









## Inreach / Outreach

- Door to door
- Phone tree
- Use existing organizations & govt, school district, churches
- Block parties
- Community ritual / gathering / bonfire
- Local media – corporate & independent, access TV, papers, radio.
- Newsletters of other groups
- Leafleting at markets & stores
- Signage of an art symbol / logo – curiosity factor
- Adopt a highway, adopt a watershed, etc.
- Put large loads on a bicycles to advertise the concept – sustainable living & meetings
- Movie night
- Upscale electric car w/ a logo that communicates sustainability
- Potlucks, could be local foods
- Form a for-profit financial literacy college
- Speakers
- Plays, skits, music, story tellers, guerrilla theater
- Bring own dishes to
- Bring own dishes to take out, own bag to shopping (w/ sustainability message)
  - See Liveability for reusable bags
- Learn to communicate with/ “adversaries”, conflict resolution skills, NVC
- Sustainable business forum, get business involved in it
- GULP – certifying – as local & sustainable mom & pop owner stores
  - Independent Arena
- Stores have geographic origin on products
- Educate on lack of
  - Environmental standards – labeling
  - Labor conditions
- School field trips to meat packing plants, food bank, field where farm workers are working
  - Real world field trips
- Revive the Civilian Conservation Corps so young people can be made aware of environmental community service projects
  - Get High School students to volunteer w/ sustainability groups
- School gardens / farms
  - Part of curricula, they eat it, encouraged to problem solve & innovate, make it beautiful, interview old-time farmers, bio-mimicry
- Fun contests – build it up and have an event in town plaza
- People tell their stories about sustainability
- On Access TV, young people interviewing elders
- Classes in public school & colleges, curriculum
- Have a place, info center
- Discussion night at local restaurant – food served family style
- Discounts at local stores for sustainable practice
  - E.g. if ride a bike, walk
- Really really free cycle
- Stuff swaps
- Consumers Anonymous (CA) 12 Step – to modify consumer habits

- Co-brand, ID companies as local & sustainable, use logo of sustainable group, & that group supports the business, Good Earth Seal of Approval
  - Disciplined brain storming session for groups that might be in conflict on economy/environment, etc. issues
    - E.g. fisheries & tribes & farmers
  - Bumper stickers
  - Memberships
  - Human bill boarding, freeway blogging
  - Letter campaigns to local, state, federal officials
  - Coffee klatches, salons
  - Parades
    - Own parades & have floats, etc. in other parades
    - Ask groups to march w/ a sustainable theme in the parade
  - Libraries, displays, book & video placement
  - At farmers markets, invite homeless to work in exchange for food. Homeless garden project (Santa Cruz) garden given to homeless, they grow food, have a CSA, they get skills. Offshoot who sell flowers. Homeward (Marin) train homeless to work in restaurant.
  - Unplug / trade-in TV
  - Local investment fund – \$ to encourage local sustainable businesses
  - Invite emergency responders to teach about emergency response & to educate them
  - Plant articles in corporate media / any media (write our own articles).
  - Local buyers club
  - Gleaning (food) / canning parties
  - Written materials designed to be handed out, approachable – user friendly
  - Videos to hand out
  - House parties, show video & have discussion, each participant get 5 copies & they head out w/ instructions to make 5 copies
    - Chain letter / pyramid scheme
  - Chain e-mail
  - Bring skeptics & true believers to events (joke: Tupperware party)
  - Infill to save paper on flip-charts
- 

- Website networking
  - Linked
- Cabbage patches on golf courses
- Bumper stickers
- Lobby / schmoozing
- Local Biz groups
- Creative bake sales
- Local currencies
- Film series

- Sustainable tours
- Contests
  - Lowest energy use
  - CF bulb sales
  - Poems
  - Posters
- Challenging religious communities
  - Solar on the steeple
- Sustainability / garden tours
- Bike clubs – sponsor days
  - Promote bike use
- Ocean week / Bug camp
  - Theme camps
  - Nature Boot camps
- Potlucks
- Neighborhood sharing
- LTE
- Websites
- Talk to folks from the Depression
- Conferences
- Puppet shows
- CERTs
- Sustainability Desk & Hardware stores
- Promoting car/bike share
- Article discussion
- Clothing swap
- EcoHero profile in paper
- Edible landscaping
  - Street trees = fruit
- Scholarships for sustainable training/solar
- Enroll kids to do community service in sustainable projects
- Promote cooperation in schools
- Green-Star families
- Sing-a-longs
- Library bikes w/kids involved
- Local Economy plays
  - Follow the dollar
- All species parade
- Compost parties
  - Stomach
  - Compost
- Wine making – community stomping
- Booths @ local stores
- Festival of light (in the Fall)

