






2008-2009
Building Communities Educational Series
 Focus on Sustainability:
Sustainability and Comprehensive Planning

Brought to you by the Center for Community & Economic Development
 Co-sponsored by the Sustainability and Energy Teams
 University of Wisconsin-Extension

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Today's Presenter

Anna Haines
 Center Director, Associate Professor and Land Use Specialist

Anna Haines is an associate professor in the College of Natural Resources at the University of Wisconsin - Stevens Point and a land use and community development specialist with the University of Wisconsin-Extension. Haines received her Ph.D. from the University of Wisconsin - Madison in the Department of Urban and Regional Planning.

Her research and teaching focuses on planning and community development from a natural resources or environmental perspective. Her current applied research projects focus on the factors that influenced land division in amenity-rich areas of Wisconsin; identifying factors that make small cities and rural areas livable, attractive, and work as an economic development strategy; and decision making by local government officials for bio-fuel plants. Her extension work has focused on comprehensive planning and planning implementation tools and techniques, sustainable communities, and property rights


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SUSTAINABILITY AND COMPREHENSIVE PLANNING

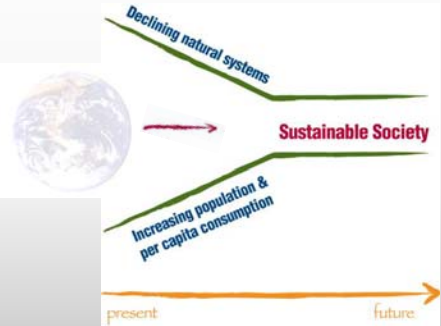
Anna Haines, Ph.D.
 Associate Professor and Extension Specialist
 Director
 Center for Land Use Education
 University of Wisconsin, Stevens Point

OBJECTIVES AND TRAIL MAP

- Gain an understanding of
 - Concepts/definitions of community sustainability
 - The Natural Step (TNS) framework
 - Infusing sustainability into a plan and planning process



THE SITUATION: A FUNNEL



TNS Canada

DEFINITION OF SUSTAINABILITY

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

It contains two key concepts:

- The concept of needs, in particular the needs of the world's poor... and
- The idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs.

World Commission on Environment and Development, Our Common Future, 1987 or more commonly referred to as the Brundtland Commission



CONCEPTUAL INGREDIENTS

Systems view or 3E's



Partners view



THE NATURAL STEP FRAMEWORK

1. A shared **science- and systems-based definition** for sustainability
2. A **decision-making framework and process** to help organizations and communities plan for sustainability
3. A **compass** to help us know if we're moving in the right direction



THE NATURAL STEP APPROACH

- Originated in Sweden in 1989
- About 70 eco-municipalities in Sweden
- Dozens of businesses
 - IKEA
 - Mitsubishi Electric Corporation
 - Nike
 - Interface
 - Collins Pine Company
- Are these communities and businesses sustainable?
- NO, but they are moving in the right direction!

PRINCIPLES OF SUSTAINABILITY

In the sustainable society, nature is not subject to systematically increasing...

- ...concentrations of substances extracted from the Earth's crust (e.g. fossil-based emissions);
- ...concentrations of substances produced by society (e.g. CFCs);
- ...degradation by physical means (e.g. deforestation);

and, in that society...

- ...people are not subject to conditions that systematically undermine their capacity to meet their needs

GUIDELINES BASED ON THE NATURAL STEP

Planning for sustainability requires a systematic, integrated approach that brings together *environmental, economic and social* goals and actions directed toward four objectives:



Reduce dependence on fossil fuels, extracted underground metals and minerals;



Reduce dependence on chemicals and other manufactured substances that can accumulate in nature;

