

Sunnyvale Sustainability Commission Sub-Committee Proposal for 2017-2018 Sustainability Speaker Series



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Goals

- Educate, Engage and Motivate residents and businesses to take action on key sustainability issues in Sunnyvale. Tie into what is important to people and how the topics directly affect them.

2017-2018 Theme – Climate Action

- In conjunction with the 2017 Council Priority to Accelerate Climate Action, an appropriate theme for the next series could be **Climate Action**. The individual topics relate to the theme and are relevant to residents and businesses in Sunnyvale.
- The following is a proposal for four to six events between October 2017 and August 2018 - roughly every two months.

Proposal

City of Sunnyvale Speaker's Series – Climate Action

Topic	Event Title	Speaker / Panel	Title / Affiliation	Description
Energy and Resources	Design for Good	William McDonough	Designer, Author, Advisor, and thought leader	From net positive energy buildings to products designed for repair, repurposing and recyclability, there is a paradigm shift underway to rethink how we interact with the carbon cycle.
Climate Change Solutions	Drawdown	Chad Frischmann	Vice President and Research Director, Project Drawdown	Drawdown is that point in time when the concentration of greenhouse gases in the atmosphere begins to decline annually. The Drawdown project identifies the top 80 solutions currently available that can be implemented over 30 years to reduce the effects of climate change.
Consumerism and the Environment	The Power of Stuff	Annie Leonard	Executive Director, Greenpeace America and founder, Story of Stuff Project	The impact of overconsumption on climate change, resource depletion, habitat loss, human health and energy needs is clear. How do we go about spending our money in alignment with our values to prevent devastation of the natural world?
Business Climate Action	Apple and the Environment	Lisa Jackson	Apple Vice President of Environment, Policy and Social Initiatives	How Apple is supporting sustainability in Sunnyvale and the region. From renewable energy, new building designs, and supply chain transparency to ideas and solutions for transportation, housing, and social equity, Apple is asking more of themselves.
Food choices and food waste*	Food Choices as Climate Action	Michael Pollan	Bestselling author, sustainable food advocate and TED speaker	Explore the relationships between food choices, cooking, gardening, health, culture and environment.
Home Energy*	Home Energy – Taking Charge!	Panel TBD	various	Home retrofitting for improved efficiency and going 'fossil-free' (heat pumps, insulation, windows, solar, EV charging). Find out ways to improve your energy efficiency and convert from fossil fuels to clean electricity.

*Additional events if Council extends the four event limit for a given year.

Proposal

City of Sunnyvale Speaker's Series – Climate Action

1. Design for Good – William McDonough

Hook: Businesses and cities that build green and design for repurposing and recyclability save money over time, have higher productivity and happier customers/residents.

Synergy with: Green Building Code update and waste reduction initiatives

Main Speaker: Bill McDonough – designer, Author of Cradle to Cradle and Upcycle, speaker and thought leader.

Content: Products, and buildings designed for people and to 'do good'.

Sister event: Tour of Sustainability Base at NASA.

Resources and case studies: Costs of green building, innovative solutions for Net Positive Energy generation, biophilic design, LEED, Green Building Council.

Speaker Profile – William Mc Donough

- **Affiliations** Founder, McDonough Innovation, William McDonough + Partners architecture practice, Co-founder, MBDC, a Cradle to Cradle consulting firm, founder/co-founder of multiple not-for-profit organizations.
- **Areas of Focus** Architecture, Product Design, Fashion.
- **Bio** William McDonough is an American designer, advisor, author, and thought leader. McDonough is founding principal of William McDonough + Partners, co-founder of McDonough Braungart Design Chemistry (MBDC) with German chemist Michael Braungart as well as co-author of *Cradle to Cradle: Remaking the Way We Make Things* and *The Upcycle: Beyond Sustainability—Designing for Abundance*, also with Braungart. McDonough's career is focused on creating a beneficial footprint. He espouses a message that we can design materials, systems, companies, products, buildings, and communities that continuously improve over time.
- **Links**
 - [TED Talk on Cradle to Cradle](#)
 - [Article: Carbon is not the Enemy](#)
 - [The Upcycle - Beyond Sustainability - Designing for Abundance](#)
 - [Cradle to Cradle - Patterns of the Planet \(to be released March 2018\)](#)



