change

Ezgi Ferrand, Assistant Professor of Geography at Southern Connecticut State University.

4:30 p.m. Developing a Unifying Ethic for Sustainability

Jesse Baker, Founder of Ecoefficiency.

WEDNESDAY

9:00 a.m. How to Be a Sustainable Entrepreneur

Daniela Solano Rojas, Founder, Saimiri Foundation, Costa Rica.

9:30 a.m. How to Implement and to Enhance Organizational Sustainability Practices and Strategies

Ligia Martins, Co-founder and Consultant at Sustainable Connection Consulting.

10:00 a.m. From the Ground Up: Lessons on Incorporating Behavior Change Research in Sustainability Programs

Sally Geislar, Ph.D. Student in Planning, Policy, and Design at UCI.

10:30 a.m. *Coffee Break*

10:45 a.m. Trash Talk: A Look at Sri Lanka's Evolving Solid Waste Management Systems

Lisa Flemming, Fulbright Research Fellow.

11:15 a.m. **Zero Waste Events: Successful Planning and Processing**
Samantha Lubow, Sustainability and Education Coordinator, UC Davis Dining Services.

Lunch Break

1:30 p.m. **The Real Face of Haiti**
Markendy Desormeau, Founder Rerendevdura and Jesse Baker, Founder Ecoefficiency.

2:00 p.m. **Rural Urbanization in China: Better Life or False Hope?**
Andrew Stokols, Fulbright Research Fellow.

2:30 p.m. **Urban Transformation of the Metropolitan İstanbul in the Sustainability Context**
Çiğdem Yilmazer, Independent Architect-Editor.

3:00 p.m. *Coffee Break*

3:15 p.m. **Don't Stay Out of the Kitchen**
Kong Sham, Sustainability Manager at Food Service Technology Center.

4:00 p.m. **Dinner at Ecology Center** (leave from Berkeley Place)

THURSDAY

9:00 a.m. **Nuclear Energy: Current challenges and potential applications**
Jeremy Pearson, PhD. Student in Chemical Engineering at UCI.

9:30 a.m. **Innovation and Accountability: The University of California for Clean Energy**
Ross Zelen, Research Chair and Isabelle Geczy, UC for Clean Energy.

10:15 a.m. *Coffee Break*

10:30 a.m. **One World One Ocean: Marine Education and Protection**
Sarah Bedolfe and Kimmy Helling, MacGillivray Freeman Films, One World One Ocean Campaign.

11:00 a.m. **The Global Water Crisis**
Sasha Richey and J. T. Reager, UCI Center for Hydrologic Modeling.

Lunch Break

1:30 p.m. **Capacity Building Workshop: Results Based Project Management**
Mo Sami, UCI Postdoctoral Scholar

Messaging and Marketing

Chace Warmington

Tips for Fund Raising

Sofia Gomez Vallarta

Crowd Source Funding

Josefina Ruiz

3:00 p.m. **Task Teams Discussion**

FRIDAY

9:00 a.m. UCI Global Health Research, Education and Translation (GHREAT)Program

Dele Ogunseitan, Professor and Chair, UCI Department of Population Health & Disease Prevention.

9:30 a.m. A Bioengineering Innovative Approach to Reducing the Impact of Malaria at the Border between Burma and Thailand

William C. Tang, Assoc. Dean for Research, Samueli School of Engineering, UCI.

10:00 a.m. *Coffee Break*

10:15 a.m. Poster Presentations

Daniela Solano, Cindy Chen, Rocio Carranza, Sofia Gomez, Sara Wolcott, Lucia Frechoso, Ana Alexandra Tovar, and Josefina Ruiz.

Lunch Break

1:30 p.m. **Individual Task Team Discussions**

3:00 p.m. **Individual Task Team Presentations**

4. Outcomes

Task Teams

During the discussion sessions held on July 25 and 26, the sustainability fellows decided to form seven task teams that will be working together throughout the year in order to accomplish a variety of tasks. The teams were organized according to the current five goals of the Empowering Sustainability Initiative: Collaborative Management, Project Implementation, Knowledge Sharing, Capacity Building, and Institutional Development. Two teams will be continuing the work of the electronic journal group and website group created during the 2nd Annual Conference in 2012.

The general goal of the task teams is to maintain the momentum created during the conference and realize projects that reflect the learning experienced during the week in Irvine. They also aim at bringing to the larger public the insights gained during the conference and, consequently, empower community members through raising awareness, sharing knowledge and experiences, and creating a network for collaborative actions. These groups will present their accomplishments during the 4th Annual Empowering Sustainability Conference in 2014.

Group 1: Collaborative Management

Task Team Leader (TTL)

Ligia Martins

Members

Ligia Martins, Daniela Solano and Andrew Stokols

1. Monthly Online Meeting (google hang-out) between the task team leaders (TTLs)
2. Monthly Online Meeting of the task team leader with group members
3. Short Report to Empowering Sustainability Conference Coordination (ESC)
4. Monthly Newsletter (Mail Chimp and Mad Mimi): Group members have to send updates about their projects and ideas to their TTL
5. Facebook Leader (Moderator)
6. Unified project
7. Connect similar projects in different locations (between ESC members)
8. Sectorize our website ES Fellow member list with area of interest to make easier the peer-to-peer collaboration

ACTIVITY / SUB-ACTIVITIES	RESPONSIBLE	PURPOSE	OBJECTIVES	TIMELINE
1. Task Team Leaders' Online Meeting - Open a gmail account - Schedule the dates and develop an agenda for the online meetings	1. Sofia (Project Implementation) 2. Erik (Capacity Building) 3. Knowledge Sharing (Solange) 4. Collaborative Management (Ligia) 5. Institutional Management (Yulia & Altunay)	1. Maintain the entire group connected and in constant exchange	1. Be connected 2. Keep the group updated 3. Exchange knowledge 4. Identify projects to be connected	Doodle for agenda - Ligia send an e-mail for TTLs to schedule the first meeting October/13 November/13 December/13 January/14 February/14 March/14 April/14 May/14 June/14

