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Abstract

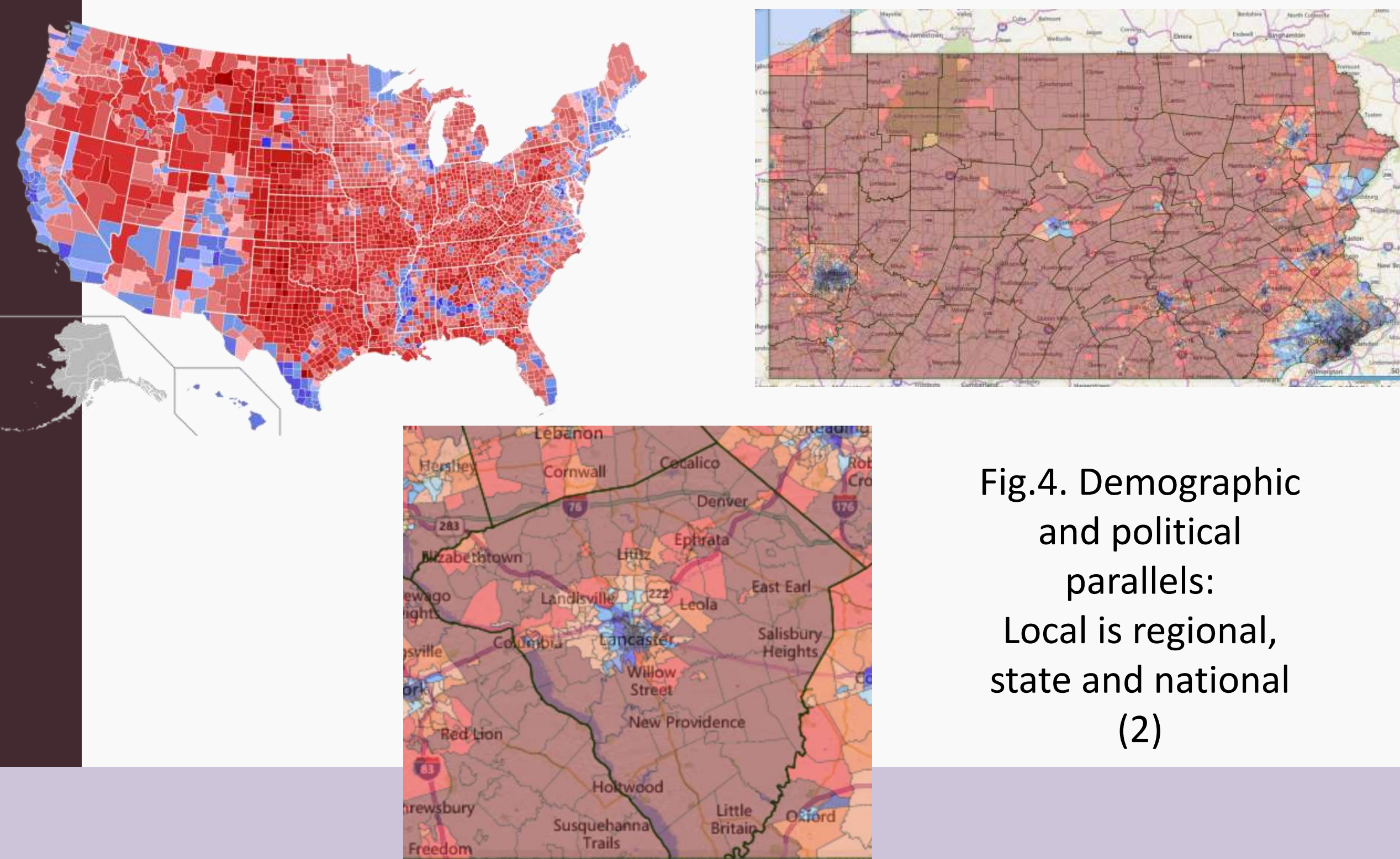
Regenerate Lancaster is **co-working individuals** catalyzing **partnerships** launching a Drawdown plan for Lancaster County, PA. Grounded in sustainability as a **regenerative** project for communities, economies, and ecologies (cf. Lovins, Wallis, Wijkman & Fullerton 2018; Raworth 2018; Rodale Institute; UN SDGs), we are **identifying** the twenty-five most relevant solutions for our **place**, **connecting** organizations to act on these solutions, and **nurturing** the initiatives we seed within our community. With a global reputation for agriculture, a national reputation as a hub of innovation, and embodying the **demographic challenges** of both rural and urban distribution and of political divide of both Pennsylvania and the U.S., Lancaster offers one ideal site for the cultural, entrepreneurial, and environmental work of Drawdown.