- Warming huddles
- Neighborhood sharing
- Lawns to:
  - Gardens
  - Meadows
- Garden /Ag Corps – WWOOFers
- Community tool sharing
  - Rototilling
  - Draft horses
- Neighborhood garden specialties
- Monthly community street dance
- Community art projects / buildings
- De-Paving parties
- Edible school yards
- School contest w/ PV prizes
- \$ on Electric Meter
- Eco Footprint student projects
- Eco Footprint for communities & discover carrying capacity
- Local horse races
- Energy audits
- Promote “Solar Dryers” – Community clothes lines
- Pioneer Days – days w/o fossil fuel use
- Buy Local Day
- Local Green Directory
- Local membership discount cards
- Bike-to-Work Days
- “Bike Friendly” Community – Tourist Attraction
- HS project (Multi Media/Art) on visioning sustainability
- Urban planning for human powered transport
- Weatherization / Efficiency parties
- Energy Audit parties
- Promoting local clothing
- Garbage Fashion Show
  - Topic – Compost
- Veggie Compost Exchange

- 
1. Progressive dinner
  2. Pot-luck dinner
  3. Famous person
  4. Feed city council-home grown food
  5. Extend speakers through elks, etc.
  6. Schools – let kids get involved
  7. School gardens
  8. Keep track of what you consume



a. Where it comes from

9. Eco-Mapping

10. Scavenger hunt



11. Where is food available

12. Ecological footprint

13. Music in the parks

14. Festivals

15. Gathering – invite people with different opinions – no commenting back

16. Town meeting on economic localization

17. Rubber ducky derby idea

18. Eco-Festival

19. Crafts raffle

20. Build something for social service organizations

12. Magpies

— Old Timers involved

— Non-Violent Communication training

— Turn Car into planter

— Community Announcements

o Car w/ loudspeaker

— Paul Revere on horse-back “Peak Oil”

— Lady Godiva

— Talking at other public events

— Americanforestry.com carbon use = trees planted

— Videos, films

— Farmers Markets

— Social gatherings

— Public comments in City Council & County Council

— Concerts with speakers

— Local food give-away

---

Treasure hunt for local eatables “Wild-crafting”

Classes in acorn preparation/cookery

Tours of model projects

Connecting with authors, write books

Award stickers to windows

Chamber of Commerce transformed to Sustainability

Bracelet for pledges of sustainability – same set for all communities, biodegradable

Run for City or County Council

Get Fresh!

Create own “Stars”

Condom give-away

Child care transport/diaper services

Endorse local biz who carry 10%+ local products

Car pool co-ops

Bicycle actions a’ la Critical Mass

“Energy Independence Day”

\$1000 for greatest local sustainable design

Public transit discount for local workers & students

City gas tax to support free public transit

Fast-tracking alternative building permits

Incentives to convert to bio-diesel – free parking, etc.

Recruit Hollywood Celebs to make statements

Woodshop

Metal shop

English

Soc Studies

Integrated Project

“Barn Raising”

Home building – Kids community service – Garden raisings

Interview local officials w/same questions, show all answers at town meeting w/videos of other com.

Community-supported manufacturing

Emergency plans for longer terms – no help is coming

Public radio, TV, newspapers

Local public media

Street theatre one act plays

Reinventing trade-schools / apprenticeships

School to teach sustainable life skills – canning, etc.

“Shop local first” campaign

Buy-back recycling centers: old couches, lawn-mowers, etc. – High School repair

Sequester all gas-powered lawn mowers & leaf blowers

Turn lawns into veggie gardens one at a time – Model This!

Lead by example

Tree planting

---

---

4-H Club

School Carnival

Story telling geared toward sustainability

Poetry Slam

Religious forum on sustainability

Dialogue between conflicting groups

Scavenger hunt for list of products available at local biz

School buildings as teachers – passive solar built by kids

Conserve in Conservative

Fun events – pie in face, etc.

