

Planning a SUSTAINABILITY INITIATIVES CONFERENCE

Dear Group:

The Sustainability Council is continually looking for ways to promote a sustainable future in Ventura County. One way to do this is to identify ways in which individuals, organizations, and businesses here are pursuing sustainable programs and practices in the environmental, social and economic sectors..

Outlined below is a concept for a SUSTAINABILITY INITIATIVES conference that would allow interested parties to share their initiatives in the area of sustainability. Our hope is to have as broad a spectrum of participants as possible and to compile short descriptions of the initiatives into a manual that could be available for public dissemination. (We would also like to partner with other organizations that are interested in promoting a sustainable future.)

Please make suggestions about the draft outline for this conference. We would like to know if the concepts and formats suggested here are attractive to you and your group. We would like to know if they can be changed or modified to make them more attractive in order to insure good attendance by groups at the conference.

1. Purposes of Conference;

Acknowledge and celebrate the good work being done to ensure a sustainable future

Illustrate the breadth of efforts so the concept of "sustainability" is not limited solely to a environmentalist point of view, and establish the links between environment, social equity, and economic health.

Promote communication between diverse interest groups

Provide food for thought and new ideas to pursue

Facilitate new partnerships

Generate a useful inventory of initiatives for later reference

2. Event Scheduling, Costs, Etc.,:

Date ; To be determined

Time ; Early evening 5:30 to 6:00 for light dinner and ending before 9:00. We have found this timing to work fairly well because people can stop by after work. Once people are at home they are less apt to go out for a meeting.

Place; TBA, looking for some place that is easily accessible and somewhat centrally located so the broadest number of people might consider attending. Freeway close location would be ideal. The location should also allow for outside catered food service so costs can be kept to a minimum.

Food; Something simple such as sandwiches, beverages, chips, cookies, etc.

Charges; Cost should cover cost of the room and food. (We have covered expenses with a \$10 to \$15 per person charges in the past.)

Title &; Still open, but something about "Sustainability Initiatives"

3. Event Structure; Still formative, but some elements would include:

Networking over a meal

Brief reports (2-3 min.) from as many speakers as possible to highlight breadth of initiatives now under way. Speakers would be chosen from the pool of people submitting reports to highlight the diversity of efforts in the three core areas of environment, economics and society.

Written reports in a standard format of two sides on one sheet of paper would be compiled in a binder and made available for the conference participants and posted on our website.

Booths/tables for parties with projects could be set up around the room.

4. Advanced Advertisement

Send out postcards to our mailing list some (400 people) inviting people to the event and submit a report. More details could be on the Sustainability Council's website.

Co-sponsoring organizations could announce in their newsletters, etc.

Place ads in local papers such as the Reporter and Ojai voice, etc. that are not too expensive

Public service radio ads.

Contract for Assistance ; We would pay people to help organize the event so that volunteer organizations would not be crushed by the work.

(c.g. caterers for the food, graphic artist for the postcard design, mass mailing company for mail outs, etc.)

5. Solicitation of Reports; The sponsoring organizations would identify specific sectors and individuals to help ensure that reports would be forthcoming. Among some possible sectors are the following:

VCEDA; Fred Ferro, Housing study

Living Wage Coalition; Marcus Vargas

Project Understanding; Rick Pearson, homeless shelter and low cost housing

Cal Rural Legal Assistance &; Eileen McCarthy; farmworker housing

3M, Proctor & Gamble, Patagonia; Sustainable manufacturing processes

Lighthouse Group; Jim Churchill, sustainable agriculture

Building Industry Assoc.; Rhondi Guthrey, Smart Growth Indicators

County Planning; Gene Kjellberg (Supervisor Flynn), Open Space District

Agricultural Futures Coalition; Contract for sustainable dialogue among diverse groups

Green Building Coalition & Sustainable Newspaper; SLO publisher

Seeds of Simplicity; Carole Holst, voluntary simplicity

The Church and the Environment - Greek Orthodox Church

Friends of the Santa Clara River; Ron Bortoff, sustainable management practices

Habitat For Humanity; affordable housing and recycled building materials supply center

University Reps; CSUN, UCSB (Bren School) to discuss local projects

Ventura High School; Inter-racial dispute resolution

Cal State Channel Islands; Green Campus development standards

6. Speaker/Organization Profile and Report ; Reports on sustainability initiatives would presented on a standard form provided to all parties. This will result in a more useful compilation of reports for use by conference attendees.

Name of organization

Contact person(s)

Phone, FAX, E-mail

Address

Present projects (list projects and goals)

Future projects (lists project and goals)

How do your projects promote a sustainable future in Ventura County?

Is your organization willing to partner with other groups and in what ways?

Finally, we would like to ask you-- if you became a co-sponsor of the proposed Conference-- if your organization would help with any of the following:

contribute modest amount of money to cover initial expenses which we plan to recoup?

help finalize conference details such as date, time, location, etc.?

encourage the organizations with sustainability initiatives to participate.?

help in the selection of speakers from those submitting reports?

contribute to mailing list or otherwise encourage members to attend?

Thanks you for helping us design and plan this event.