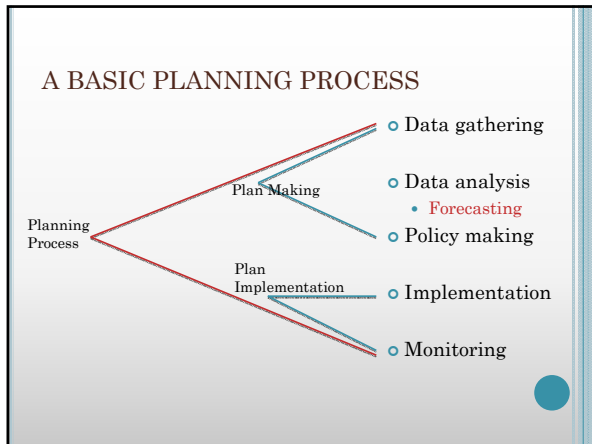


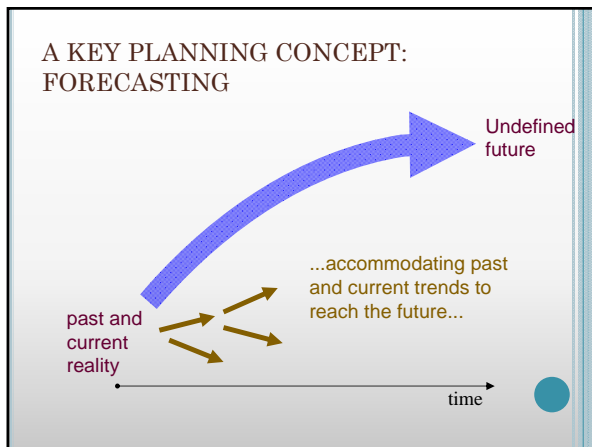
Reduce dependence on activities that harm life-sustaining ecosystems;



Meet the hierarchy of present and future human needs fairly and efficiently.

Source: American Planning Association, 2003. Planning for Sustainability Policy Guide www.planning.org/policyguides/sustainability.htm

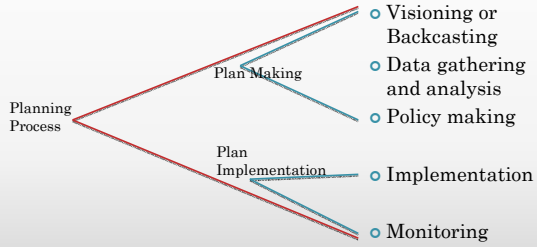




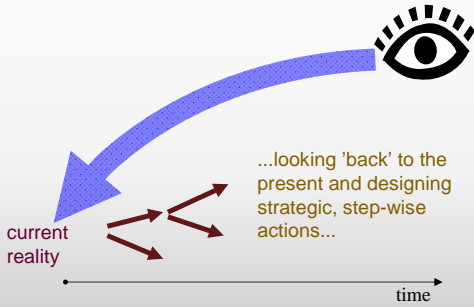
FORECASTING

- Based on current dominant trends, and
- Therefore tend to describe futures that look similar to the present.
- Forecasting methods struggle to anticipate surprises and discontinuities.

AN ALTERNATIVE BASIC PLANNING PROCESS



A KEY CONCEPT: BACKCASTING OR VISIONING



BACKCASTING

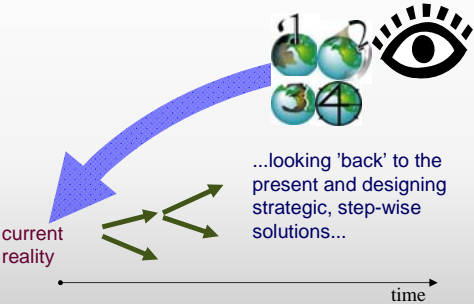
- Begins by defining a societally preferred future, and then works backwards to determine alternative feasible physical and behavioral paths connecting the societally preferred future with the present.
- Thus, the solutions generated by backcasting are independent of current dominant trends.



“Knowing where we want to go will help us get there”

Backcasting from
TNS Principles
and the
ABCD Planning Process

BACKCASTING FROM
SUSTAINABILITY PRINCIPLES

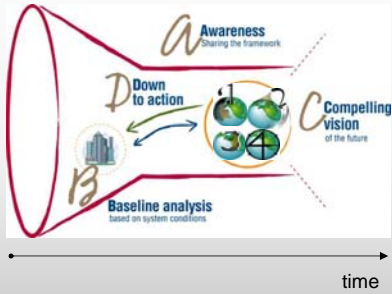


current reality

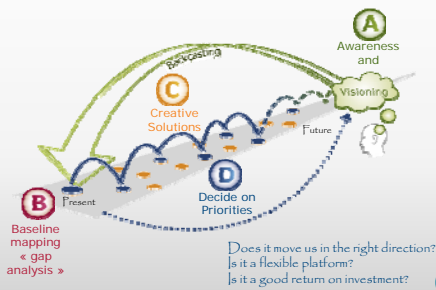
...looking 'back' to the present and designing strategic, step-wise solutions...

time

ORIGINAL TNS PLANNING FRAMEWORK



NEW TNS CANADA PLANNING FRAMEWORK



AWARENESS AND VISIONING

- Awareness – collectively understand purpose and principles from which community is working
- Visioning – identify characteristics of your sustainable community
 - The following provides some examples of characteristics:
 - In the future, as a sustainable community:
 - We have a net carbon impact of zero
 - We have zero waste
 - We generate only benign emissions
 - We derive 100 percent of our energy from renewable sources
 - Our energy system is resource-efficient



