



GreenTools Government Confluence:
THE "UNCONFERENCE" FOR IMPLEMENTING CHANGE
IN YOUR JURISDICTION.
CO-HOSTED BY CASCADIA REGION GREEN BUILDING COUNCIL.

Session:
Afternoon Plenary Keynote

Presenter:
Bill Reed, Integrative Design Collaborative

Date:
May 5, 2010



Reflection

1. If Green Buildings can get us to Carbon Neutrality, what is left to be done to achieve a sustainable and healthy condition?

2. What are the questions we will we need to ask . . .
 - A. Ourselves
 - B. Our co-workers
 - C. Our communities. . . to shift from 'business as usual' to creating these healthy relationships?

Regenerating Health Whole and Living System Design

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Ecosystem Health : Large scale change

Dependent on changing the habits of
millions of property owners

Lots of ways to create change

Successful?

“If you save the living environment it automatically will save the physical environment. If you just save the physical environment (as we’ve come to understand it), we’ll lose both.”

E.O. Wilson (Wilson’s Law)



Prairie Learning Center -
(a Nature Center)



Prairie Crossing –
(a housing development)



Barriers to effective change . . .

Inability to recognize ecological problems

- Lack of ecological knowledge
 - Misperceptions
 - Romanticized
- Difficulty in making connections
 - Tragedy of the Commons
 - Tyranny of Small Decisions



Barriers to ecological change . . .

Internal Barriers

- Distancing
 - Out of my control
 - Someone else's problem
 - Difficulty of taking action
 - Perceived threat
- Faulty cultural models
 - Turf Grass Industry, Freedom of the Road, American power mandate
- Lack of appropriate cultural models
 - Nature is history, wilderness, a place apart



Barriers to ecological change . . .

Internal Barriers (cont.)

- Lack of practical knowledge for implementation
 - Technical, Social, Scientific
- Perceived difficulties of implementation
 - Need convincing demonstrations to show relative ease of implementation



Barriers to ecological change . . .

External Barriers

- Social norms against pro-environmental behavior
 - Anti outdoor clothes drying, turf grass, parking requirements
- Absence of supportive social norms
 - Examples from others, government leadership, ordinances



Barriers to ecological change . . .

Inability to recognize ecological problems

- Lack of ecological knowledge
 - Misconceptions
 - Assumptions
 - Inability to recognize
- Provide practical ecological system knowledge
 - Not simply monoculture environmentalism
- Provide and practical awareness of connections
 - Cause and Effect
 - Exposed linkages and connectivity

Barriers to ecological change . . .

Internal Barriers

- Distancing
 - Out of my control
 - Someone else's problem
 - Difficulty of taking action
 - Perceived threat
- Faulty cultural models
 - Turf Grass Industry, Freedom of the Road, American power mandate
- Lack of appropriate cultural models
 - Nature is history, wilderness, a place apart
- Use your community as the case study
 - Take the issues "home"
 - Every "Place" is socio-ecologically unique
 - Don't abstract the issues from other places
 - Storying process
 - Learn about how life worked and can work

Barriers to ecological change . . .

Internal Barriers (cont.)

- Lack of practical knowledge for implementation
 - Technical, Social, Scientific
- Perceived difficulties of implementation
 - Need convincing demonstrations to show relative ease of implementation
- **Practical Education – consistent and repeated**
 - **At least 1; 3 years effort, best**