ACTIVITY / SUB-ACTIVITIES	RESPONSIBLE	PURPOSE	OBJECTIVES	TIMELINE
<p>2. Group Members' Online Meeting</p> <ul style="list-style-type: none"> - Open a gmail account - Schedule the dates and develop an agenda for the meeting - Include on the agenda an update of the leader's meeting - Next steps of the group projects and activities 	<ol style="list-style-type: none"> 1. Sofia (Project Implementation) 2. Erik (Capacity Building) 3. Knowledge Sharing (Solange) 4. Collaborative Management (Ligia) 5. Institutional Management (Yulia & Altunay) 	<ol style="list-style-type: none"> 1. Maintain the entire group connected and in constant exchange 	<ol style="list-style-type: none"> 1. Be connected 2. Keep the group updated 3. Exchange knowledge 	<p>It should take place @ least 10 days before the leaders meeting:</p> <p>October/13 November/13 December/13 January/14 February/14 March/14 April/14 May/14 June/14</p>
<p>3. Report for ESC</p> <ul style="list-style-type: none"> - Design a simple template for reporting - Write the report monthly (keep it short) - Send it to Juliana (jzanotto@uci.edu) 	<ol style="list-style-type: none"> 1. Sofia (Project Implementation) 2. Erik (Capacity Building) 3. Knowledge Sharing (Solange) 4. Collaborative Management (Ligia) 5. Institutional Management (Yulia & Altunay) <p>This activity can be rotated. Every month a different leader can gather the reports from the other leaders and take the responsibility to send it to ESC.</p>	<ol style="list-style-type: none"> 1. Keep the ESC informed of the fellows activities 	<ol style="list-style-type: none"> 1. Keep the fellows in touch with the ESC during the year 2. Update the ESC on the groups' activities 3. Update the ESC on the fellow activities 	<p>October/13 November/13 December/13 January/14 February/14 March/14 April/14 May/14 June/14</p>

ACTIVITY / SUB-ACTIVITIES	RESPONSIBLE	PURPOSE	OBJECTIVES	TIMELINE
Newsletter - Insert all the e-mail addresses on the newsletter program - Gather pictures and texts - Design the first draft - Revision of the draft (2 people?) - Send it by e-mail (using a newsletter program)	Ligia & Daniela	1. Share photos and information about the fellow projects	1. Share updates on the fellow projects 2. Share photos 3. Share information related to sustainability: movies launching, interesting websites, new campaigns etc	October/13 November/13 December/13 January/14 February/14 March/14 April/14 May/14 June/14
Facebook Moderator	Andrew Stokols	Foster exchange between ES fellows and global community.	1. To organize Facebook content and keep information updated. 2. Provide information for others wanting to get involved in ES 3. Share news and events that may be related to ES topics	On a weekly basis
Unified Project - Choose a Campaign Subject (water conservation) Ex: -Movie (short)	Sofia and Daniela, Debejet	Unify group members working towards a shared goal.	1. Get contribution from all members 2.	Long-term, by the end of June
Projects Connection - Create topical working groups or - Regional moderator Ex: Water Food Urban Sustainability Waste Energy Health	Designate a point-person responsible for organizing or fostering collaboration in each region / sector	Foster the exchange between fellows with similar projects and/or in similar regions.	1. Support and Connect fellows working in similar projects 2. Strength the connection between fellows from the same region 3. Provide a forum for Peer-to-peer review and exchange of information	<u>Beg of September:</u> establish point-person, groups, create topical pages within the website to showcase who is doing what in each area

Group 2A: Knowledge Sharing: Empowering Sustainability International Journal (ESIJ)

Task Team Leader (TTL)

Juliana Zanotto

Members

Juliana Zanotto, Solange Teles da Silva, Ezgi Ferrand

Goal

To maintain and improve the online peer reviewed journal entitled Empowering Sustainability International Journal (ESIJ) in order to foster the communication between scholars and practitioners.

Tasks

1. To finalize the review of approved papers to be published online (Juliana, by end of August)
2. To revise the roles of staff and editors and editorial board members
3. To divide the task of revising submitted papers, reviewers comments, and authors revisions among the co-editors
4. To identify potential new members to the editorial review board (Solange, by end of August)
5. To create call for paper for second volume (Juliana, by August 10)
6. Apply for e-ISSN number (Juliana)
7. Email all staff and review board with updates (Juliana)
8. Launch the ESIJ page on escholarship (Juliana)
9. Decide min. and max. number of papers per volume: Minimum of 4, maximum of 9 papers per volume.

Group 2B: Knowledge Sharing: Electronic Magazine

Task Team Leader (TTL)

Lucia Frenchoso

Members

Lucia Frenchoso, Ana Tovar, Cigdem Yilmazer, and Oxana Popova

Goal

To create a digital magazine for knowledge sharing communication in a less formal way than the journal, so we can reach a wider community of common interests.

Frequency

First issue could be published in December, and depending on conditions its frequency will be set to a 3-4 month interval..

Contributors

- Editorial board: 3-4 fellows (us) and someone from the Planning committee :

luciafrechoso@gmail.com
Popova.oxana@gmail.com
ana_alexandra_ccs@yahoo.com
cigdemyilmazer@gmail.com

- Fellows

- Outer connections (environmental bloggers, academia, editors...)

Contents

A wide range of contents is accepted, like for example articles, experiences, reviews, interviews, biographies, news, editorials, events... (supported by photos, videos and links if convenient).

Note: Our first issue will have a section promoting ES initiative and summarizing what has happened during the 2013 conferences (Empowering women?).

