



Pioneer Valley Sustainability Network

Network News

Pioneer Valley Sustainability Network Newsletter November 2009 Vol 2, Issue 2

In This Issue

Network Meetings
News Flash!
Member Profile
Status of Deliverables
Educational Resources

Network Meetings

PVSN Meeting:

Wed, Nov. 18, 2009

Location: Media Education Foundation, 60 Masonic Street, Northampton MA (next to Woodstar)

Meeting Agenda:

8:00-Breakfast and informal networking

8:30-Formal Networking

9:00 First Class Networking Software

Presentation/Discussion

10:15 EPA Project Update-- Indicators of Sustainability

11:00-adjourn

Quick Links

[Pioneer Valley Sustain. Network](http://www.pioneervalleysustainabilitynetwork.org)
www.slowmoneyalliance.org
www.slowfoodusa.org
www.firstclass.com
www.charlesleadbeater.net

Greetings!

Dear Network Members:

Now it's time for us to be sustainable!

As Chair of the Pioneer Valley Sustainability Network (PVSN) I would like to personally encourage all of you to come to our December 2nd, 2009 retreat at the Green Street Café in Northampton from 6-9 pm. This is a real opportunity to strengthen "the network", get to know one another better and **kick off our membership fund drive in a meaningful fashion.**

Dinner costs \$30 **plus** your membership fee.

If you join now, the sliding scale for individual memberships is from \$20 up (after the New Year it's \$25). So for individuals, you can enjoy a terrific meal AND join the Network for a whole year for just \$50.

Students pay just \$10 for membership plus \$30 for the meal for a total of \$40.

Organizational memberships vary by size of your annual operating budget:

>\$1,000,000 - membership is \$500

\$1,000,000-\$250,000 - membership is \$250

<\$250,000 - membership is \$100

One organizational membership allows all your staff, volunteers, students, etc to come to the dinner, but each person eating needs to pay the \$30 for food.

As you all know the PVSN was started with financial support from an EPA grant prepared by Professors Erin Baker and Rick Taupier at UMASS-Amherst in collaboration with Catherine Ratte from the Pioneer Valley Planning Commission. EPA provided three years of funding and now it is up to us to make the PVSN, *a broad-based network of organizations and individuals who are dedicated to creating a just and sustainable future for the Pioneer Valley region*, a sustainable reality.

Woody Tasch, author of **Slow Money-- Investing as if Farms, Food and Fertility Mattered** is our dinner guest and inspirational speaker. This dinner event is members only so we can all have some quality time sharing our ideas with Woody and hearing his thoughts.

Nationally, statewide and locally, we (thank goodness) have entered a new "greener" focused reality. To help create a greener economy and more sustainable future in the Pioneer Valley we all must continue to communicate about the issues and efforts which we find important. Your new membership and participation in the PVSN is a very valuable way to help achieve this goal.

The time has come, the time is now, let's all work together to make the PVSN a permanent part of our sustainability culture in the Pioneer Valley.....

See you on December 2nd !!!!
Eric Weiss
Chair, PVSN

Member News UPDATE!!**THE ANT**

Every day, a small ant arrives at work very early and starts work immediately. She produces a lot and she was happy.

The Chief, a lion, was surprised to see that the ant was working without supervision.

He thought if the ant can produce so much without supervision, wouldn't she produce even more if she had a supervisor!

So he recruited a cockroach who had extensive experience as supervisor and who was famous for writing excellent reports.

The cockroach's first decision was to set up a clocking in attendance system.

He also needed a secretary to help him write and type his reports and ...he recruited a spider, who managed the archives and monitored all phone calls.

The lion was delighted with the cockroach's reports and asked him to produce graphs to describe production rates and to analyse trends, so that he could use them for presentations at Board's meetings.

So the cockroach had to buy a new computer and a laser printer and ...recruited a fly to manage the IT department.

The ant, who had once been so productive and relaxed, hated this new plethora of paperwork and meetings which used up most of her time.!

The lion came to the conclusion that it was high time to nominate a person in charge of the department where the ant worked.

The position was given to the cicada, whose first decision was to buy a carpet and an ergonomic chair for his office. The new person in charge, the cicada, also needed a computer and a personal assistant, who he brought from his previous department, to help him prepare a Work and Budget Control Strategic Optimisation Plan.

The Department where the ant works is now a sad place, where nobody laughs anymore and everybody has become upset...

It was at that time that the cicada convinced the boss, the lion, of the absolute necessity to start a climatic study of the environment.

Having reviewed the charges for running the ant's department, the lion found out that the production was much less than before.

So he recruited the owl, a prestigious and renowned consultant to carry out an audit and suggest solutions.

The owl spent three months in the department and came up with an enormous report, in several volumes, that concluded: "The department is overstaffed..."