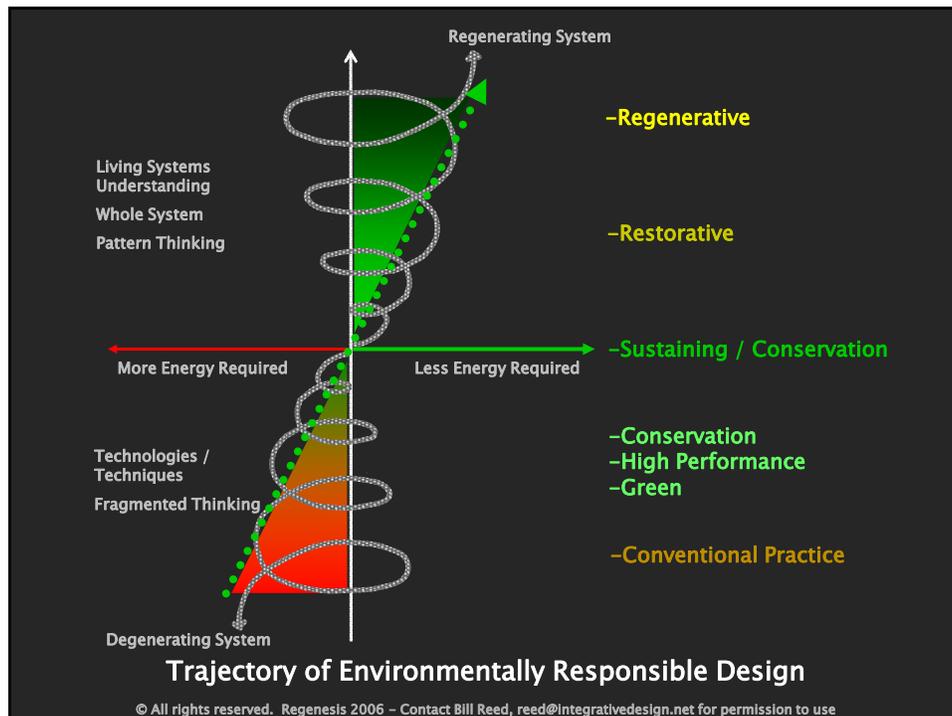
Barriers to ecological change . . .

External Barriers

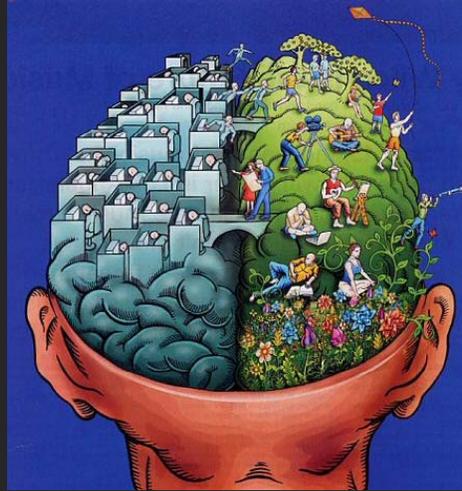
- Social norms against pro-environmental behavior
 - Anti outdoor clothes drying, turf grass, parking requirements
- Absence of supportive social norms
 - Examples from others, government leadership, ordinances
- **Remove barriers**
 - **Teach by example**
 - **Change ordinances**
 - **Supportive and practical education by Government and Others**

“Sustainability” is only half the Story

The other half:
Co-evolving engagement with Living Systems



A Whole Mind is needed:

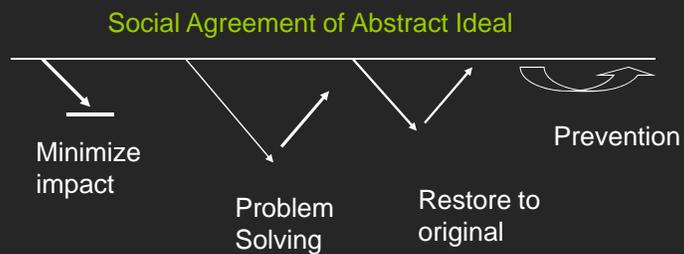


Elemental Mind

Holistic Mind

Elemental Mind

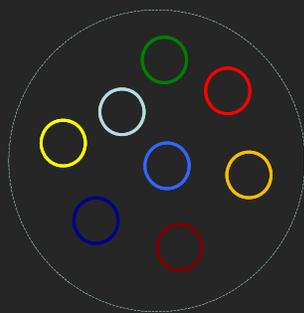
- Works on Arresting Disorder



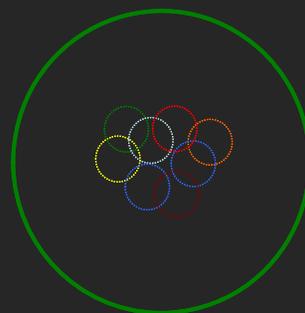
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The Challenge of Details . . .