How

1. An email address and a dropbox (google drive?) account will be created to receive all the information.
2. Information will be welcomed at any moment. Also the team will send an email to all fellows periodically to request for contributions.
3. Once the information is received, it will be reviewed by our team, and put together with other related content under a theme.
4. There will be several sections, but not all of them will mandatory appear in each issue:

Main sections (contributions are welcome!):

- Cover (we need a title!! e-sustainability?)
- Index
- Editorial (and call for suggestions)
- Contents classified under different titles (interviews, cases, reviews...)
- Events

- Sustainable tips
- What's coming next (if possible)

Promotion

- ES website
- Links in social networks: facebook, twitter...
- Ads in several related topic magazines
- Banners in blogs

Summary of resources needed

- Email account
- Twitter account
- Dropbox or google drive account
- Graphic designing support (undergraduate student interested in sustainability?)

Group 3: Capacity Building: Website

Task Team Leader (TTL)

Erik Wood

Members

Erik Wood, Ross Zellen, Chase Warmington, Shirley Tseng, Leo Gumapas, Mariam Iskajyan

Goal

We have identified a structure and we invite each of you in into this new house to help paint your room. We think this idea of charity water structure is the best. But we are also very interested in smartphone use. Would a website like this be useful for you? How can it best serve you? How can the website serve each individual.

hootsuite: is a social media management system for organizations to collaboratively execute campaigns across multiple social networks from onsecure, well-based dashboard.

Capacity Building via Technology

Priority to website.

Objectives:

1. To build a social-media presence

a. Creating facebook “like page” & twitter page, pinterest, youtube, flickr, (basic blog) for longer content

-headline projects, legitimize our organization

b. #empowering & #sustainability

c. TIMELINE:

2. Creating An Internal Database

(keyword search)

d. Google Drive -- For internal database growth

i. This would be for fellows, staff and advisors (Professor Whiteley, Mo & all fellows) to have a shared space for collaboration and build internally

ii. Although this requires internet access just to work on documents, this would allow for working documents and constant feedback

e. Things We Would Put On A Google Drive

i. An updated contact roster with areas of expertise and regional location

ii. Online Working Group Documents For Specific Projects

1. Projects could be discussed virtually using Google Hangouts

2. For collaborative editing of documents/ comments

iii. Fellows Lesson Plans

1. This would place many basic presentations online that could be used by others to explain information

2. Ex. If a Professor of Water Policy wants to teach a lecture on Rural Development, she/he does not need to do an entire powerpoint from scratch but rather download the “Intro To Rural Development” Google Presentation and then doctor it to fit their needs

iv. Since we want Fellows to update the blog regularly, and we will have new fellows coming into the program, having a powerpoint/video that explains the steps for:

1. logging into the blog

2. updating the blog

3. proofreading and formatting your blog entry

4. saving your blog entry and posting it on a certain date or time (if so desired)

v. Online editing for grant proposals -> database for grants

Website

- SOCIAL BOOKMARKING
- Outside of UCI “blog type” website
- Make website “user-friendly”
- Use Empowering Sustainability colors to catch eye
- Moving images --> move away from the academic look of the website
- Related content-> updated semi-frequent -> furthers our brand (empowering sustainability)
 - Include interactive map that shows users where projects are being done
 - Include header with a HOOK
 - Include tabs for donations, videos, pilot project, fellows, etc., but the preliminary goal is to establish a “hub” for fellows first
 - Slideshow of “Who We Are” as fellows - similar to Huffington Post Slideshow

References

Charity water <http://www.charitywater.org/>

Empowering Sustainability <http://sites.uci.edu/empoweringsustainability/>

Group 4A: Project Implementation: International Campaign for Conscious Consumption

Task Team Leader (TTL)

Sofía Gómez Vallarta

Members

Rocío Carranza, Jeremy Percing, Josefina Ruíz, Raquel Fallas, Debeet Sarangi, Sara Wolcott, Markendy Desormeau, and Sofía Gómez Vallarta.

Goals

We realized that the whole group has 3 common concerns: food, water and energy, and its relationship with sustainability.

We propose to organize an international campaign to promote reduction of over consumption of food, water and energy, and as a consequence to reach or increase dignity/equity to access these three elements.

We want to find a GLOBAL MESSAGE, and use Education as strategy.

We came up with the title CONSCIOUS CONSUMPTION, as the slogan of the campaign, and launch the question WHAT SYSTEM ARE YOU SUPPORTING WITH YOUR CONSUMPTION? We want to aware people and to awake them. We would like to offer tools to companies & corporations to help them decrease consumption.

Campaign outcomes

- Change local economies/shift of habits
- Empower society / citizenship to demand companies & corporations to be conscious consumers/ producers
- Decrease in expensive food and expensive energy
- Companies informs consumers about what are the selling so consumers can decide what to buy or not/ Educate consumers to know what are they buying
- To be consistent with the cause and be and lead by example

Tasks – time table

Ago – Oct 2013	Nov 2013 – Jan 2014	Feb – Apr 2014	May – Jul 2014
<ul style="list-style-type: none"> • Develop research protocol and share with the group (Debjeet) • Build a map of actors • Using the protocol develop document about local habits related with food, water and energy 	<ul style="list-style-type: none"> • Design and implement fundraising plan 	<ul style="list-style-type: none"> • Establish audience, messages and approach 	<ul style="list-style-type: none"> • Design and produce support materials and communication strategies • LAUNCH DE CAMPAIGN IN JULY 2014

Group 4B: Project Implementation: Global Health Project

Task Team Leader (TTL)