Focusing on **Food Waste** and on **Energy**, we highlight two models of our emerging methods for localizing and mobilizing Drawdown solutions. Among these are partnering and coordinating among local higher education, local business, as well as civic and municipal agencies, while also engaging the community at large. The **public conversation** we're starting builds upon a renewed culture of **civic engagement** and **grassroots community organizing** around issues of environmental impacts and democratic non-partisan political participation, among other recent local campaigns (for which the county has also received national attention).

Aware of the necessity to evolve as we grow, and with **dialogic approaches** at the center of our initiative, we're eager to share this **first flush** of our work launching a **ten-year, place-based, community-led campaign for carbon neutrality**. (1)

Demographics

2010	Total	Urban	Rural	% Rural
US	308, 739, 843	249, 247, 177	59,492,143	19.3
PA	12,702,379	9,991,287	2,711,092	21.3
Lancaster	519,445	409,026	110,419	21.3



Building RL's Capacities

We are:

1. Creating organizational and governance tools
Methods: co-working; DIY; advisory board
Resources: Deep roster of incubators and multi-sector experience in broader co-working community
2. Collaborating with other entities (higher education, faith communities, civic organizations, local government)
M: institution-specific methodologies and praxes
R: models of community-engaged scholarship, learning, and partnering; tradition & presence of faith-based work
3. Nurturing community involvement
M: community organizing and empowerment
R: lessons learned from three recent grassroots campaigns and translating them for "purple" work
4. Praxis-Method for localizing solutions
 - a. design thinking
 - b. multi-stage mapping of solution locally w/ wicked problem method
 - c. place-based approach – local knowledge

Fig.1. RL member Sauder with two F&M Summer researchers (Funari & Godinez) in our co-working sponsor The Candy Factory



Fig.2. Student from an American Studies/ Environmental Studies course co-learning with peers on the Dickinson College farm.

First Solution Initiatives

ELECTRICITY GENERATION

- DD #8 SOLAR FARMS → RL: Solar Hedgerows
- DD#10 ROOFTOP SOLAR → RL: Solarize Lancaster

FOOD

- DD #3 FOOD WASTE & FOOD SURPLUS → RL: Launch and nurture a multivalent community-led campaign