No matter how detailed – it will not be enough



Summative
Wholes



Unitive
Wholes

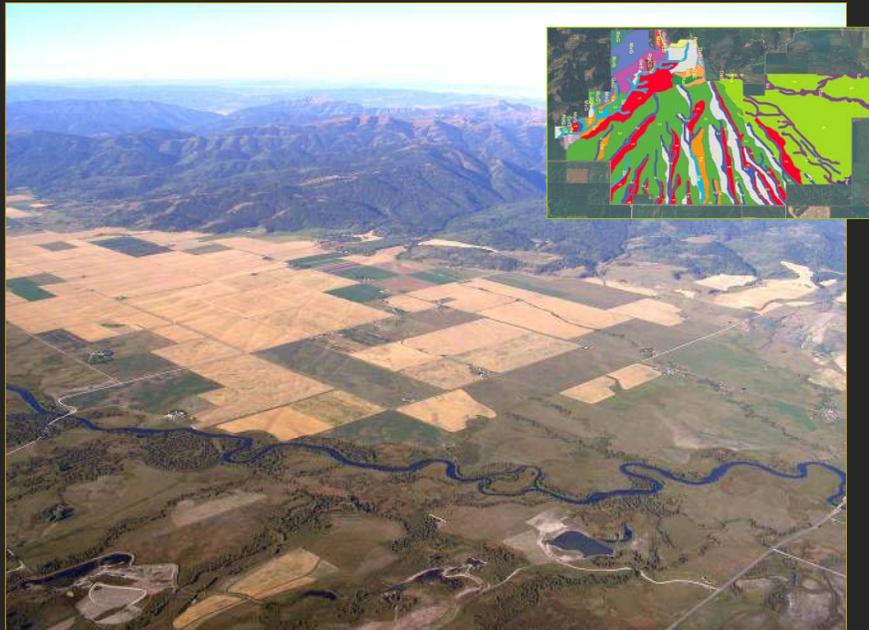
Concept by: Karl Ludwig von Bertalanffy

Systems and Whole Systems

Elements

Interconnections

Purpose (we act on **technical systems**)
(**living Systems** act themselves - mind,
consciousness, role)



What is Our Role and Purpose in Understanding and Sustaining Life?

We cannot care about the pieces only

Care for the *Whole*

NIMBY must be overcome. Can't CARE for my part

We cannot Sustain what we do not ALL Care about !!!!!

Build the mind that can see Life's development (evolution)–

Develop ourselves

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Reflect

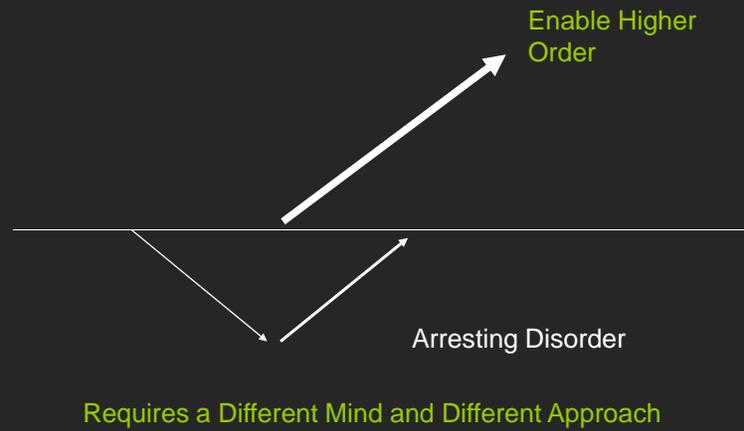
Imagine designing a bedroom addition for your growing family – What's required of us to achieve this?

Now, imagine designing a bedroom addition for the purpose of *developing* your children.

To do this, what would you have to address, what would you have to know, what new understanding would you have to develop, and who would you have to be?

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The ancients knew
an alternative approach . . .



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. . . contemporary Indians often use the word wilderness as
a negative label for land that has not been taken care of by
humans for a long time

Tending the Wild, M. Kat Anderson



“The Salvages are accustomed to set fire of the Country in all places where they come, and to burne it twize a year: at the Spring, and the fall of the leafe.”