Guess who the lion fires first?

The ant, of course, because she "showed lack of motivation and had a negative attitude".

Member Profile

"Dreaming about Collaboration and Collective Intelligence"

An essay by Patrick Dufour

When Catherine Ratté asked me to write a small article about FirstClass I realized I was not a software engineer or vendor. That's why I decided to use this space to dream about collaboration and collective intelligence.

Sustainable Development implies the redesign of our economy and a dramatic adjustment of our system of values. In other words we are ultimately talking about the conscious evolution (or redesign) of our civilization. Like many I don't think such an evolution can happen overnight. Getting there will certainly imply profound change in ourselves, the way we individually look at the world, and how we discuss solutions and find an adaptive path. And since none of us seems to have all answers, we will have to talk to one another and work together like never before. A more sustainable society will certainly imply more collaboration, or collaborative creativity as Charles Leadbeater puts it. (see <<http://www.charlesleadbeater.net/home.aspx>>).

But collaboration means communication, and communication between human beings is quite difficult. The reasons for the difficulty are quite numerous but one of the root causes is our diversity: our different behavioral and learning styles.

We all have many inner voices clamoring for attention. Some new; many old and attached to old

experiences. We enjoy some of them, loathe others. When ignored or pushed away, they get louder, or go silent and cause trouble. When engaged, they become integrated sources of strength. Listening to our parts, identifying the troublesome ones as "good parts, bad roles", hearing what's underneath the clamor, what is it that is trying to be understood is part of our individual evolution. Our relationship with the pesky or undesirable "parts" or "sub-personalities" has a direct bearing on our ability to relate to "the other" outside of ourselves, whether at any given moment that "other" is a political opponent or one of our kids.

Moreover human nature emerges along a developmental path from one equilibrium state to the next. These can be viewed as stages wherein each layer adds new elements to all that came before; in turn, each stands in preparation for a next phase which may or may not come. Every level of human existence offers a particular viewing point for the real world as defined by its unique set of perceptual filters. These diverse views of reality lead to very different decision-making approaches, organizing principles for business, economic and governance models, and ideas of what appropriate, effective living means.

In other words no true collaboration can take place if we don't honor those complex inner evolutionary processes, whatever path we individually choose. True collaboration requires also a sense of purpose and drive provided by inspiration, and the activation of the community in terms of explicitly supporting goal-oriented communication processes. A first basic requirement is a common trusted area where we can spend time together and exchange at the personal level. A secured space where we can do something beneficial to one another together. Since we all live in different towns and have a different professional focus, since our time is limited and we all do our best to reduce travel, the area I am talking about is a virtual area.

Here again, there is nothing new and we are all familiar with virtual areas, such as web sites, wikis, nings, bulletins boards and so on. We have also experienced the limitations of those tools and the fragmentation of efforts due to the sheer volume of tools. The required "togetherness" is tempered by the complexity of the issues raised by sustainable development. We, humans, are facing a "wicked problem":

*The problem is not understood until after formulation of a solution.
Stakeholders have radically different world views and different frames for understanding the problem.
Constraints and resources to solve the problem change over time.
The problem is never solved.*

In other words a virtual space alone is not enough. We need ownership, we need many possibilities for expressing ourselves, such as different sub areas of discussion to address separately and in the same place the many themes offered by the environmental challenge; we need to keep a focus on our own interest or professional inclination while sharing resources (papers, documents, pictures); we need to be able to move easily from a personal space to a common one, and so on. The virtual space has to be easy enough to be used with the basic skills of a word processor and email, but complex enough to allow the community to grow and address many different topics without feeling overwhelmed.

We could for example build on the first project of the association (regional indicators of sustainability), collect data individually and publish in real time a visualization of the data to share with the general public;

We could open the dialogue between ourselves or a larger audience. To respect our differences of style and the non-linear way humans really think and communicate, we can use dialogue mapping tools that create a diagram or 'map' that captures and connects participants' comments;

We could also identify together some new sources of funding to expand the work already accomplished or research new avenues.

This is what a tool such as FirstClass is all about. The tool, like any tool, is not going to save the world but it can greatly enhance the collaboration between members of the group, permit us to communicate better with the regional community, support members in their daily work, and help us identify larger proposals to address together. This is the vision of a flat model of collaboration.

FirstClass is an easy-to-use communication and information tool, which can integrate personal email and productivity applications, group collaboration, Internet Services, Voice Services, and Directory Synchronization Services with other communications products, mobile services, application development, and database extensions. Its server-centric architecture creates an inherently secure environment that is reliable and highly scalable. The extent to which the power of FirstClass is used on a given site is limited only by your vision of communication.