Lawrence Santiago

Members

Lawrence Santiago, Yovanni Antonelli, Daniel, and Sara Wolcott

Project Description and Activities

- ★ Application for Open Society fellowship. Educating health workers in underserved populations - alternative methodology to mental health. A UBC, ucsf, uc irvine, and international partnership.
- ★ Stress is defined by a lack of predictability. We more than often strive for security, stability however this only perpetuates anxiety and fear. Empowering Sustainability the series...
- ★ Our hope is to leverage empirically demonstrated techniques for sustainable well-being and in turn healthier environments. These techniques allow us to practice acceptance shed self consciousness and social comparison - increasing our cognitive resources to challenge ourselves, respect each other and the environment and flourish.
- ★ Rethink what mental health mean - shift the definition.
- ★ Practice acceptance, self sustaining healthcare with alternative treatments, increase mindfulness of environmental relationship.
- ★ Integrate film for Social Media Campaign.
- ★ Sharing what learned and future study.
- ★ From a research perspective...These communities are more plasticmalleable, send a unifying message but also the delta will be more observable.
- ★ Rootedness, strive for authenticity
- ★ Program:
 - ★ Meditation, breathing
 - ★ Service project
 - ★ Yoga
 - ★ Fun and games
 - ★ Gardening
 - ★ Cooking
 - ★ Cultivate creativity art based therapy -extending to music & film
 - ★ deepeningroots.org<<http://deepeningroots.org>>
 - ★ Logo and tagline -letter psi in flames
 - ★ Leverage stakeholders like shakira or nelly furtado
 - ★ Assessment survey -social product creative space Integrate Experience sampling for psychometric data Ccare Stanford
<http://explorecourses.stanford.edu/search?view=catalog&filter-coursestatus-Active=on&page=0&catalog=&q=YES%2B+Empowerment+Course&collapse=>
- ★ Trajectory
 - ★ Time one:
 - ★ Time two:
 - ★ Control population
 - ★ Learned from Sara...Establishing an exchange program to address knowledge gaps. Exchange program learning more since its a two way street with community health workers on field.
 - ★ Follow up community.
 - ★ This is project ignite.

Group 5: Institutional Development

Task Team Leader (TTL)

Julia Savonova

Members

Julia Savonova and Altunay Aliyeva

Vision

An institution/organization where everyone can:

- ★ contribute to sustainable development
- ★ know how he/she exactly could help
- ★ find assistance and help in his/her own sustainable projects

Goals

- ★ Empowering Sustainability
- ★ Connecting Leaders
- ★ Fostering Engagement

Tasks

1. Empowering Sustainability: Sustainability -

- ★ define what do we mean talking about sustainability
- ★ enrich our vision
- ★ determine values we share
- ★ assess and analyze the current situation and specify the main directions of future development (strategic long-term plans)
- ★ summarize experience and solutions from all fellows
- ★ define possible weak points and find solutions

Theoretical (Strategic) Department/ Researchers

2. Empowering Sustainability_ – Implementation on practicable level = project management

- ★ realize real/practicable project on local level
- ★ cooperation and collaboration
- ★ produce practicable results and outputs
- ★ find effective solutions

Group of independent project managers

3. Connecting Leaders: Leaders

- ★ Determining the needs of fellows to succeed

- ★ Teaching, training, empowering fellows capacity
- ★ Head-hunting
- ★ Consulting on concrete projects throughout the year

Human Development Department

4. Connecting Leaders: Connecting

- ★ Knowledge & data sharing
- ★ Joint work on local projects
- ★ Personal communication
- ★ News sharing
- ★ Coordination between projects (providing transparency)

Web-site redactors

5. Fostering engagement

- ★ Popularization of our ideas and values= propaganda
- ★ Engagement of authorities, business, NGO, scientists, experts, mass-media, friends, familiars
- ★ Fund-rising

Marketing department

Tools

Every goal can be reached. The question is HOW???

1. Empowering Sustainability – Theoretical Department

Forming shared vision of sustainability or of what should we exactly do...

- ★ Code of values (code of conduct)
- ★ Guide books how to be sustainable and how to succeed in sustainability projects
- ★ Summarizing reports (graphs and schemes could be a content for website)
- ★ Define the resources we have, sociological instruments
- ★ Participation in discussions on Sustainability (in conferences, forums, internet...)
- ★ Providing fellows with analysis and assessment
- ★ Long-term plans of development

2. Empowering Sustainability – Project management

- ★ Field-work
- ★ Experiments
- ★ Campaigns on local or interregional levels
- ★ Education, training centers

3. Connecting Leaders – Human Development Department

- ★ Workshops
- ★ Experience change & sharing

- ★ Social network building
- ★ Assistance, consultation, advice

4. Connecting Leaders – Website redactors

- ★ Website, blog, Facebook page, mail, Instagram
- ★ Database and newsletters
- ★ E-magazine
- ★ Organization of joint work on local level
- ★ Joint research projects
- ★ Open e-discussions

5. Fostering engagement – Marketing Department

- ★ Guidebooks for persons, NGO, authorities, businessmen
- ★ Documentary, films, images, cartoons, instagram photos
- ★ Publications in media (traditional and new)
- ★ Advertisements

Principles

- ★ Divided responsibility
- ★ Accountability
- ★ Transparency

Every month report on what has been done and sociological report on what is needed for fellows.

5. Feedback and Suggestions from Fellows

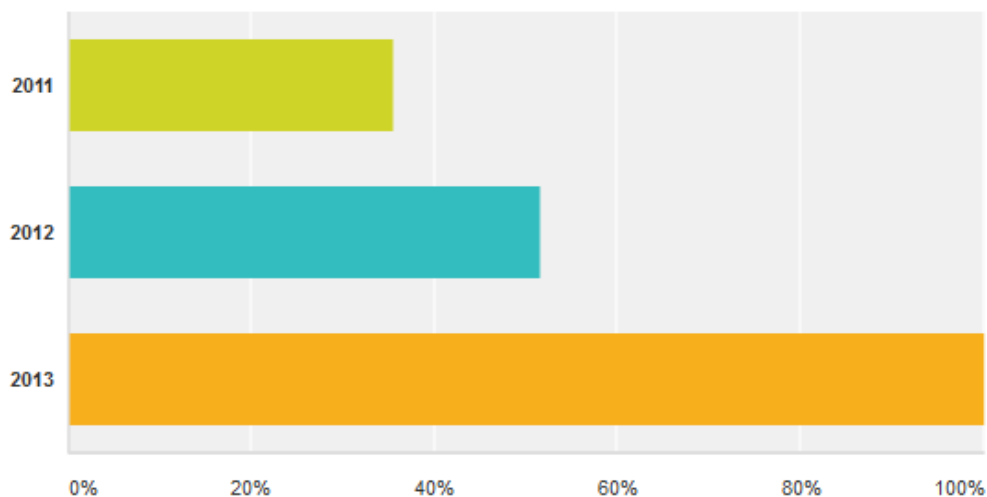
The information provided below reflect the result of an online survey completed voluntarily by Sustainability Fellows who attended the 2013 Conference.