-Thomas Morton



Feral landscapes . . . inhospitable to life

“The white man sure ruined this country, It’s turned back to wilderness”

(James Rust, a Southern Miwok elder) as quoted in [Tending the Wild](#), M. Kat Anderson

Native Americans “believe that when humans are gone from an area long enough, they lose the practical knowledge about correct interaction, and the plants and animals retreat spiritually from the earth or hide from humans. *When intimate interaction ceases, the continuity of knowledge passed down through generations, is broken, and the land becomes ‘wilderness’.*”

Tending the Wild, M. Kat Anderson



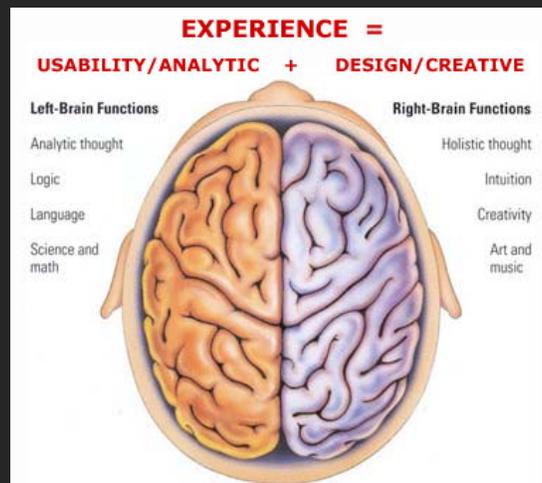
Biohabitats, Inc
Baltimore, MD





