GREEN LIFESTYLE:
Green Leader Resident Recruitment

IDENTIFYING A GREEN LEADER OR GREEN LEADER TEAM FOR YOUR COMMUNITY

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INTRODUCTION

The goal of the “Green Leader” program is to identify a resident or group of residents willing to take on the role of Green Leader in your building to address; energy, water, recycling and healthy living. A Green Leader can act as an accessible liaison between you, their neighbors and the property management staff, as well as be a source of inspiration to the residents around issues of sustainability.

The purpose of having a resident lead with support from you is to explain the benefits and to encourage taking action towards living a more sustainable lifestyle in a friendly and neighborly way. Peer implemented tools are another way to shift resident behavior so that tenants are maximizing the efficiency of their buildings.

The “Green Leader Toolkit” provides resident-led approaches to educating their neighbors on green living and proper care and maintenance of their living environments in order to fully benefit from the health, energy efficiency, water conservation and environmental measures included in their homes.

To initiate this program – you as the resident council, building manager, or property owner – will first identify the Green Leader or Green Leader team in your building. Once the leader has been selected, you will both utilize the materials contained in the toolkit to implement the program.

You will determine how involved in the program you need to be. You may empower the resident to fully lead, or you may take a more active role in leading with support from the resident. It all depends on your situation. In either case you must be an active partner in the process.

The Green Leader toolkit provides you with a step-by-step plan to run the program over a fixed period of time. The toolkit is designed to make the program fun and easy to execute, and to provide a simple roadmap while being flexible and encourage invention.
There are a number of documents in the toolkit that you can adapt in support of this program, they can be found at:

http://www.enterprisecommunity.org/residentengagement

Or visit www.enterprisecommunity.com and search under “Resident Engagement.”

1 Green Leader Resident Recruitment
   This document.

2 Recruiting Poster
   A Microsoft Word poster you can use to attract possible Green Leaders, there is a space on the poster for you to add your contact information.

3 Recruiting Flyer
   A Microsoft Word flyer you can hand out to possible Green Leaders explaining the program, there is a space on the flyer for you to add your contact information. Feel free to edit this to fit your needs.

4 Green Leader Toolkit
   This document outlines how you and the Green Leader can implement the program.

5 Sample Agenda
   Use this Microsoft Word document as a starting point for the first planning meeting.

6 Resident Survey
   A simple Microsoft Word survey to hand out to residents at the beginning of the program. Feel free to edit this to fit your needs.

7 Enterprise Green Communities Green and Healthy Resident Training In A Box Workshops
   This is the core of the program - a series of workshops around green and healthy living. This is outlined on page 7 of this document and in detail on page 9 of the Green Leader Toolkit.
The key to the success of this program starts with you - or who ever you may assign to manage the program from your building or organization. It is critical that someone be the champion of the program and a true partner with the resident Green Leader.

The first step is to identify the resident Green Leader. If an individual is hard to identify then a Green Leader Team can be established which might make the task more appealing and communal. This can happen in one of two ways; individuals can be approached on a case-by-case basis until someone signs on, or the Green Leader(s) could be identified though a more public process in a community meeting. You know your residents, so it's up to you as to the best way to approach them.

**There are a few ways that you can identify the Green Leader**

1. You can approach individuals in the building that you know are interested in green issues. These residents may have come to you to ask questions about recycling and energy already.

2. You can use the recruitment poster and flyer provided to generate interest. This approach helps to formalize the relationship and gives the prospective leaders some tangible information to take away with them while they consider their participation. You can find these materials on our website at:  http://www.enterprisecommunity.org/residentengagement.

3. Another option is to talk about this in a community meeting where you present the program and then ask the participants to nominate and vote for the Green Leader(s).

Any combination of the above will work depending on your situation.
Here are some things to consider when identifying a Green Leader

• Identify a resident that you perceive to lead a fairly stable life. It may be hard for some to participate if they are juggling families, have multiple jobs or are dealing with health issues.

• Often there is a “mayor of the building” – a resident that is vocal, active and opinionated. In some cases this type of “gung-ho” or overly opinionated resident may discourage others from participating in the program or dominate the conversation. It is important that you approach residents that are respected and easy-going, someone that you will also enjoy working with.

• There may be language and cultural issues that you have to overcome. If so, you might involve a cultural partner to participate on the team. This could be someone from a local cultural organization, church or community center.

• Addressing “why should I do this” and “what’s in it for me” will be important to engage potential team members. Some points you might want to discuss are: beyond the obvious environmental benefits this program will help to unify the building around a common cause creating a greater sense of community; we will be maximizing the green features of the building which will save us all money; there are tangible health benefits; and it will be fun.