Soycream social

Mock-monopoly game

Offer “Sermons” at local churches

High Schoolers gleaning/creating for fund-raising for school projects

Take kids out of classroom

---

---

Emergency Preparedness Meetings – local & long term emergencies

Group Liaison

Poster Neighborhoods about Peak Oil and then personally visit them once they've seen the posters  
 Roving bands of E.L. Supporters surrounding unenlightened community members / Green Vigilantes  
 Boycotting Corporations that promote Globalization, with an educational component  
 Guerilla Art – Satirize popular ad, to show it's faulty nature w/localization theme  
 Teach hidden costs of products we think of as positive  
 Localization Board game using community as basis – familiarity  
 Begin labeling – What did it take to produce it? Where did it come from? Etc. Scale of 1-5; 1 being “Green”  
 Source of Origin labeling  
 Barter & trade Promotion & work trades  
 Expanding idea of Barn-Raising with Greenhouses, etc.  
 Reduce Inequalities by using skills as barter to increase participation  
 Multilingual projects  
 Common language needed  
 Forest Stewardship council – certification of lumber process  
 Waste Contests – underutilized items & how to use them

---



---

#### REGENESIS CAFÉ

- Neighborhood Surveys
- Newspaper Articles
- Representative to speak at schools, public events, neighborhood associations, churches, house parties.
- House parties, block parties – Viewing film of relevance together & passing it on to someone w/other group contacts – Connecting with neighbors
- High School curriculum topic
- 100 mile diet, plus publicity
- Direct Mail
- Pitch to already functional groups
- Walkathons, races, walking tour of current projects
- Petitions asking for Community Project Support (Safeway, etc.) take to City Council thereafter
- Organizational Newsletter (articles, ads)
- Door-to-door flyers
- Marquees & Billboards
- Pre-Movie advertising
- Fairs, Earth Day, Senior Day, other celebrations
- Outreach to Senior Citizens
- Public Access
- Postering Campaign of many different posters (Guerilla Marketing)
- Question Campaign
 

Enigmatic Phrase or Question
Provocative Image (Mystery Party or Treasure Hunt)
- Sexy, light, joyful, hopeful approach

— Assess oppositional groups and create language & support to meet them where they are.

---

---

- Barter Faire / Clothing swap (w/o money)
- Theater / Cabaret
- Buy Local Campaign
- Inventory of Goods & Services needed / supplied
- Local certification / recognition of shops / farms
- Portal / website with a list of local shops to be rated
- Informational sheets about cost-benefit analysis – includes keywords
- Poster campaign (wheat paste)
- Weatherization parties / garden parties / work day
- Farm tour / garden tour
- Challenge w/local-wildcrafted product potlucks – w/prizes
- Games that promote localization
- Establishing the focus in school systems (concepts such as barter)
- Local bank
- True economic value / cost
- Evaluating embodied energy
- Full cost accounting
- Ecological footprint / EMERGENCY
- Measuring solar inputs
- Getting information out to the public
- Solar oven cook-out / building solar ovens – school projects
- Local skills faire (skills inventory)
- Street theater / puppet shows
- Critical Mass
- Sustainability courses in school
- Logo / art contest
- 4-H, FFA, Grange – Animal Husbandry
- Primitive skill shares
- Wisdom / elder circle – Community based aging facility
- Reality show – public access
- Political action – schmoozing political leaders – Initiatives
- Political street faire
  - San Francisco Mime Troope
    - Working w/ kids
    - Having fun
- Comedy improvisational night
- Community recognition as individual / family
- Newsletter – include Steward of the Month
- Encouraging current programs
- Creating presentations that emphasize cost effectiveness vulnerability assessment
- Political office placement
- Organizing associations / neighborhood & block parties

- Informational kiosk
- Tool share association
- Approach Big Box stores about sustainable workshops
- Vehicle share workshops
- Bike shops / Libraries
- Bioregional Peak Analysis for all resources ( Timber, salmon, etc.) including stories
- Movie screenings
- Mock shortages (like a fire-drill / scenario)
  - Experiential learning
- Outreach in schools – games
- Flyering of renewable local resources
- Membership
- Mileage concept with products
- Local neighborhood potlucks / competition
- Community meetings to address fear-based reactions
- Writing to City Council / Political arena
- Localization game day
- Free School

---



---

5

- Community Radio – not corporate – solar powered
- Free classifieds
- Free school about E.L.
- Grapevine – phone tree / talk-tree
- Video/chain letters
- Toilet paper w/ sustainable ads
- Local vision
- Emergency preparedness networking
  - But make sure it's not too scary / negative
  - Other motives besides Peak Oil to do E.L.
- Patriotic “E.L. is patriotic”
- Community garden for food bank
- Public surveys & plain-English published results Cost-Benefit Analysis
- Art (all forms)
  - Music
  - Chalk-drawings contest – locally sponsored
- Ads on vehicles
- Demonstration vehicles
- Complementary currency “coop-bucks”
- Local banking & funds for E.L. & green funds & VC lending
- Present to schools
- Charismatic spokesperson
- Local low-interest loans to ELer's
- Parade & festivals