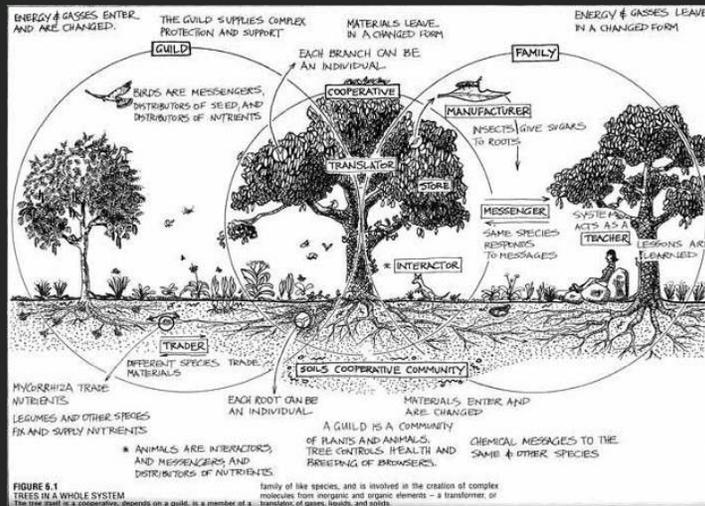
A New Mind is needed

Working as a Purposeful Whole

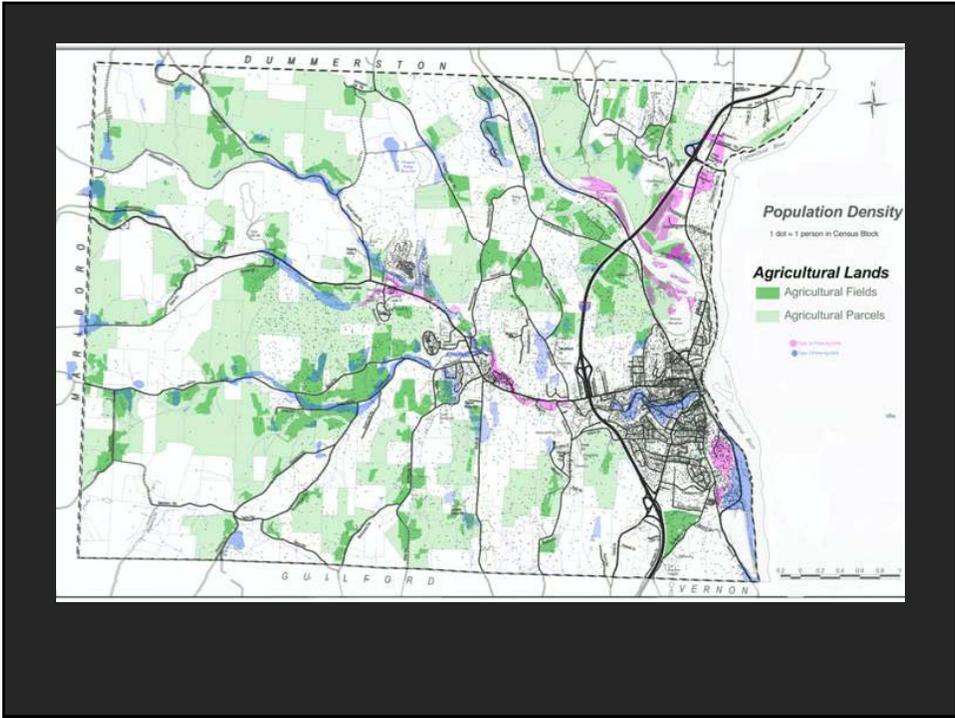


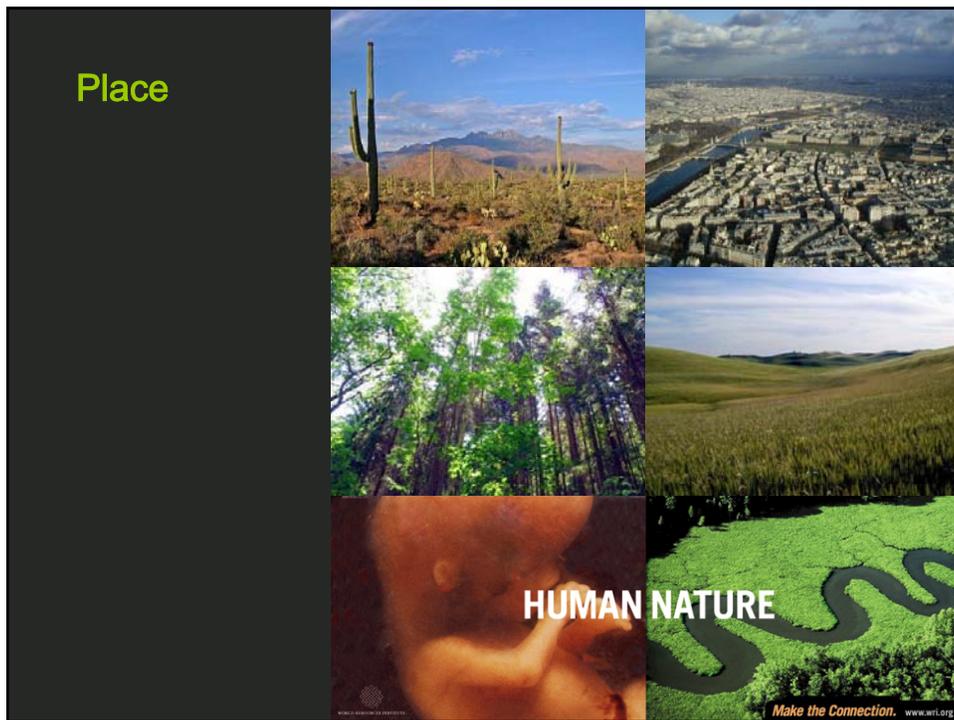
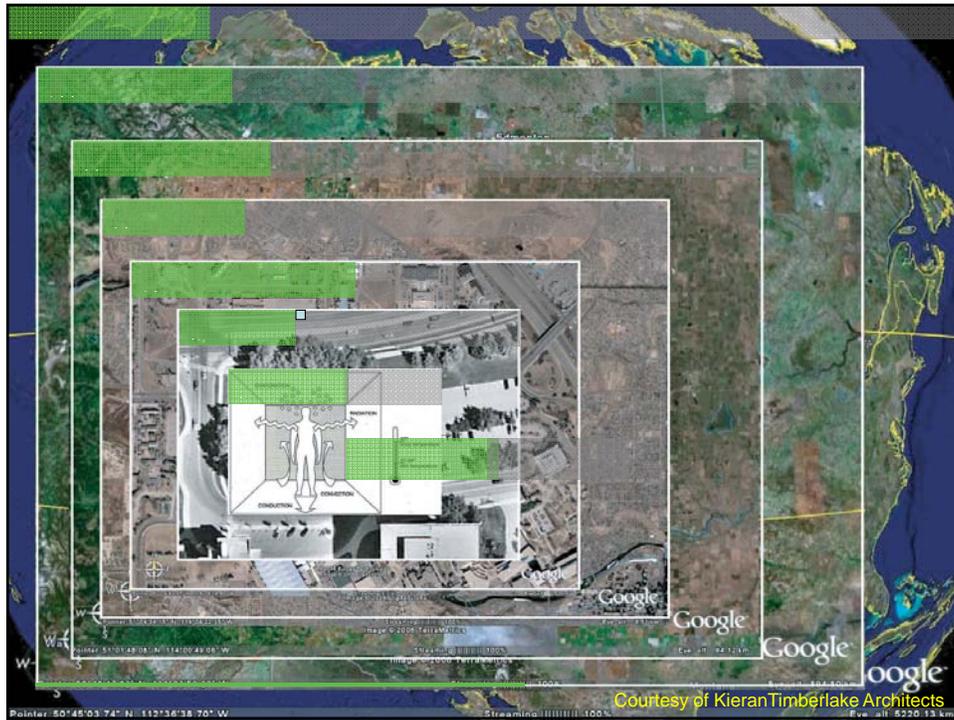
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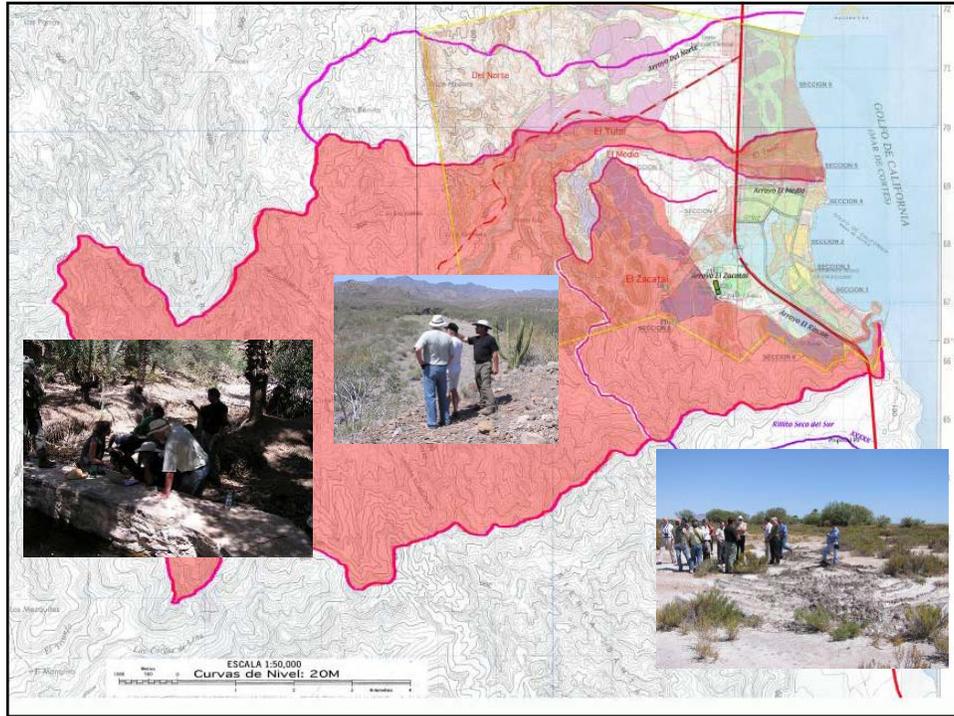
Place – Dynamically Related