Patrick Dufour lives in South Hadley. He is a French citizen married with Lisa from New York. He studied children psychology long time ago but never practiced and was a book publisher instead. His interest for Internet brought him to the US where he discovered collaborative technologies, online facilitation and reconnected with psychology at the Center for Psychosynthesis in Amherst.

Status of Deliverables

Sustainability Indicators

Sandhya Sundararagavan, our Intern working with Rick Taupier on collecting baseline information

for the Indicators of Sustainability will present on her progress to date at the November meeting. She is working to collect information on the following:

Pioneer Valley Sustainability Network Final Indicators

Human Health and Safety
 Health insurance coverage
 Health status
 Number of organic farms

Ecological Health
 Biological diversity
 Water quality
 CO2 generation
 Local food production

Cultural Vitality
 Libraries, museums, etc./capita
 Number of cultural events
 Participation in groups and orgs
 How many neighbors you know

Social Equity
 Income and income distribution
 Housing affordability
 Access to transportation
 Livable wage

Social Connectivity and Stability
 Parks and recreation
 Volunteering and giving
 Voter participation
 Diversity of leadership
 Community Walkability

Resource Efficiency
 Percent clean energy
 Carbon footprint



Art of Sustainability

We need communities to host the show. If you would like to host the Art of Sustainability winner, "A Table Set for Forever" please contact Catherine at cmiller@pvpc.org or call 413/781-6045. We will bring the art to you and set it up.

Artist: Jane Wegscheider
 photo by Cheryl Dukes

Educational Resources

First Annual Members Only RETREAT

Slow Money gets right to the heart of everything that's ailing our economy and corroding our culture. . .It offers a formula for a new kind of capitalism in which farmers' markets and stock markets both flourish. Kerry Trueman, Huffington Post

Woody Tasch, founder of the Slow Money Alliance www.slowmoneyalliance.org and author of Slow Money - Investing as if food, farm, and fertility mattered will join us for dinner and conversation on Wednesday Dec 2 from 6-9 pm at the Green Street Cafe, Green Street Northampton very good food

If there is one thing that the recent economic recession has taught us, it's that there is such a thing as money that is too fast, companies that are too big and finance that is too complex! Therefore, we must slow our money down, bring it back to earth and invest in an economy based on preservation and restoration rather than extraction and consumption.

Woody Tasch will provide a vision of what this new economy could look like and will lay out concrete steps that we can take to facilitate capital investment in the small food enterprises and local food systems. Find out how, together, we can build a "nurture capital industry" that

enhances food security, safety and access, improves nutrition and health and promotes cultural, ecological and economic diversity.

Woody is also giving a lecture at Amherst College at 4 pm on Weds 12/2 in the Paino Lecture Hall, located on the first floor of the Earth Sciences building
<https://www.amherst.edu/map/>

In order to enhance food safety and food security; promote cultural and ecological health and diversity; and, accelerate the transition from an economy based on extraction and consumption to an economy based on preservation and restoration, **we do hereby affirm the following Principles:**

I. We must bring money back down to earth.

II. There is such a thing as money that is too fast, companies that are too big, finance that is too complex. Therefore, we must slow our money down - not all of it, of course, but enough to matter.

III. The 20th Century economy was an economy of Buy Low / Sell High and Wealth Now / Philanthropy Later -what one venture capitalist called "the largest legal accumulation of wealth in history." The 21st Century economy will usher in the era of nurture capital, built around principles of carrying capacity, care of the commons, sense of place and non-violence.

IV. We must learn to invest as if food, farms and fertility mattered. We must steer major new sources of capital to small food enterprises.

V. Let us celebrate the new generation of entrepreneurs, consumers and investors who are showing the way from Making A Killing to Making a Living.

VI. Paul Newman said, "I just happen to think that in life we need to be a little like the farmer who puts back into the soil what he takes out." Recognizing the wisdom of these words, let us begin rebuilding our economy from the ground up, asking:

- What would the world be like if we invested 50% of our assets within 50 miles of where we live ?
- What if there were a new generation of companies that gave away 50% of their profits ?
- What if there were 50% more organic matter in our soil 50 years from now ?

Sign the Principles. Join the Alliance.
www.slowmoneyalliance.org

First Class Software Presentation

Patrick will be presenting an overview of First Class software at our meeting on Wednesday, November 18 from 8-11 am at the Media Education Foundation, 60 Masonic Street, Northampton. Breakfast from 8-8:30.

Our Price: \$ free to PVSN members

List Price: \$ invaluable

Are there topics you would like to see included in future issues? Do you have a success story you would like to share with the community? Are you hosting an event? Please let us know your thoughts by sending an e-mail to cratte@pvpc.org with "Newsletter" in the Subject field.

Catherine Ratte
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 Sustainability Planner
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