

Wolfehart ©5/8/67 HARTFORD COURANT.



"NO PLASTIC BAGS, PLEASE. I DON'T WANT TO CONTRIBUTE TO GLOBAL WARMING!"

# The big question...

**How do we meet the needs of the present without compromising the ability of future generations to meet their own needs?**

# **A sustainable community is one that:**

**Acknowledges that economic, environmental and social issues are interrelated and that these issues should be addressed "holistically."**

# **A sustainable community is one that:**

**Understands and begins to shift away from polluting and wasteful practices.**

**A sustainable community is one that:**

**Promotes resource conservation and pollution prevention.**

**A sustainable community is one that:**

**Focuses on improving community health and quality of life.**

**A sustainable community is one that:**

**Acts to create value-added products and services in the local economy.**

**A sustainable community is one that:**

**Fosters multi-stakeholder collaboration and citizen participation.**

# **A New Paradigm: Economic Opportunity**

**It's important to be good  
stewards of the Earth, yet...**

# **A New Paradigm: Economic Opportunity**

**...there is also an opportunity  
for economic gain.**

- We can lead the nation as a Sustainable Business Model**
- Energy conservation and renewable energy save money!**

A close-up photograph of a dark, weathered wooden door. The door features a herringbone pattern of wood planks. A metal ring handle is visible on the left side. The text "What does it mean to be an Eco-municipality?" is overlaid in the center in a bold, yellow font.

**What does it mean to be an  
Eco-municipality?**



A collective commitment to  
creating a more sustainable way of  
life

By ...

- Officially adopting the Natural Step Framework to guide the process
- Being committed to a democratic and participatory change process involving citizens and municipal employees



# **The Natural Step**

Creating a framework for how we live, individually and collectively.

# Four Principles

- Reduce our use of fossil fuels and other minerals from the Earth's crust (with the long-term goal to eliminate their extraction).
- Stop producing and releasing harmful man-made chemicals into the environment
- Stop degrading the physical environment
- Take into account the needs of all people, both present and future generations, in all decisions we make.