From Permaculture Designers Manual, Bill Mollison







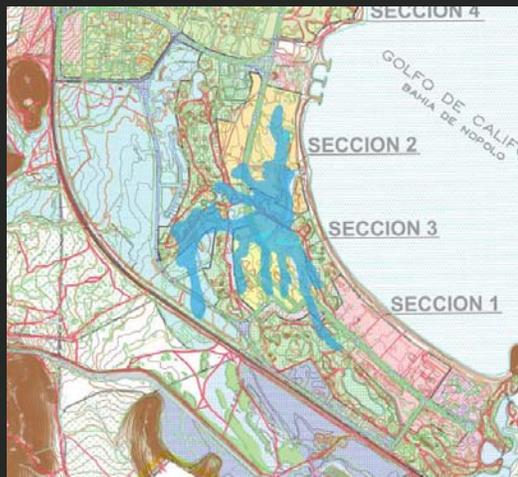
Story - Essence Symbol
"Intelligent Membrane (Estuary)"



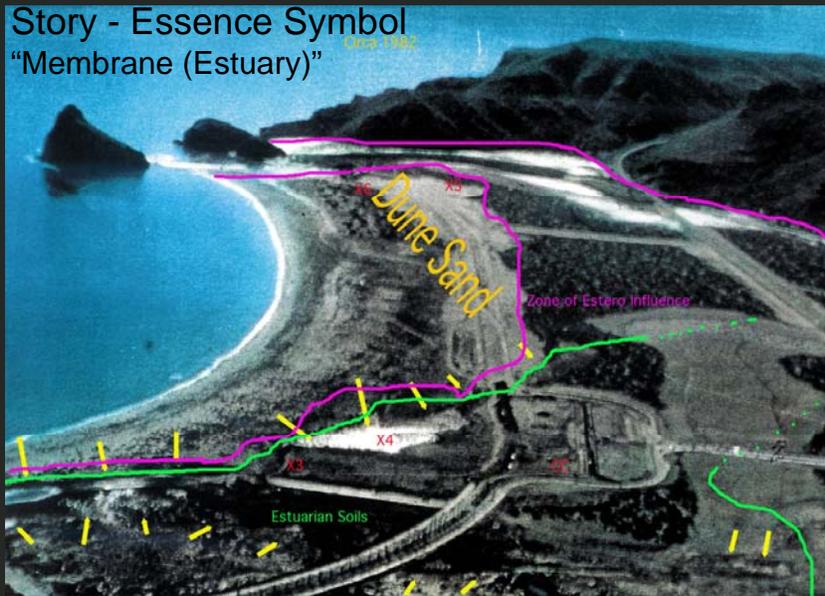
Story - Essence Symbol

"Membrane (Estuary)"

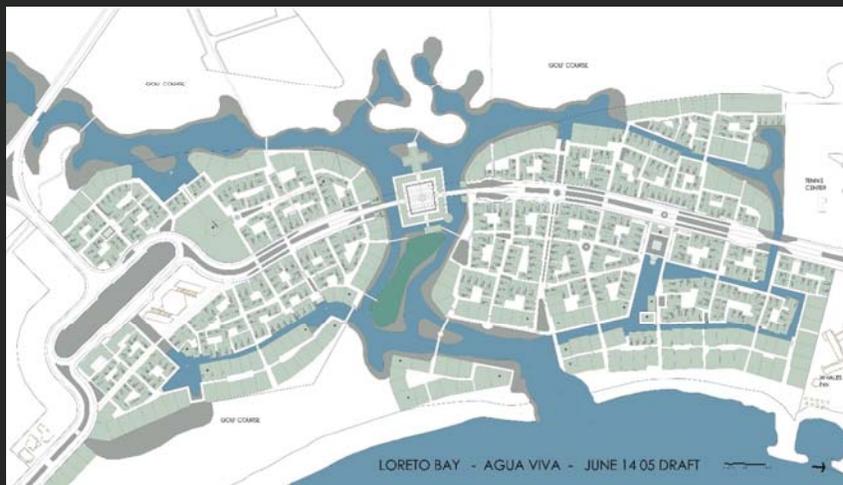
Vocation: regenerating the health of the Sea of Cortez"



Story - Essence Symbol
"Membrane (Estuary)"



Story - Essence Symbol
"Membrane (Estuary)"



Story - Essence Symbol

“Membrane (Estuary)”



Living System 'Process Tool'

Place
People
Pattern
Purpose (Essence)
Potential

Evolving –
Story of Place®

Humans are not ideally set up to understand logic;
they are ideally set up to understand stories.