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2. Drawdown – Chad Frischmann

Hook: The most comprehensive plan ever proposed to reverse global warming. The Drawdown project proposes the top 80 solutions currently available (based on peer reviewed research) that can be implemented over the next 30 years to reduce the effects of climate change.

Synergy with: Current Climate Action Plan and CAP 2.0 Status

Main Speaker: Chad Frischmann, Vice President and Research Director of the Drawdown Project.

Content: Top ways to draw down carbon from the atmosphere and prevent the worst effects of climate change. What are the most applicable solutions to focus on for Sunnyvale and the Bay Area?

Sister events:

- CAP 2.0 Public Meetings to provide input on the next Climate Action Plan.
- Initiate book group at library to read and discuss the book Drawdown

Resources: Drawdown, Case studies of other cities adopting Drawdown solutions.

Speaker Profile – Chad Frischmann

➤ **Affiliation** Vice President and Research Director, [Project Drawdown](#)

➤ **Areas of Focus** Solutions-based, global research to prioritize the most impactful actions humans can take to prevent the worst impacts of climate change.

➤ **Bio** Chad Frischmann is the Vice President & Research Director at Project Drawdown, where he oversees the Senior Research Team and the Drawdown Fellowship Program. Chad is the lead researcher and principal architect of the methodology and models used in *Drawdown* and all related publications. With an interdisciplinary background in public policy, sustainable development, and environmental conservation, Chad brings over 17 years of experience in program management and strategic leadership to the team.



➤ **Links**

➤ [Project Drawdown](#)

➤ [Hawken speaking about Drawdown](#)

➤ <http://www.drawdown.org/staff/chad-frischmann>

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3. The Power of Stuff – Annie Leonard

Hook: The impact of overconsumption on climate change, resource depletion, habitat loss, human health and energy needs is clear. How do we go about spending our money in alignment with our values to prevent devastation of the natural world?

Synergy with: Waste reduction..

Main Speaker: Annie Leonard, Executive Director of Greenpeace USA

Content: Environmental, health and social impact of all the 'stuff' in our lives

Sister event: Video screening of "Story of Stuff" and discussion

Resources:

- [Documentary: Story of Stuff](#)
- [Story of Stuff website](#)
- [Freecycling Sunnyvale](#)

Speaker Profile – Annie Leonard

➤ **Affiliation** Executive Director, Greenpeace USA.

➤ **Areas of Focus** Sustainability, Consumerism, Environmental health.

➤ **Bio** Leonard has over two decades of experience investigating and explaining the environmental and social impacts of our stuff: where it comes from, how it gets to us, and where it goes after we get rid of it. Her film, *The Story of Stuff*, blossomed into The Story of Stuff Project, which works to empower people around the globe to fight for a more sustainable and just future.

➤ **Links**

➤ [Story of Stuff website](#)

➤ [Power of Stuff - Annie Leonard video](#)



Proposal

City of Sunnyvale Speaker's Series – Climate Action

4. Apple and the Environment – Lisa Jackson

Hook: How Apple is supporting sustainability in Sunnyvale and the region.

Synergy with: New Apple Campus completions, Purple Pipe line to Cupertino

Main Speaker: Lisa Jackson - Apple's vice president of Environment, Policy and Social Initiatives

Content: From renewable energy, new building designs, materials choices, and supply chain transparency to ideas and solutions for transportation, housing, and social equity, Apple is asking more of themselves.