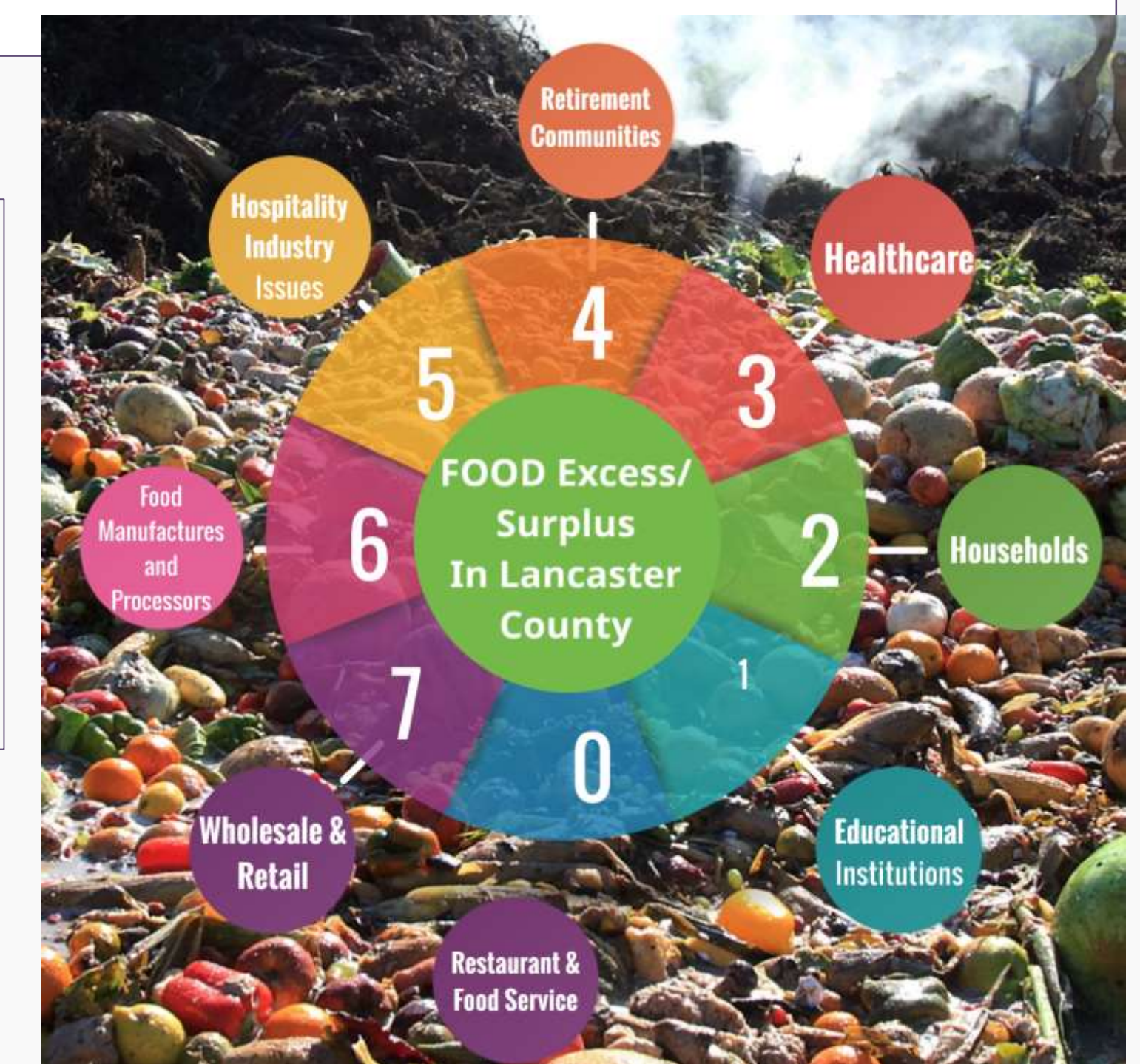
TRANSPORT

- DD #26 ELECTRIC VEHICLES → RL: Grant writing to create local EV Infrastructure via VW Clean Air Act Funds

Model for Launching Solutions 1.0

1. Gather data and create localized (place-based) version of DD Solution including Asset Map of local resources.
2. Solution reviewed by SRT (Solutions Research Team) of local and regional experts (ID'ed in step #1). This step may involve local government and solution-specific private sector.
3. Ramp-up meeting – Preliminary, invite-only meet from social networks to soft launch and gather feedback. ID possible point people for Solution Campaign
4. House Party – invite-only focused meeting meant to design draft of campaign for public presentation
5. Solution Night – public community gathering and workshop

Fig3. Diversity of views and experiences. **Local understandings of Solutions** can be cooperatively created with the **Wicked Problem** method of design-thinking. (3)



What We Are Learning

- **People want to be connected to ways of taking action**, but there are many ways of seeing an issue/solution
 - Challenge: matching motivation to actions
- **Building community** is essential to grassroots work.
- **No one-size-fits all** – each solution comes with unique sets of issues and thus requires open and dynamic approach to move from theory to praxis.
- **We aren't experts** (and can't be), we need to be listen and be catalyzers, integrators, and connectors.
 - Challenge: accountability for moving forward
- Methods are **working versions**, all are open to feedback loop of action, reflection, & revision. Have a plan, but be ready to abandon it for emerging opportunities. Let these help define the work.
 - Challenge: **Structure + Improvisation** = What are good ways to maintain a spirit of DIY, co-working creativity, productively reconciling varied ways of working and thinking necessary to make meaningful progress?

Our Consulting Collaboration Process 1.0

1. Initial Meeting to describe our approach and areas of collaboration
2. Emission mapping (Site and Supply Chain)
3. Site and supply chain Solution Sessions
4. "Future Perfect" ideation process for new facilities/initiatives
5. Sustainability project lists with projected costs and benefits
6. Sustainability Project Initiation
7. Tracking/Documenting Project benefit

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3. Wahl. 2018. https://medium.com/age-of-awareness/facing-complexity-wicked-design-problems-ee8c71618966