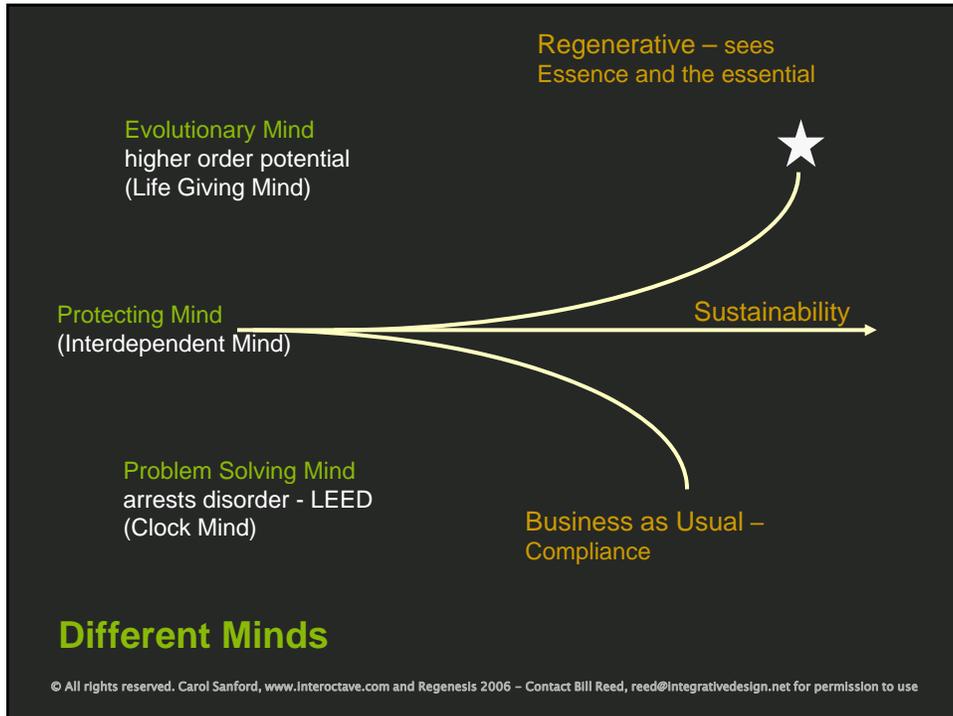
Roger Schank, Cognitive Scientist

- Stories hold patterns
- Patterns hold details

Who are these places?

- Pattern following or
pattern generating?





This work requires us not only to overcome the bad things going on 'out there' but 'self-overcoming,' a transformation in the way we live – and how we engage with life

a new being

Grossly paraphrased from Curtis White, Orion Magazine, The Idols of Environmentalism

Integration with living systems
and Healing the human spirit

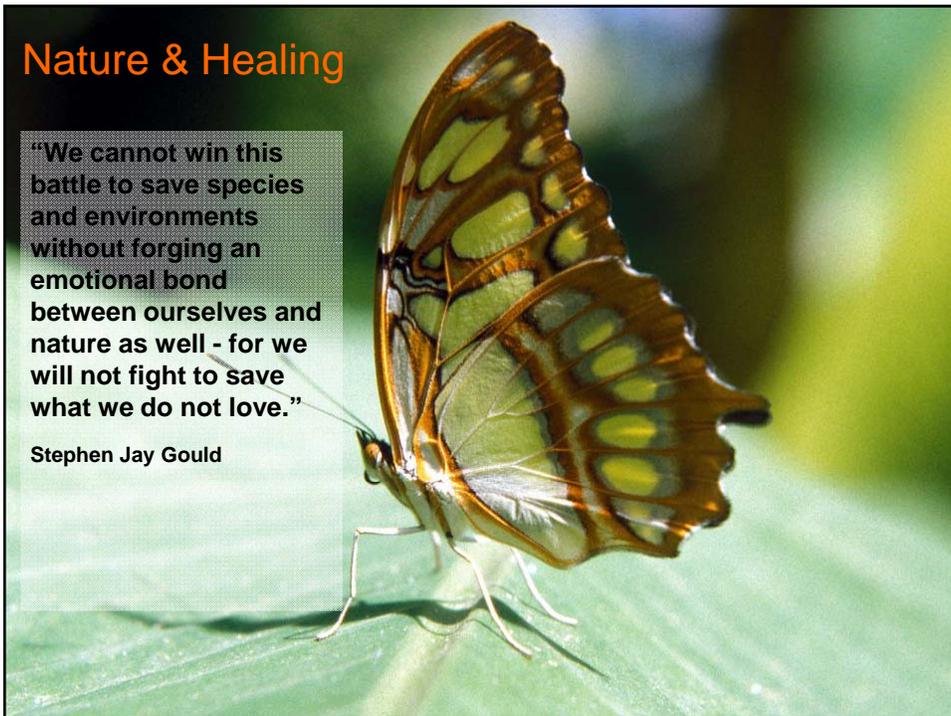
Each community is unique and works in a
unique way– generic solutions are only half
the story

Fouryears.go

Nature & Healing

**“We cannot win this
battle to save species
and environments
without forging an
emotional bond
between ourselves and
nature as well - for we
will not fight to save
what we do not love.”**

Stephen Jay Gould



Re-membering



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