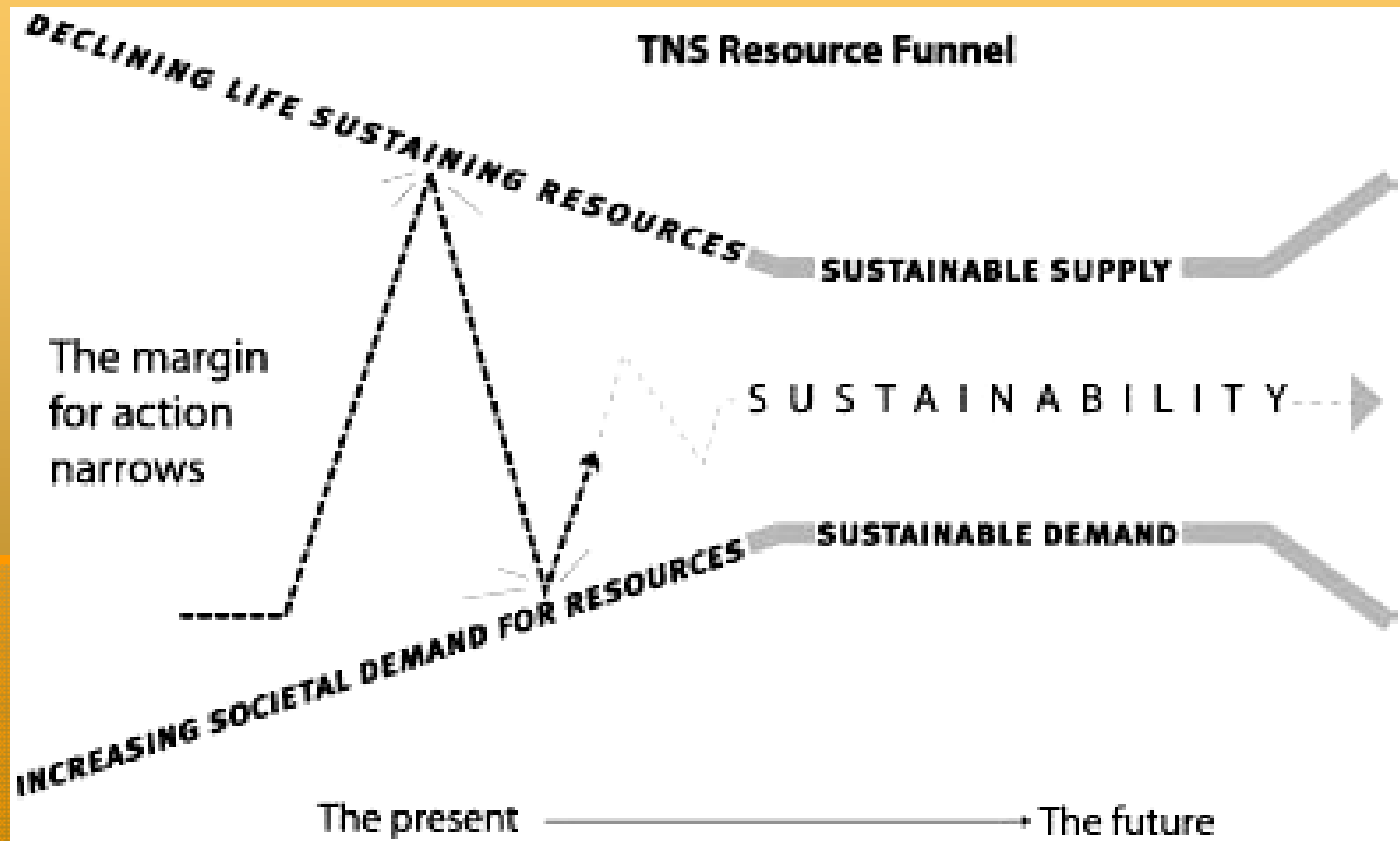
# Creating the rules of the game...