Who completed the survey?

Thirty-one fellows completed the survey. This represents about 65% of participants. Half of those respondents are returning fellows from last year and a little over a third participated in the first conference in 2011.

Which Empowering Sustainability Conferences have you attended? (mark all that applies)

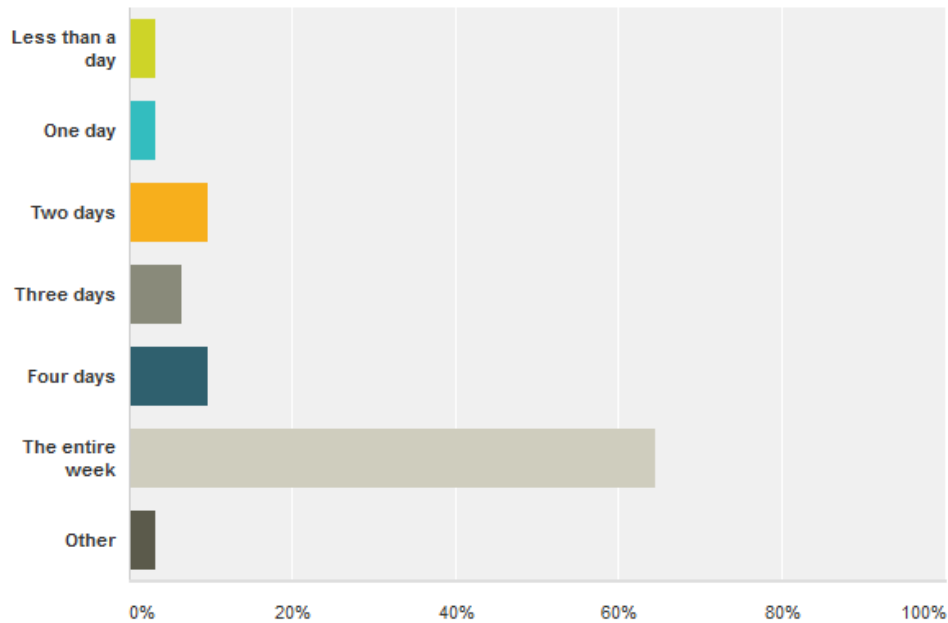
Answered: 31 Skipped: 0



The majority of respondents (64%) have attended the entire week of seminars during the 2013 conference and about 80% have presented (including poster presentations).

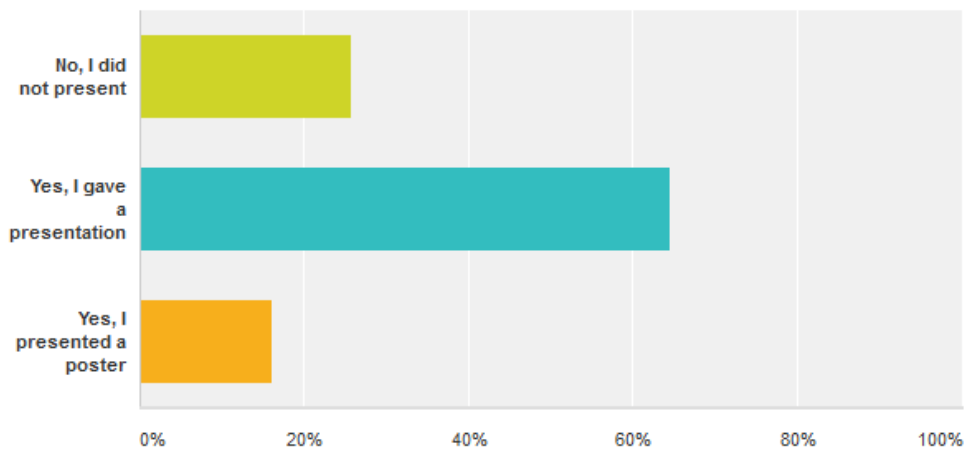
During the 2013 Conference, how many conference days have you attended?

Answered: 31 Skipped: 0



Did you present during the 2013 Conference?

Answered: 31 Skipped: 0



What did respondents think about the presentations during the 2013 Conference?

The content and quality of presentations was considered by the majority of respondents as "good" - which means there is some room for improvement. Time allocated to presenters (which varied from 15 minutes to one hour) was considered by most respondents as either "good" or "very good."

However, time allocated for questions was considered "average" by most and, thus, is an issue that must be addressed. We noted during the conference a general dissatisfaction when questions and discussions had to be interrupted due to time constraints. We should also note that presenters were given the total time allocated to them, i.e. when they would start and when the next speaker should start. Thus, it was responsibility of each presenter to manage the time he/she desired to allocate for questions. Clearly, this format did not work and must be changed in the future.