Source: Purecell and MacKinnon

BASELINE MAPPING AND GAP ANALYSIS

- Baseline – where are we now?
 - Gathering, analyzing and interpreting data
 - Community assets
 - How community is violating 4 TNS principles
- Gap analysis – comparison between vision and baseline
- Technical step



Flying squirrel

CREATIVE SOLUTIONS

- Creative solutions – identification of possible actions to begin to close the gap

Beyond reason



Deviantart.com

January Frozen Blueberries



DECIDING ON PRIORITIES

- Prioritizing creative solutions
 - Action planning
 - What, why, when, how, how much?
 - Does this measure proceed in the right direction with respect to all principles of sustainability?
 - Does this measure provide a stepping-stone (i.e., "flexible platform") for future improvements?
 - Is this measure likely to produce a sufficient return on investment to further catalyze the process?



A STRATEGY FOR INFUSING SUSTAINABILITY

Two primary ways in which to include sustainability in a plan:

- As a separate element or chapter
 - In Wisconsin, the 10th element
- Infused into each existing or proposed element.



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PROS AND CONS

- | | |
|--|---|
| <ul style="list-style-type: none"> ◦ Separate element <ul style="list-style-type: none"> ◦ Easily ignored ◦ Other elements such as housing or transportation are not subject to sustainability principles ◦ Could result in unsustainable outcomes ◦ Appropriate for separate element – energy ◦ May be controversial | <ul style="list-style-type: none"> ◦ Infused into each element <ul style="list-style-type: none"> • Every element subject to sustainability principles • Could result in more sustainable outcomes • May take longer • May be controversial |
|--|---|

ONE EXAMPLE: CITY OF BAYFIELD

- A Sample of Goal Statements
 - A compact, human-scale city with a population of 1,000 nestled in a beautiful natural setting.
 - A city known for its creativity in making Bayfield affordable to long-time residents in the face of rising taxes, an influx of seasonal residents and other impacts of its growing popularity.
 - An economically strong and well-integrated city, fostering local businesses and business initiatives, regional cooperation and clean industry.
 - A city with a resilient, diverse, and self-sufficient local economy that meets the needs of residents and builds on the unique characteristics of the community.



<http://www.bayfieldcounty.org/assets/files/zoning/planning/towns/CityofBayfieldLandUsePlan.pdf>

WHITHER SMART GROWTH?

- 10 Principles
 1. Create Range of Housing Opportunities and Choices
 2. Create Walkable Neighborhoods
 3. Encourage Community and Stakeholder Collaboration
 4. Foster Distinctive, Attractive Communities with a Strong Sense of Place
 5. Make Development Decisions Predictable, Fair and Cost Effective
 6. Mix Land Uses
 7. Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas
 8. Provide a Variety of Transportation Choices
 9. Strengthen and Direct Development Towards Existing Communities
 10. Take Advantage of Compact Building Design
- Can these 10 principles result in a sustainable community?
 - Mostly focuses on TNS principle 3 – reducing sprawl
 - Touches on TNS principles 1 and 4
 - Doesn't address TNS principle 2



www.smartgrowth.com, accessed Nov. 24, 2008.

REVIEW - KEY CONCEPTS



The Funnel



Principles of Sustainability



Backcasting and ABCD Model

REVIEW – KEY CONCEPTS



Creating sustainable goals and objectives

Infusing Sustainability
With Planning Elements



RESOURCES

- TNS Canada website - <http://www.naturalstep.ca/en/canada>
- Toward a Sustainable Community: A Toolkit for Local Government - <http://www4.uwm.edu/shwec/publications/cabinet/reductionreuse/SustainabilityToolkit.pdf>
- American Planning Association, 2000. Planning for Sustainability Policy Guide - www.planning.org/policyguides/sustainability.htm
- ICLEI - Local Governments for Sustainability - <http://www.icli.org/>
- Green, Haines, Halebsky. Building Our Future: A Guide to Community Visioning, UWEX Publications - <http://learningstore.uwex.edu/Land-Use-Planning-Smart-Growth-C50.aspx>

THANK YOU


Contact me at ahaines@uwsp.edu

Next session

February 17, 2009 , 11:30 A.M. - 12:30 P.M., C.T.

Sustainable Business Practices and Strategies

- Presenter: Bob Willard, international sustainable business expert (based in Toronto, Canada) and best-selling author of *The Next Sustainability Wave* and *The Sustainability Advantage*.
- Some businesses have embraced the idea of sustainability while others still reject it. Why have some companies resisted sustainability strategies? How can business leaders be persuaded to go further? What is the business case for sustainability? This session looks at how businesses can capture the opportunities associated with sustainability. It quantifies the benefits of business sustainability strategies and offers insights into how these advantages can be communicated to business leaders. Specific examples are used throughout the presentation.


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