• Another question you may get is “how much time is this going to take?” Your response can be that it is up for discussion between the two of you based on the goals you identify. As a minimum starting point you can say that it is expected to be about 10 - 20 hours of preparation time with 4 to 6 events that are around 1 - 2 hours each.

• It may be more effective if you take on the role as the lead Green Leader with help from the residents. This all depends on how engaged you feel that the residents in your building might be.
The next step once the Green Leader or team has been established is to set up a meeting to decide on the events you want to host and to map out the dates. Before this meeting, you should instruct all of the participants to carefully read the toolkit.

It is suggested that a series of short events be developed with a beginning, middle and end to make the process easy to implement over a fixed period of time. A minimum of two months with four events – one every two weeks is a good place to start.

**Brief outline of events**

| LAUNCHING THE PROGRAM | Plan a kickoff event of some kind. Invite all of the residents to a potluck or appetizers to introduce the residents to the Green Leader and engage them in the program. It will be important to develop an “angle” to make this appealing, if it is in April there could be an Earth Day theme. An important goal of this program is to help the residents establish a sense of community and get to know one another. |
| WORKSHOPS | The core of the program will leverage the Enterprise Green Communities Resident Training in a Box to educate the residents around what is happening in the building and around a green and healthy lifestyle. These workshops can be implemented in one afternoon-long session or be broken down into separate one-hour sessions. |
| ACTIVITIES FOR KIDS | An event that involves kids in the building might be a good idea; possibly an art project using discarded laundry detergent bottles or teaching them to set up a recycling center in their apartment. There are some suggestions for this in the Toolkit. |
| OTHER ACTIVITIES | Other events can be developed or suggested; movie night, a planned resident activity such as gardening, sprucing up the common areas, etc. |
**SETTING UP THE PROGRAM**

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**CLOSING EVENT**

At the close of the workshops and events another social gathering can take place to celebrate the work that was done. At this event a short survey will be given to understand how much the residents have learned and measure success. Collecting testimonials and information around what was learned will help to give you benchmarks to measure success.

**PLANNING FOR THE FUTURE**

Maintaining an ongoing committee around these issues will ensure the sustainability of these efforts over the long term. As residents move out and others move in there are always new individuals to educate and engage. One of your sessions could be a discussion on ways in which to keep the group going after this program is complete.

Detailed recommendations for this outline of events can be found in the Green Leader Toolkit.

As we said in the beginning your role in this is to be a champion around this program. It is meant to be fun, engaging and social so it is important that you think about it in these terms. And, it is important that it be fun for you too – not just the residents. Make this personal and adapt the program to fit your capabilities and those of your residents. You know what works within your building better than anyone.
SHARING BEST PRACTICES

Enterprise Green Communities would like to share best practices around this program with others. If you create an event or activity that was particularly successful please share it with us.

Gathering information about your program

• Collect testimonials from the Green Leaders and the resident participants.

• Keep track of all data. How many residents were engaged in the program? What were the outcomes? Think about this early on so that you have some concrete goals to work towards to measure your success.

• Change takes time so create benchmarks for success. One benchmark can be at the close of the program, and another can be six month after you complete the program. If you do this from year-to-year you will be able to measure your success over time and continually increase your goals. These goals can be leveraged as challenges and tied to incentives such as rent reductions, prizes, building improvements, etc.

Sharing best practices with Enterprise

When sharing your stories with us here’s what we’d like to know. This kind of feedback will help us to make the program better and we can share your success with others!

• What was most successful?
• What activities worked well and how did you execute them?
• What was not successful and what were some of the challenges you faced?
• How can we - at Enterprise - improve the program?
• Document your activities with photos. We can use them, and you can use them to promote the program in your newsletter, on your website, in the local paper, etc.

Send all information and photos to:
Yianice Hernandez – y hernandez@enterprisecommunity.org – 212 284 7123
About Enterprise Green Communities

Enterprise Green Communities is the first national green building program focused entirely on affordable housing. Launched by Enterprise in fall 2004, Green Communities is designed to help developers, investors, builders and policymakers make the transition to a greener future for affordable housing. Visit www.greencommunitiesonline.org

About Enterprise

Enterprise is a leading provider of the development capital and expertise it takes to create decent, affordable homes and rebuild communities. For nearly 30 years, Enterprise has introduced neighborhood solutions through public–private partnerships with financial institutions, governments, community organizations and others that share our vision. Enterprise has raised and invested more than $11.3 billion in equity, grants and loans to help build or preserve more than 280,000 affordable rental and for-sale homes to create vital communities. Enterprise is currently investing in communities at a rate of $1 billion a year. Visit www.enterprisecommunity.org to learn more about Enterprise’s efforts to build communities and opportunity.

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