	I don't know	Very Poor	Poor	Average	Good	Very Good	Total
Content of presentations	0% 0	0% 0	0% 0	7.14% 2	53.57% 15	39.29% 11	28
Quality of presentations	0% 0	0% 0	0% 0	14.29% 4	57.14% 16	28.57% 8	28
Time allocated to presenters	0% 0	0% 0	0% 0	17.86% 5	42.86% 12	39.29% 11	28
Time allocated for questions	0% 0	7.14% 2	17.86% 5	32.14% 9	21.43% 6	21.43% 6	28

Comments from respondents about presentations:

- ★ Maybe a little more time for questions in some of the presentations
- ★ Is a sustainability conference, sometime it is too scientific. We want to go visit more site.
- ★ I think is vital to extend the time of some presentations that are of interest to almost every fellow assisting, and that can lead into some concrete action to work as a group, and get more pro active. Also more time is need for allocated questions if some presentation generates discussion.
- ★ In many cases question time for presenters was cut short or discouraged altogether, limiting meaningful discussion time.
- ★ Need more Time for discussion either after each presenter or a full hour discussion at the end of each day. Also, not all voices were represented. Perhaps a different approach could be used where everyone could speak by giving out tokens for one talking turn per conversation.
- ★ Some presentations called for more time for questions and discussions. Some others did not. This is indeed difficult to predict, so I would keep the same format for 2014. The fact that the conference organizers kept track of timing for presentations and questions was very positive.
- ★ Very many presentations were really actual, but there were not enough time for questions
- ★ I think there should be adequate time allocated for question and answer in between the presenter and rest of the group . For example , I still feel we should have debated more on the Nuclear Energy issue . Similarly ,we should have reflected on our visit to Ecology Centre .
- ★ It would be beneficial to allow for more time to discuss and ask questions after each presentation.

- ★ I think that presentations could be much better, I mean, try to encourage presenters to use more visual tools to present, to make a huge effort to try to get audience attention... slides with so much text is tiring, and I personally get distracted easily... I would encourage new and more dynamic approaches to presentations, or trade this for more didactic activities as workshops or discussions
- ★ I think presentations could be a bit shorter with more time left for discussion/questions. Topics were great and spurred much interest.
- ★ Compare to the conferences in the past two years, there were more time for presenters, which was good. It is significant to inform the presenters to try to keep their presentations within the time limit, that way we can stay on schedule and have more time for discussions, and I think we did a pretty good job this year.
- ★ I felt there was not enough time for discussion. When discussions appeared to get more interesting, i noticed that the it had to stop due to the time for next presenter. It would be helpful to maybe cut down on the number of presentations to allow more ample time for questions and discussion.
- ★ The topics were very broad and varied. I think you can attract more people to the conference if you made it more focused towards certain aspects of sustainability.

What did respondents think about the poster presentations during the 2013 Conference?

The content and quality of posters was considered by most as "good" or "very good." The time and location of presentations were also considered either "good" or "very good." These results indicate that poster presentations should be maintained. They were added this year in order to reduce the number of presentations and to provide an opportunity to those who are not comfortable giving formal presentations.

The high number of respondents who chose "I don't know" may be due to the fact that they were not present during the presentation day (which took place on Friday morning, the last day of the conference) or it may mean that participants were not aware of presentations happening outside the main room. The latter situation requires an effort in the future to make the information clear to everyone. The posters were displayed in the main room from Tuesday on.

	I don't know	Very Poor	Poor	Average	Good	Very Good	Total
Content of posters	14.29% 4	0% 0	0% 0	7.14% 2	39.29% 11	39.29% 11	28
Quality of posters	14.29% 4	0% 0	0% 0	7.14% 2	35.71% 10	42.86% 12	28
Time allocated for presentations	25% 7	0% 0	14.29% 4	10.71% 3	17.86% 5	32.14% 9	28
Location of poster presentations	21.43% 6	0% 0	7.14% 2	14.29% 4	32.14% 9	25% 7	28

Comments from respondents about poster presentations:

- ★ My only contact with the posters was a quick browse in between sessions. The posters were lined up all along the front of the conference room where the presentations were taking place. Was there a session committed to the posters only. The sort where the poster-makers stand with their posters and people can walk around and talk with the creators about their work while engaging with poster content. I think that would be a good move if you haven't incorporated it yet—if you have, bravo!
- ★ The posters were allocated the last day, being almost impossible for fellows to look at them. There were almost no fellows that day. Almost any one saw the posters. I think there should be a time allocated for each one, in front of the hole audience. A short time to rapidly explain the whole idea of it. Then a time for fellows to ask questions.
- ★ Get rid of posters
- ★ I think the posters should be kept from the day 1 at a prominent place for them to get noticed . The advantage of having them from day 1 is to draw sufficient attention towards the posters and generate a discussion on the theme .
- ★ I did not attend.
- ★ Adding the poster section to the conference is a great idea. This gives participants a more casual environment to talk about the topics and talk to other fellows. Since most posters are consist of pictures and diagrams, it may be better to give each poster presenter a couple of minutes (~5 min) to briefly talk about their poster and proceed to casual discussions afterwards, so people can understand the center idea of the posters.

What did respondents think about the visit to the ecology center during the 2013 Conference?

Most respondents considered the choice to visit the Ecology Center a "very good" one. They also thought the tour given at the Center and time allocated for the visit were "very good." Again, a high number of respondents chose "I don't know" and this indicates they did not participate in this activity

(which took place on Wednesday evening). In previous years, we took fellows to entertainment venues (such as the OC Fair, Crystal Cove, and Universal Studios). This was the first time we had a visit that related to the theme of the conference. Since most respondents responded positively, we should provide similar activities in future conferences.