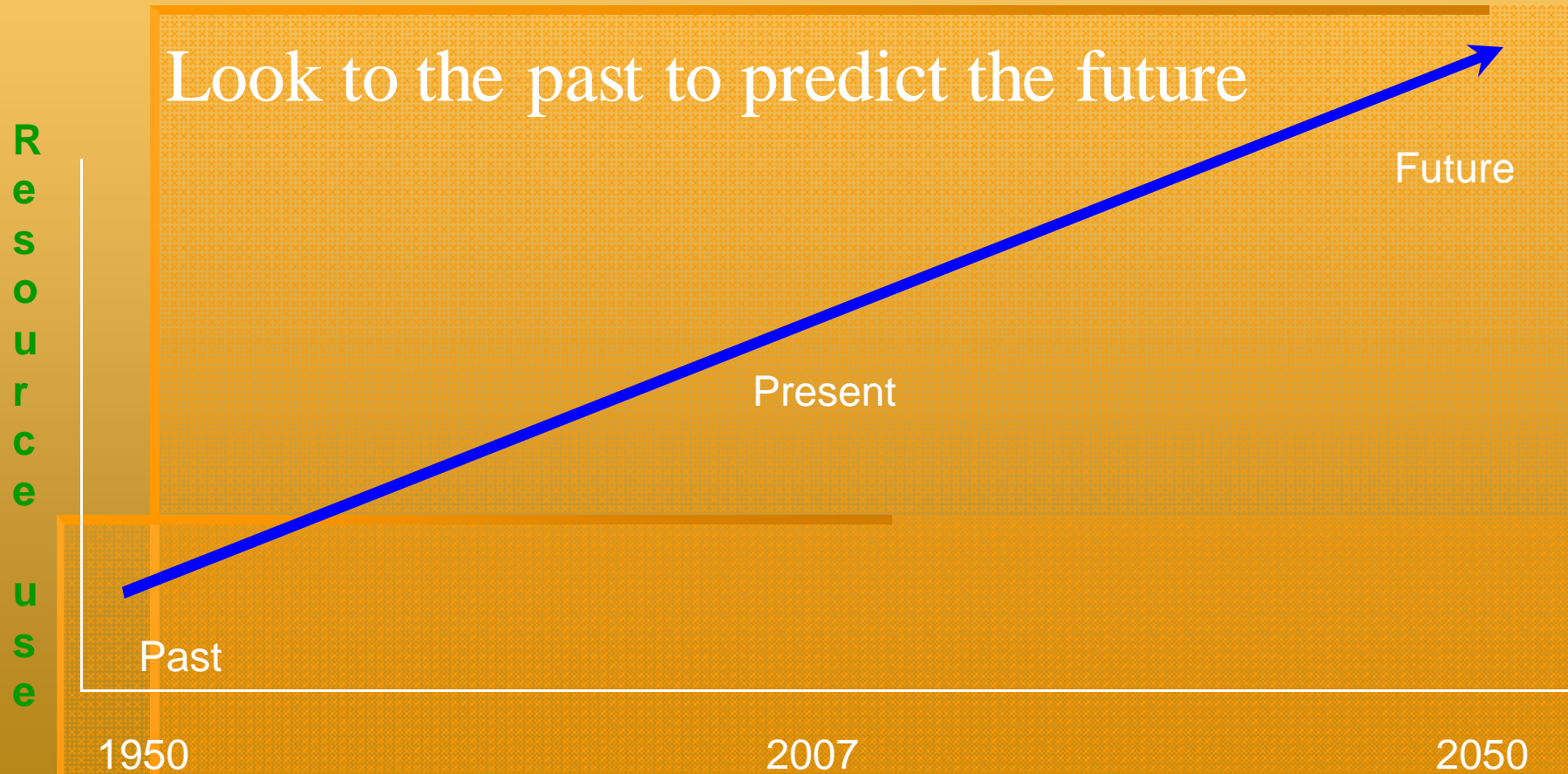
Chessmasters aren't known for how well they can recite the rules!



