



## Building Communities Webinar Educational Series: *Focus on Sustainability*

Chippewa County UW-Extension is hosting a web-based series covering Community Sustainability. People define sustainability differently depending upon context; this series explores sustainability as it relates simultaneously to the social, economic and environmental aspects of our communities. Each webinar session will connect participants with presenters via audio and internet, and allow discussion with other participants from around the state and country. We are happy to announce the cost to Chippewa County participants is free because of a generous sponsorship from SEH. All sessions will be held at 711 N Bridge Street, Rm 13, Chippewa Falls. Sessions are scheduled monthly on Tuesdays.

### **October 21, 2008, 11:30-12:30PM—*Setting the Stage: Sustainability and Sustainable Community Development***

While a growing number of community initiatives are emerging to address sustainability, there is often no clear understanding of how they can or should relate to each other. How does a community make the most strategic use of its limited resources? Where should it start? How does it compare the alternatives? What are the appropriate roles for the private and not-for-profit sectors? Communities need to build the capacity to understand and move toward sustainability on their own. This session will help frame these questions, offer a variety of approaches for communities to consider, and provide examples.

### **November 18, 2008, 11:30-12:30PM—*Energy Efficiency***

In this time of record-high energy prices and recognition of the ties between national security and energy independence and between utility system reliability and global climate change concerns, energy efficiency is a key approach among the remedies. But how does a local government or business act strategically to make the most of every Btu? This session will describe how to measure current energy use and to create an energy plan with the technologies, practices, programs and policies that maximize energy efficiency and cost savings.

### **December 16, 2008, 11:30-12:30PM—*Renewable Energy***

Renewable energy is part of a strategic approach to energy that reduces carbon emissions, improves energy reliability and may protect against escalating fuel costs. This webinar examines the renewable energy technologies available and how to choose the options best for your community or your site. Questions to be considered by the presenters include: Is it affordable? Who are the service providers in my area? How do I proceed? What renewable installations are already operating?

### **January 20, 2009, 11:30-12:30PM—*Sustainability and Comprehensive Planning***

This webinar will focus on infusing sustainability concepts (the three E's of Economy, Environment and Equity and The Natural Step principles) into the elements of the comprehensive plan. How to create goals, objectives and policies that reflect sustainability will be discussed along with resources to assist with sustainability planning efforts.

---

#### **REGISTRATION FORM FOR BUILDING COMMUNITIES WEBINAR EDUCATIONAL SERIES: FOCUS ON SUSTAINABILITY (# 5100)**

Name \_\_\_\_\_ Town/City \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Please register me for the following dates \_\_\_\_\_

(Free to Chippewa County participants; otherwise \$5 per session or \$35 for the entire series)

**Email registration information to [andrew.dane@ces.uwex.edu](mailto:andrew.dane@ces.uwex.edu)  
or Print and Send registration (along with fee if applicable) to:**

Building Community Series, Chippewa County UW-Extension  
711 N Bridge Street, Room 13, Chippewa Falls, WI 54729

**February 17, 2009, 11:30-12:30PM—Sustainable Business Practices and Strategies**

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.

**March 17, 2009, 11:30-12:30PM—Green Collar Jobs: Sustainable Work in a Low Carbon World**

Will future jobs be increasingly “green?” If so, what makes a job or an industry green? Is a green job a good job? What constitutes this “green economy” that we hear so much about these days? This session explores the nature of green collar jobs and their implications for business and community development. It looks at links with environmental concerns, efficiency considerations, and workforce (and employment) development in terms of education and skills requirements.

**April 21, 2009, 11:30-12:30PM—Local Food Networks: Food Localization as a Sustainability Strategy**

Localization strategies often characterize sustainability efforts. And nothing is more central to our lives than the food that we eat. Building a local sustainable food economy has implications related to local spending choices, nutrition and health, developing strong linkages between rural and urban areas, creating local jobs, land use patterns, and regenerating community. Learn about this rapidly growing sustainability strategy—through examples and best practices—and how it is helping to reshape our food system and our communities.

**May 19, 2009, 11:30-12:30PM—Sustainability Indicators and Measurement**

It’s one thing to pass a resolution to become a sustainable community or adopt a corporate sustainability policy and another to make steady progress toward that end. How do you gauge overall health and long-term sustainability? Sustainability indicators use data to measure that progress. The resulting information can be used to raise awareness about community health, the environment, social well being and economic development. Learn about an array of indicator models across the country and how they are used as a basis for further policy development, funding targets, and improved activities and strategies to promote sustainability.

**June 16, 2009, 11:30-12:30PM—Community Organizing for Sustainability**

Where does a community start if it is interested in organizing for sustainability? Who takes the lead? What are the roles of local governments, local businesses, and local organizations? Do we need a “fire soul” to lead the effort? Why do some communities seem to move forward while others don’t? Is it easier to pursue sustainability in urban versus rural areas? This session explores these questions and offers examples that include study circles, early adopter projects, comprehensive planning, and local sustainability alliances.

***If you have questions, contact Andrew Dane,  
Chippewa County UW-Extension Community Resource  
Development Agent, at 715-226-1347  
or email: [andrew.dane@ces.uwex.edu](mailto:andrew.dane@ces.uwex.edu)***

The 2008-09 Series is being co-sponsored by the  
UW-Extension Sustainability and Energy Teams  
and the Center for Community & Economic  
Development

**UW-EXTENSION POLICY**

The UW-Extension provides equal opportunity in employment and programming, including Title IX and ADA requirements. Please advise us if you are disabled and require special accommodations at least 10 days prior to the program. Requests will be kept confidential.

**A Special Thanks to our  
Sponsor \* SEH \*  
...for making this event free to  
Chippewa County Participants**