	I don't know	Very Poor	Poor	Average	Good	Very Good	Total
The choice to go to the Ecology Center	17.86% 5	0% 0	3.57% 1	14.29% 4	25% 7	39.29% 11	28
The tour at the Ecology Center	22.22% 6	0% 0	7.41% 2	11.11% 3	25.93% 7	33.33% 9	27
The time allocated for the visit	21.43% 6	0% 0	3.57% 1	7.14% 2	28.57% 8	39.29% 11	28

Comments from respondents about the visit to the Ecology Center:

- ★ The visit was spectacular. I would have liked a little more time to talk one on one with the founder and some of the people involved in keeping it alive. I know that sometimes it is difficult to get all the schedules to align how we like though right? Also, the catered dinner was a really nice touch—eating outside with everyone. I think the meal could have fit the scene a little better though (zero waste, local food, vegetarian options). Fabulous beer though! Overall, it was a delightful learning opportunity to incorporate into the conference!
- ★ In my opinion this was a good choice.
- ★ The ecology center does a very good job, but knowing the kind of work many of the fellows do in their countries, it could be more enriching to visit some biggest project. They told us there that the usually do that tour for children. The guy that gave us the tour didn't even know many of the simple questions we asked. Maybe we can try to go to some more potential project.
- ★ The visit idea was interesting. I think in the future there could be a more extended visit with option for a workshop or service learning project at a local organization doing "sustainable" work. It was great to learn about the Ecology Center but the presentation was less dynamic than it could have been.
- ★ Excellent. There was a talk of aquaponics but didn't see much there. Perhaps it can be included.
- ★ I was not present
- ★ This visit didn't give us any special information or a new view.
- ★ Yes , may be sites/ places having live examples of based on the principles of sustainability .
- ★ It was an excellent idea. I would include any kind of practice, help them with the work (to plant or relocate plants, o do a compost, something more experience based

- ★ Perhaps showing an environmental sensitive area and measures that are being done to protect the area. Santa Anna River Interceptor (SARI) Project
<http://ocflood.com/sarp/sari/faq> The UC Irvine nuclear reactor
- ★ I would have liked to spend more time there, maybe doing a cooking class. Also, there was a huge disconnect between the info at the eco center and the meal served there. I thought it was ridiculous to show us a tour of the vegetable gardens and tell us how important that is and then to serve us only chicken... It would have been much more powerful to serve us the food grown there.

What did respondents think about the training workshop during the 2013 Conference?

Most respondents considered both the content and quality of the workshop led by Mo Sami as either "good" or "very good." But, about a third of them thought the time allocated was "average" or below average. This was the first time we incorporated a training component during the conference. The need for training was identified by participants of the 2012 conference who completed an assessment survey conducted on January 2013. Of all respondents, 77% indicated that they would like to receive training during the conference. The high priority topics chosen by fellows were project management and leadership. The format chosen by most fellows was half-day training where expert is brought in to work with fellows on their project.

From the results presented in this survey, it is clear that the training workshop should be maintained in the conference schedule. But, it needs to be improved to allow more time for fellows to work.

Comments from respondents about the training workshop:

- ★ I did not attend, sadly.
- ★ Maybe some more time for training
- ★ we really need more time to work on something together, due to the fact we don't see each other often. And the work we can do together can be really important.
- ★ I think there could be more time for individual conference members to work on or develop their own proposals with suggestions or input from workshop leaders. This workshop was too brief to allow that.
- ★ High level discussion was very unorganized and not logical. Mo is a brilliant person but the presentation format was not practical given the time allowed leaving most attendees very confused. Case studies could served a much greater function.
- ★ I did not attend
- ★ It was rather interesting, we got an opportunity to develop our future work ourselves.
- ★ It needs a fair amount of time and should be organized in the morning half of the day .
- ★ Mojgan did an amazing job. I will be using the log frame template she provided us to prepare a proposal. It was really useful information.
- ★ I did not attend.
- ★ I was unable to attend.
- ★ Mo was great! She could have used another hour though. I LOVED hearing her stories.

What did respondents think about the group discussions during the 2013 Conference?

Most respondents considered the content and quality of group discussions to be "good" or "very good." Most considered the format and time allocated to be "good." This was the first time we structured the conference schedule to accommodate discussions. Last year, discussions occurred in the dorms between 8pm and midnight. It is clear that having time during the conference has been an improvement, but, as the comments show, there is need for improvement.

	I don't know	Very Poor	Poor	Average	Good	Very Good	Total
Content of discussions (i.e. plan of actions for task teams)	17.86% 5	0% 0	3.57% 1	17.86% 5	32.14% 9	28.57% 8	28
Format of discussions (i.e. small group and large group)	17.86% 5	3.57% 1	3.57% 1	7.14% 2	42.86% 12	25% 7	28
Quality of discussions	17.86% 5	0% 0	0% 0	21.43% 6	28.57% 8	32.14% 9	28
Time allocated for discussions	18.52% 5	0% 0	3.70% 1	11.11% 3	40.74% 11	25.93% 7	27

Comments from respondents about the group discussions:

- ★ Did not attend.
- ★ The breakdown of topics was focused too much on the objectives individually instead of projects that would fulfill the objectives. There was too much time in mini groups and not enough collectively.
- ★ I did not attend
- ★ It was a good beginning
- ★ Next year, organizers should give groups a print out of clear outlines of what exactly they need out of the discussions. I remember the newcomers were confused going in.
- ★ This might have been the weakest area of the conference in my opinion. I believe we did ourselves a disservice by allowing people to pick their own groups because most everyone wanted to be in one group and that left the other groups very small. I became the de facto leader of a group. I had little knowledge in the area; while others who could have used their experience to better guide a group, were in the one big group. I believe we would be better off identifying who is best fit to be in certain groups and place them there; thus creating a balance between groups and ensuring the right people were leading them.
- ★ unable to attend