# The Resource "Funnel"

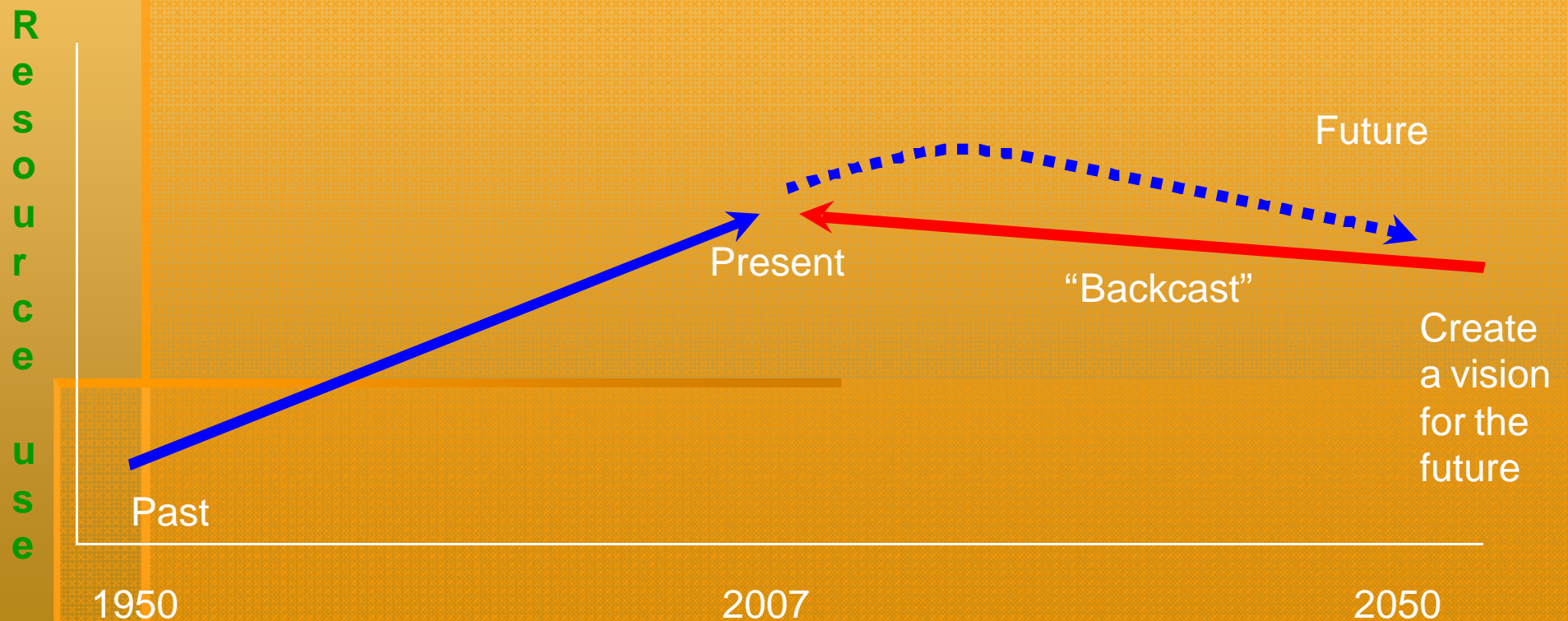


# Forecasting



# Backcasting

Create a vision for the future and plan in the present to insure that you are successful



Can you achieve checkmate on the first move?



Will our decision move us closer to our vision?