Sister events:

Resources:

Speaker Profile – Lisa Jackson

- **Affiliation** Apple's vice president of Environment, Policy and Social Initiatives, reporting to CEO Tim Cook
- **Areas of Focus** Leading Apple's efforts to minimize its impact on the environment by addressing climate change through renewable energy and energy efficiency, using greener materials, and inventing new ways to conserve resources
- **Bio** From 2009 to 2013, Lisa served as Administrator of the U.S. Environmental Protection Agency. Appointed by President Barack Obama, she focused on reducing greenhouse gases, protecting air and water quality, preventing exposure to toxic contamination, and expanding outreach to communities on environmental issues. She has also served as Chief of Staff to New Jersey Governor Jon S. Corzine and as Commissioner of New Jersey's Department of Environmental Protection. Lisa holds a master's degree in Chemical Engineering from Princeton University and a bachelor's degree in Chemical Engineering from Tulane University. She serves on the boards of Princeton, Tulane, and the Clinton Foundation.
- **Links**
 - [Apple and the Environment website](#)



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5. Food Choices for Climate Action – Michael Pollan

Hook: “Meat is a mighty contributor to climate change and other environmental problems. The amount of meat we’re eating is one of the leading causes of climate change. It’s as important as the kind of car you drive.” *Michael Pollan*

Synergy with: Status of FoodCycle

Main Speaker: Michael Pollan, bestselling author, sustainable food advocate and TED speaker

Content: Explore the relationships between food choices, cooking, gardening, health, our food system and the environment.

Sister events:

- Book group at library - Cooked, or The Omnivore’s Dilemma
- Screening of “In Defense of Food” or “Cowspiracy”

Resources: FoodCycle, community garden, composting workshops

Speaker Profile – Michael Pollan

➤ **Affiliation** Author, journalist, activist, and professor of journalism at the UC Berkeley Graduate School of Journalism

➤ **Areas of Focus** Food, health, environment, sustainability.

➤ **Bio** When Michael Pollan faced his suburban lawn in the 1980s, he looked past the Bermuda grass and saw acreage ripe for invention and discovery. “The garden suggests there might be a place,” he concluded, “where we can meet nature halfway.” His books look at nature close to home: the garden, the farm, the table. Since that first horticultural adventure, his work has evolved into an exploration of human engagement with the natural world. What’s at stake when we garden, cook, and eat is not only our health, Pollan argues, but the health of the environment that sustains life on earth.



➤ Links

➤ [Michael Pollan website](#)

➤ [A Plant's Eye View - TED Talk](#)

➤ [Cooked - A History of Transformation - Talks at Google](#)

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6. Panel – Home Energy

Hook: Save money on energy bills with 'negawatts' (power that is NOT used because your home has been retrofitted to be more energy efficient. Find out how your home's been spending it's energy. Get Solar on your roof. Power your electric car with renewable energy. Convert to a heat pump water heater. This panel of experts will tell you how.

Synergy with: Green@Home

Main Speaker: Panel of experts on Solar, EV Charging, Energy Efficiency retrofits, Home energy monitoring...

Content: Experts discuss typical costs, retrofit timelines, resources and technologies to make your home more energy efficient and even 'fossil free'.

Sister events: Net Zero Energy home tour or Passive House Tour

Resources: Home Energy Toolkit at the library, Green@Home

Next Steps

1. Confirm budget. DONE. \$19k from current year rolls over to next year for a total of \$44k available FY 2018.
2. Present plan to Sustainability Commission for approval at September 18 meeting.
3. Prepare Report to Council and provide to Council for approval in October.
4. Once approved, Environmental Services Department Staff arrange specifics (dates, venues, speaker engagements, payments, curation of videos and resources) and publicizes the events (in coordination with subcommittee)
5. Secure larger venues and get estimates for videographer for speakers expected to draw more attendees
6. Environmental Services Department hosts events.
 - Zero waste refreshments
 - Gather feedback to identify improvements for future events.
 - Take video of events to broadcast on Community TV and post on city website.



Questions and Discussion