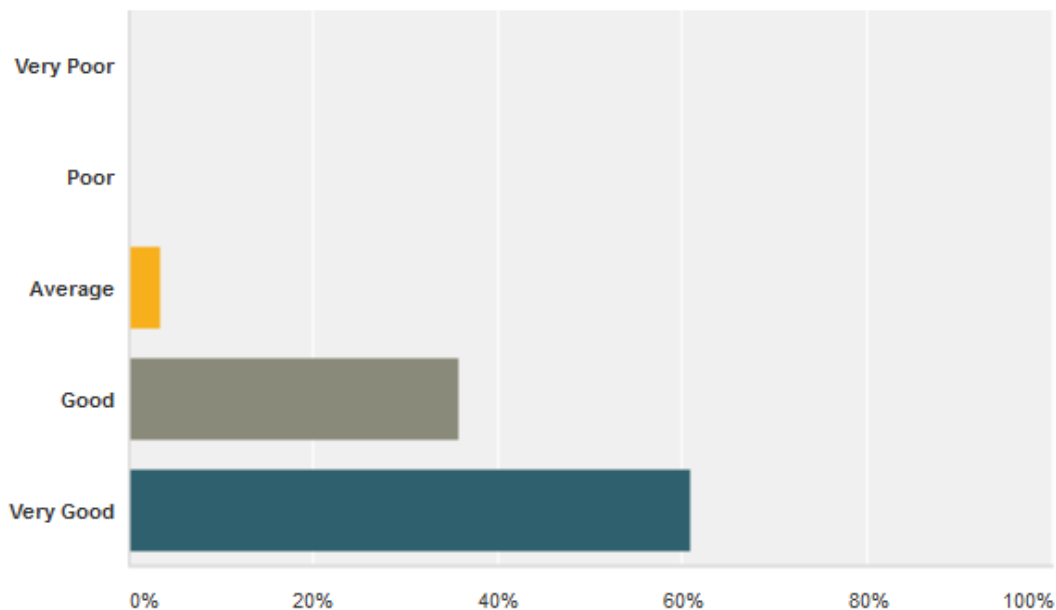
- ★ Follow up is important. Hopefully we can come up with a more detailed plan and contents for the conference, this may include the particular parts that are going to be applied (journal, magazine, networking, projects, etc.).
- ★ I think the discussions should have been done in the beginning to allow more time for the individuals in work groups to discuss during hours attendees are not in conference.
- ★ There should be more of a focus and perhaps these conversations should be optional.
- ★ I think people should be assigned based on their strengths and not necessarily interests. We found a lot of clusters of people who knew themselves prior to the conference of from prior years. It tends to recycle conversations. The format was great, but the time allocated was obviously too short. I think continuing to have discussions through the year and ramping it up prior to the conference would be great.

What did respondents think about their overall experience at the 2013 Conference?

The majority of respondents (around 60 %) thought their experience was "very good." Another 35% thought their experience was "good." This is good news, but, as the comments suggest, there is need for improvement. The main priorities seem to be the activities provided during the conference. In general, fellows are asking for more diverse types of activities and more time for training and discussion. The comments also suggest that fellows appreciate the efforts of this initiative, see the value in attending the conference, and plan to return in the future.

Overall, how would you rate your experience at this year's conference?

Answered: 28 Skipped: 3



Comments from respondents and suggestions for the future:

- ★ Visits to local companies or organizations such as the ecology center are (in my opinion), a very good idea! - Posters: I think that an improvement would be giving some time for the authors to present their posters (5-10min?), before time for questions outside.
- ★ This is a really enriching opportunity for us all. I suggest we can focus in some coincidence points and work on them. Focus also the presentations in that sense. Like water, food, energy...
- ★ I think the conference really needs more structure and variety in the time allocation of different activities. It's great to hear about what everyone is doing, but realistically the monotony of the daily schedule makes it hard for people to focus. I think there should be less time allotted for presentations and a day or two set aside for more in-depth workshops or training, maybe related to a specific sector or skill focus. The 4-5 days of presentations is too much. Or at least, introduce some more variety within each day: i.e: morning presentations, afternoon workshops. Allowing for some smaller group sessions would foster more discussion and intimacy, I also think there should be more opportunities for fellows to work on a project or idea with other people from the conference. In addition to the fellows, the conference could bring in 3-4 outside experts or experienced professionals to run training sessions on topics. For example: developing a sustainable business plan, how to develop a marketing plan, interview methods, etc. Also, one day could be an activity at a local organization
- ★ It's a great conference and looking forward to even more growth/collaboration in the future
- ★ The experience was very good not only because of the quality and content of presentations but also for the opportunity to discuss and obtain a panorama of current initiatives by dynamic leaders worldwide on sustainability efforts.
- ★ We need more time for group discussions and questions.
- ★ This conference was an eye opener for me. I quite enjoyed it and benefitted from it. As a result of it, I will apply to more grants and funding agencies for my research. Thank you for organizing it. I definitely hope to attend next year. One quick suggestion would be to invite more academics who do sustainable development work. This way there could be more beneficial interaction between non-profit practitioners and researchers.
- ★ This was an amazing experience! I am excited to see everyone next year and exchange ideas.
- ★ I suggest to include more experience based activities, more than presentations. I would promote more the exchange of information and approaches to solutions among fellows. I would encourage the writing of projects or initiatives during the week taking advantage of being all together and being inspired by others with presentations and posters
- ★ This was a great experience, but I will put good, as I imagine this conference will continue growing and growing into greater things. Keep up the good work!
- ★ I feel it is a well balanced mix.
- ★ Hope to see more participants next year. I understand this requires funding and complicated process, but the fellows will try to contribute in any way to make the conference better.
- ★ It is great to stay with friends, but this allows for clusters and makes having discussions and exchange of ideas harder - randomly assign people to houses. 2. The internet in the conference rooms are great. Some participants may need to work during those times. It may

be a good idea to the extent that it is possible, to remind persons of basic etiquette of listening to and committing to presentations. You may need to provide access to the internet in a different location (nearby where people can work, but not in the rooms themselves).

3. The training workshop given the timing was good and can be improved on. We should give considerable time to putting together training, either peer to peer, or, inviting an expert (for free) to give a training on a topic the fellows find useful. A survey would help. 4. Have bicycles available:-

- ★ I would like to see more interactive workshops and more focus to the conference.