- Celebrity speakers
- Media coverage
- Multiple buzzwords & careful language
  - Cater to Right as well as to Left
  - Publish multiple viewpoints & careful language
- Books & courses at High Schools
- Get E.L on agenda at council meetings
- EL-ize Chambers of Commerce
- Local business directory with EL rankings
- Rock bands (local H.S.) before EL events?
- Shining/projecting EL signs onto buildings at night
- Translate EL material to Spanish
- Local schools “run the city” for a month
- “Kids legislature” / “Living democracy”
- flyers w/”mystery seed” packet? Sci-ops – airdrops
- have every kid plant one tree
- tree replacement program
- car free city for a day
- community buy-back center (for community currency instead of \$\$)

---



---

#### Local Promotion Economic

- Create a circus – get a gang of elephants
- KMUD shows – News
- Cowboys writing music for EL
- Put the “Eco” back in economic
- Label food with source of origin
- Signs at food store – where they come from
- Talk local grocery store to carry Local foods
- What can you grow
- How many BTU’s wasted to bring this food to you
- Create list of local foods available – what is needed
- Street Fair display of local products
- Roll-back NAFTA & CAFTA
- Force Texas to secede from the Union – California to secede
- Gold star for reward to who is sustainable
- Create community car pool phone-in line
- Theater troop to go to local meetings to educate on EL
- Use Dollar to circulate in group to add value
- Barter Fair – can’t leave until something can be shared / traded / barter education
- Challenge local song writers about EL
- Every Monday eliminate \$ - only barter – Barter Only Monday
- Carbon
- Rotating restoration crew
- Auto mechanics to maintain & improve autos
- Sculpture of used computers in town square
- Weekly column in local newspaper

Local seed banking – various preservation methods  
Pot luck w/all food w/in 100 miles  
New holiday – Interdependence Day  
Neighborhood canvassing – 12 Step program of eco-interdependence  
Regional currency  
Kids earn currency by community service  
Exchange waste – Recycle Center – Recycle Art  
Target Religious groups  
Billboards – flyers – posters  
Tabling at stores, etc.  
EL floats & parades – human powered “Kinetic Race” annual  
Fun education  
Highlight local groups that are successful – Fetzer permaculture gardens  
How it’s done  
Awards for outstanding & exceptional effort – make it visible  
Awards party – banquet – gathering  
Bumper Stickers  
15 second spot at Theaters  
Elevator Speech (pitch) = 15 second speech – person at bottom to hand out info  
Local media in general  
Joke night & funny stories & comedy night focused on EL w/free food  
Use animals as attention getters – Yaks, llamas  
Car & truck share  
Elevator art – live art – scene & at median strips & stop signs  
Earn badges in Girl & Boy Scouts  
Repeat again & again – subliminal  
Local business in a consortium – a new local focus for chambers of commerce  
Student organization in high school – sustainability – part of Earth Day – Earth clubs  
Native people to educate us – local info  
Where does your toilet water go? – Create chart – tracking visually  
Where does your water come from?  
Community metabolism study – gage what you are using in terms of b.t.u., water, etc.  
Public go to see Public Works  
Clothes line brigades – ropes & pulleys – start hanging out to dry your own clothes  
Compost your own food & toilet  
Steve Hecaroths moveable compost toilet for tree planting  
Gentle anachronisms

---

---

Y Organic fortune cookies with EL messages

Y Community radio

Y Bumper stickers

Y Block parties

Y Community fairs

Y High School debates

- Y Creative dance movement to explore how society affects us
- Y Live power transportation – live power critical mass
- Y Horse & buggy critical mass
- Y Sustainable bus tours to local sites, leave from farmer’s market
- Y It will happen out of necessity
- Y Plant trees, remove sidewalks
- Y Blimps & plane banners, gossamer powered air
- Y Local yellow pages
- Y Connect local producers to local consumers (restaurants)
- Y Inventory local talent, resource directory | Creating EL  
Local Currency
- Y “needs list” inventory of needs, different from wants
- Y host a sustainable exchange
  - o supports re-use / recycle economy
  - o test out local currency
  - o local business participation
  - o Barter Bazaar
- Y Local eBay – already exists
- Y Local salvage yard
- Y Business incubator / cooperative business
  - o Local franchises piggyback on invisible structures & create local flavor
- Y Neighborhood-based conservation contest w/prizes
  - o Who saves the most?
- Y Gym tied to grid
- Y Non-motorized event (kinetic sculpture races) PARADES
  - o “Energy Independence Day”
- Y Street theatre
- Y River cleanup, adopt a highway
- Y Business Green Info Day
- Y Tree planting & reforestation
- Y Green Business Certification
- Y Demolition & recycling program
- Y Re-learn the importance of middle person (brokers)
- Y Publish list needed industry thru local EC Devt Corp.
- Y Festival Greening & ReAllocation of resources (i.e. Burning Man)
  - o “Save the Burning Man” – Habitat for Humanity
- Y Haute Trash Fashion Show
  - o Reused materials
- Y Encourage local biz to ad. % local products
- Y Local ordinances to ban:
  - o Big box, fast food, billboards
- Y Create Community Capital Corp w/ fractional reserve lending
- Y Support corporations with geographical restrictions
- Y Dumpster diving education & competition



o Esp. @ colleges

Y Ban outdated food from landfill: “eat @ your own risk” bin

---

Fundraising Dinner Parties

Radio programs – billboards

Focus on keeping \$ at home

Storytelling local Hx @ museums, libraries, etc.