# Lake Superior's Chequamegon Bay

**Red Cliff**

**City of Bayfield**

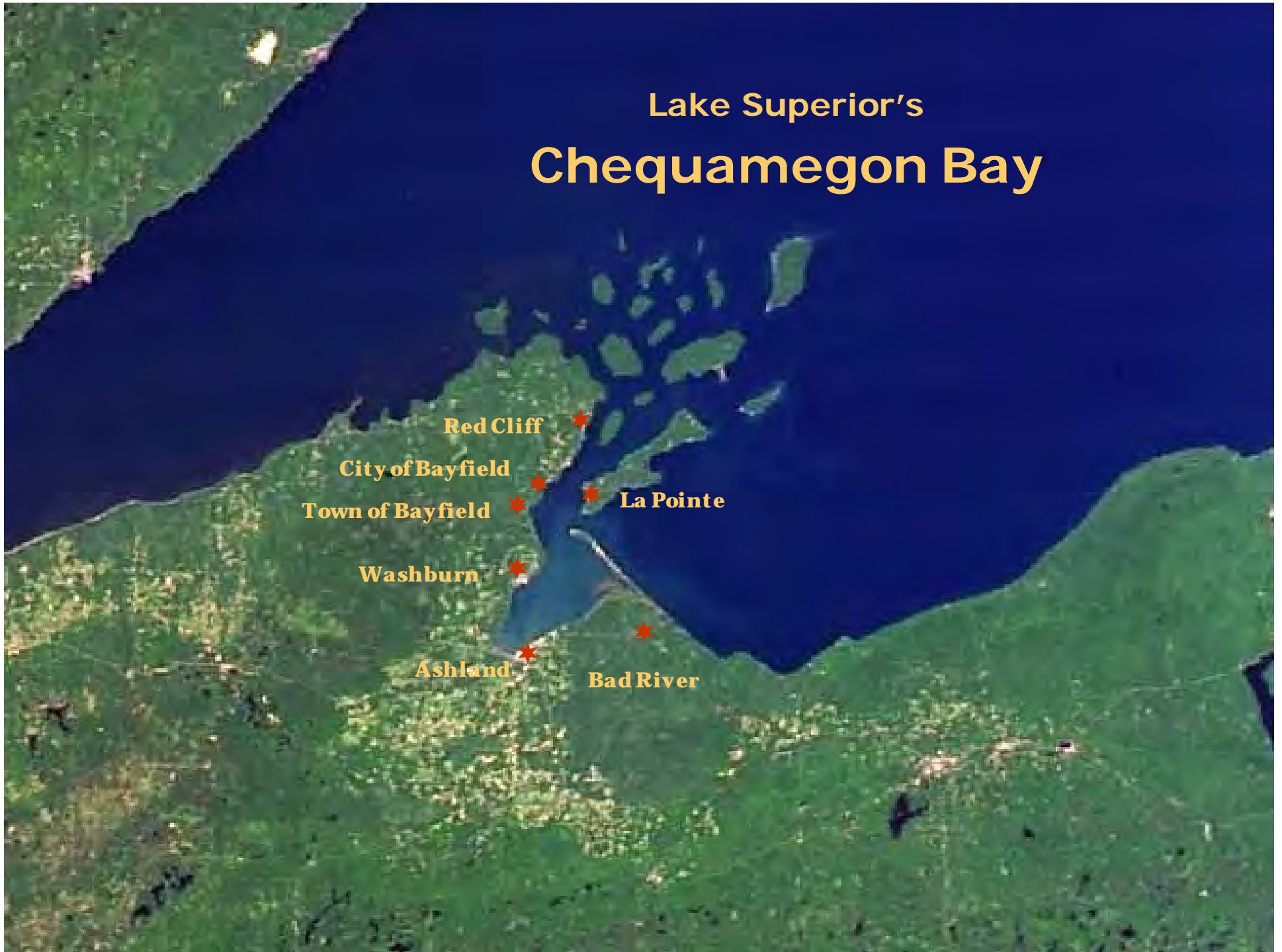
**Town of Bayfield**

**Washburn**

**Ashland**

**La Pointe**

**Bad River**



# Chequamegon Bay

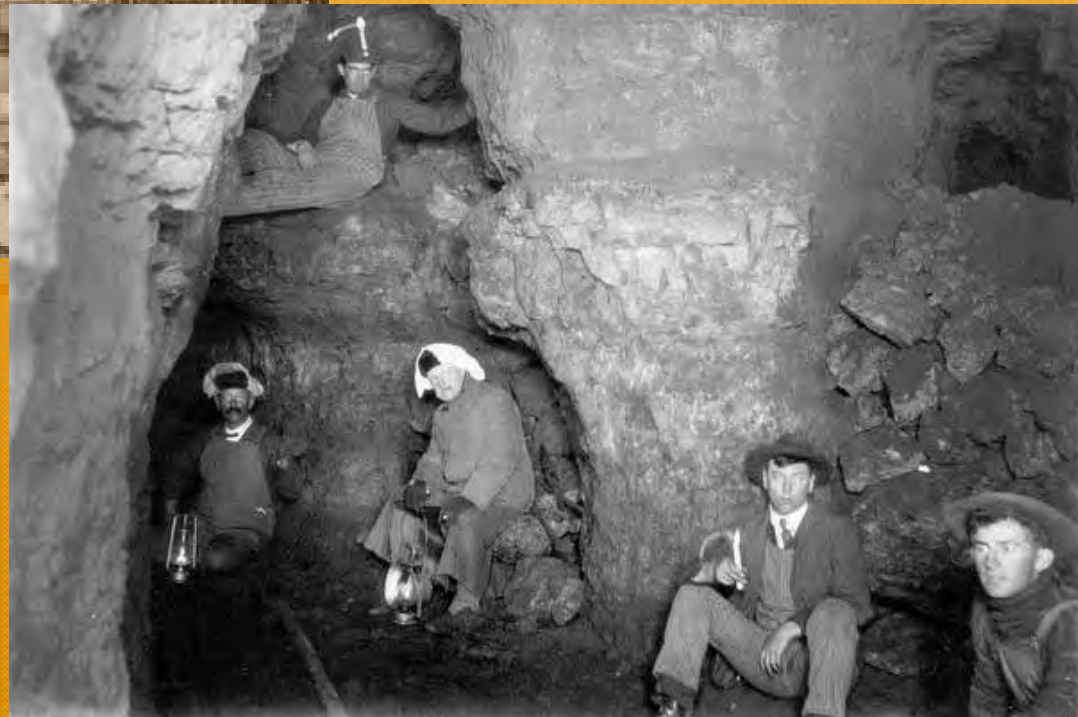
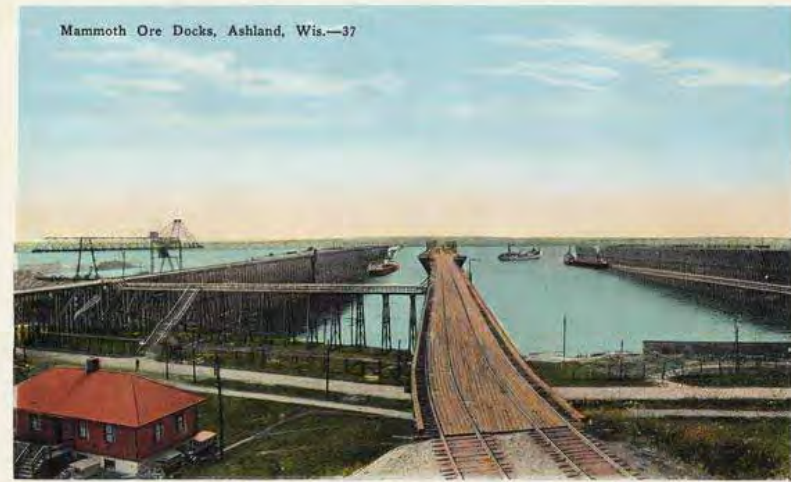
Where we've been...

Long history of "extractive"  
industry

# Fishing...



# Mining...



# Logging...



# Why Sustainability Here?

- **economic, social and environmental challenges in the region**
- **a strong sense of community**
- **inherent sense of connection to the environment**
- **The presence of an existing organization to “carry the torch” in the Alliance for Sustainability**

# The Vision:

- **Develop sustainable communities in the Chequamegon Bay region**
- **Use these experiences to develop a *rural* model for sustainable community development in North America**

# Community Conference

**Torbjorn Lahti -  
Sustainable Sweden**



# Study Circles

- **Fall and early winter 2005 - 14 Study Circles met in Ashland, Washburn, Bayfield and La Pointe**
- **January 18, 2006 celebration to discuss Study Circle outcomes and next steps**