Kids marketplace / kids city council

Exploit nostalgia – looking to the past

Seamstress guild / underwear factory / diapers

Inventory waste streams

Barter fairs

Info packet @ small business loan centers

Business advisors – sustainable solutions

Integrate community groups / schools, etc.

Commission artists / play smiths

Car-co-ops

Community buyback

Food origin labels – local branding

Local bands music

Community kitchens, restaurants – info on local menus, placemats, take out cont.

Standardized food containers

Prewritten sermons

Template press release for EL groups

Write! Columns – op-eds – letters

Primo non nacere

“create the 4000” (group solidarity training)

Musical theater – one act plays, improv/ comedy - @ farmers markets & schools

Hiring Goodyear blimp / sky writing

Invite Kunstler

Database – skills & need – accessible w/public kiosks

GETS (global exchange trade system)

Workshops on community activities

Create local info center on use of local plants, for food, medicine, etc.

Lending library – scrap swap – fixed location

Peak Oil simulation (disaster planning)

Eco-punch card – redeem @ local business

More public responsibility vs. private

Convince people that it is appropriate

Sharing library – tools, food, books

Required community service

Mobile teahouse

Support preventative medicine: local practitioners ND's; promote self healing skills

Beyond

Integrate different businesses

Farming instruction – recruiting farm labor

Alt energy co-ops  
Redesign place-making, creating public space  
Create commercial for public access  
Bring in a big name – become a big name  
Focus on demand not supply – wherever  
Foreign farmers exchange

---

Tipping Point – Finding the mavens that keep the whole process going on

- Mass transportation – essential
- Standing on the street naked
- Get small food producers together
  - o Full of great ideas – seed swap
- Cooperative currencies
- Caning for Christ – utilize local churches
- Masstran adv. On buses “edutizement” – raise \$ for adv.
- Education on school buses
- Lower speed limit in communities for electric vehicles
- Import tax on non-local foods
- Positive \$\$ incentives from local businesses to promote localization
- Label local & non-local
- Preferential margins and placement for local products
- Clown suits – humor to promote
- Solarize schools permaculture schools
- Street theater / faire
- Supply schools with local organic food
- Promote regional interconnectedness
- Support local credit unions – providing discount lending for local projects
- Protamination as opposed to contamination
- Marching kazoo band – parade – street theater
- Alternate fuel / science fair
- Community festival
- Better media use for ideas
- Local loyalty – local currency
- 1 day no work – community talk
- general strike
- Sustainable real curriculum
- Sister city cpmnectopm
- Car Free Day – Power Free Day – Bike Day
  - o Reinvest savings in community local credit union
- Silent retreat day
- No CO2 Day – Keep your mouth shut
- River trip for navigation awareness
- Contact public officials day
- Put “This is your vote” on every dollar bill.
- Natural / Recycle fashion show

- Bathtub Brigade for localization
- Worm beauty contest
- Localizers make connection between local food & good nutrition
- Water catchments – gravity feed
- Gleaning projects – neighborhood share
- Regional map of gardens
- Coordination of product mix in gardens
- Auto share programs - Organized Hitchhiking
- Think sun to wheel
- Organic garden in every school – tie to curriculum
- Learn low tech fun – relating to natural world
- Include existing groups – integrate
- Encourage green industry (i.e. wave energy)
- Clothes swap event .... Book swap
- Barter fair...Free book lending program, library space
- Local free educational library @ video shops – no charge
- Tool library, machine library
- Solar oven bake sale
- Media – public radio marketing
- Marketing localization
- Conserve in conservatism
- Bring Big Boxes down
- Monkey wrenching grocery store
- Poetry jam
- One syllable word contest
- Horse riding day
- Reestablish ancient trail system
- Where do things come from day
- Turtle race
- All you wanted to know about the Birds & Bees parade
- Skunk
- How to make natural cosmetics / crafts
- Skilled workshop on making clothes and shoes from deer hide
- Learning how to network without cell phones or computers