# Four communities adopt Eco-municipality Resolutions



Torbjorn Lahti-  
Sustainable  
Sweden

Kurt Larson – Mayor of  
first Swedish Eco-  
municipality

Irene Blakely –  
Mayor of first U.S.  
Eco-municipality

# First to sign Eco-municipality Resolutions

**City of Bayfield**  
**Town of Bayfield**

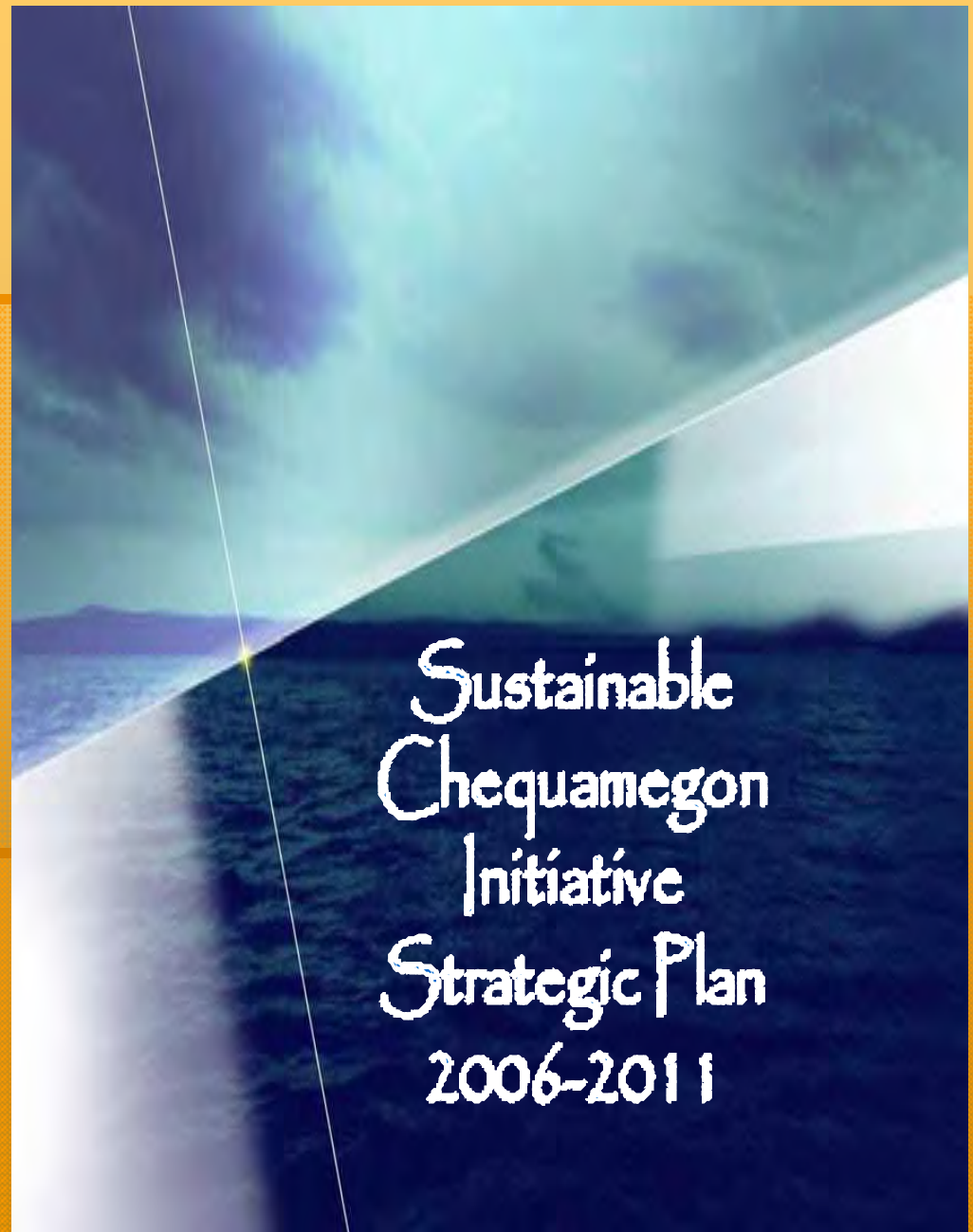
**Washburn**

**Ashland**



# Creating the Vision:

Planning  
Committee  
forms and drafts  
Strategic Plan



**Chequamegon Bay could become  
the first true *regional* Eco-  
municipality in the U.S.**



**Red Cliff**  
**City of Bayfield**  
**Town of Bayfield**  
**Washburn**  
**Ashland**  
**La Pointe**  
**Bad River**

# How to Implement Sustainable Community Development Practices

**Some critically important  
components needed to facilitate  
this kind of change....**

# Key Components Needed to Build Sustainable Communities

- **ID fire souls**
- **Create Community Vision**
- **Ensure inclusive, democratic planning process**
- **Dialogue - Study Circles**
- **Involve & work with elected officials**

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