

June 3, 2015

## **INLAND EMPIRE INITIATIVE FOR SUSTAINABILITY**

### **Green Initiative For Tomorrow (GIFT)/Youth Embracing Sustainability (YES)**

Proposal designed from the meeting on Monday, April 20<sup>th</sup> that was a follow-up of a teleconference made on Friday, March 27<sup>th</sup>. Paul Francis led the discussion on a call to action through developing a sustainable task force for the Inland Empire (San Bernardino and Riverside Counties).

In partnership with the Sustainability Markets and Heritage Education Group, Earth Rights Institute Living Lab Program attended the meeting to help guide the interested local groups in creating an action program for the region. The following proposal was what evolved from the meeting.

The attendees were:

Robert Turley - Redlands Sustainability Network  
Roger Belle - Redlands Sustainability Network  
John Harrison - Redlands Sustainability Network  
Virginia Kelsen - Chaffey Joint Unified School District  
Paul Francis - Keep It Green Transit (KIGT)  
Annie Goeke - Earth Rights Institute  
Ricky Cappe - Earth Rights Institute

#### **Proposal to develop a Green Career Pathway for Inland Empire**

##### **The purpose:**

The goal is to set into place a program focused on building green careers and businesses in the Inland Empire. It is to inspire the youth to engage in building their skills and talents in a green career pathway, igniting a new vision for the future.

##### **Background and Reason for Program:**

To bring sustainability to a region, it is important to understand and address the challenges in the area. The Inland Empire, made up of the San Bernardino and Riverside Counties is the third most populated region in California. It is a mix of suburban and rural communities. It has one of the highest foreclosure and unemployment rates in the country. According to data from the California Economic Summit in 2010, 1 in 9 people are unemployed, and 1 in 7 live below the poverty line. Latinos make up the second highest ethnicity in the area (whites being the first). In the Inland Empire, Latinos aged 25 or older have the largest percentage of people lacking education, not even completing high school. In this area, Mining and Construction have been the most common labor fields, but after 2009, the job prospects diminished, leaving many without the necessary means to support themselves.

Currently, there is a strong incentive by many in the region to begin re-shaping the future of the area. This proposal is to help initiate and implement a call to action to create a brighter future for its citizens, especially for the youth and minorities.

The State of California is asking for civic engagement to build a positive movement infrastructure in order to sustain a new generation of civic engaged organizers. To accomplish these goals, it is necessary to have a coalition of the relevant organizations, agencies and interested groups involved to make it happen as well as a source of funding to keep the program running.

### **Description of the Program:**

This program will connect the local high schools, universities and colleges with local green businesses in order to promote and benefit their sustainability programs, including adding it to their curriculum as well as an avenue for their students hands-on experience. The program will connect students with the educational resources offered by the Earth Rights Institute Living Lab online portal, a wealth of information concerning fostering sustainability locally. The online course has over 2.5 hours of videos, 32 lectures and a number of articles addressing how to help create leaders for a sustainable future. In addition, the online course can be altered to better meet the educational objectives of the student population.

By providing access to really be involved in the local communities. It will strengthen the collaboration with the local academic institutions of the region. Plus partnership with the schools and youth groups involved to learn more about water and energy conservation, what industries and businesses exist that are part of these issues and giving them opportunities to come up with innovative ideas and solutions addressing these topics. In recognition of the makeup of the local population, the program will be offered in both English and Spanish languages.

This high quality program is about building solidarity of civic engagement between all the possible stakeholders to lend their support to the success of the program. It is a campaign for the Inland Empire to get behind and envision a new future, a green sustainable future of vibrant citizens and youth. It allows the community to develop into a model of sustainability that is locally based and brings jobs and businesses to the area.

The following gives a brief synopsis of the trial programs that are already underway and inspiring tomorrow's sustainability leaders.

**KIGT Inc.** is a Green tech company that operates within the green energy and green fuel space for transit and utility markets. We offer students internships opportunities to explore within the Green Tech industry. Participating educational institutions include Los Osos High School, University of Redlands, Cal State Fullerton and Cal State LA.

**Engineering Internship:** This program allows young aspiring engineers to expand their knowledge in computer programming, coding, R&D, and demonstrations. This is an opportunity for students to venture into both electrical and mechanical engineering projects.

- Understand the engineering process of a product preparing for market
- Learn from KIGT engineers about the electrical, mechanical, and software design
- Hands on building and design experience

The objective is to develop an understanding of the design and manufacturing process of a product; from working with vendors, organizing purchasing for internal and external components, to assembly, down to testing for functionality and safety before market readiness and consumer installs.

**Business Internship:** This program enables students to work on the marketing, media, and public relation campaigns.

- Students design and implement online advertising and social media campaigns
- Students create physical marketing creative pieces to distribute to customers
- Participate at promotional events
- Target Market research and development
- Data and utilization patterns within the green tech customer demographics

#### Phase 1 - Planning

A defined coalition, under the guidance of KIGT/Sustainability Markets and Earth Rights Institute Living Lab, will design a strategic master plan for the years 2015-2016. This plan will be laid out in phases, with specific milestones to be reached with required budgetary considerations in order to see the project through to success.

The initial phase will serve as the planning phase, lasting 2-3 months. Development of a master plan through research and information gathering via online questionnaire, identifying grants and potential funding sources to ensure long-term viability of the program, as well as having the ability to fine-tune the program for a specific audience/client.

The program will utilize the online course developed by Earth Rights Institute Living Lab that will be customized for different audiences titled "Become a Leader for Sustainable Development" as an introduction to the campaign.

#### Phase 2 - Campaign Launch - Fall 2015

Launch the Campaign, do a fundraising event, develop marketing materials, present at various locales, set up introductory programs for the youth at events like the County Science Fair, Solar Cup and more. We plan to work closely with the United School Districts of the region, engage the public through local farmer's markets and enlist local academic institutions to have their departments and students engaged in the campaign, as well as set up youth internships with local businesses and corporations actively or wanting to get more involved in conservation and preservation. The goal is to get everyone in the community involved, by reaching out in a number of ways.

Phase 3 - Program to continue developing. In conjunction with local colleges and universities, create a certificate program to be adopted by institutions of higher learning. The Certificate of Sustainable Leadership.

#### BUDGET

In order to begin Phase 1, we need to secure at least \$10,000 in funding. This will allow us to put together an administrative team responsible to develop a database, grant research, outreach, translation of materials, travel expenses, printed materials, PPT, creating a team of interns/volunteers and develop a website/social media to promote the campaign. At this point, we can then move forward with securing more funding, and continue to enlist potential participants for the program.

This campaign will be directed by

**Paul Francis**, KIGT

**Annie Goeke and Ricky Cappe**, Earth Rights Institute Living Lab.

**Annie de la Bouillerie (aka Annie Goeke)** has 25 years of leadership and experience in planning, developing, and maintaining programs using sustainable, holistic approaches for social enterprises and community building worldwide. She is co-founder/director of Earth Rights Institute and ERI Living Labs.

**Ricky Cappe** has been consulting with homeowners and commercial proprietors about sustainable solutions for almost 20 years, with a special interest in the built environment. He approaches each problem's solution with a sensitivity to materials, waste, energy, resources, toxicity and overall health.

**Earth Rights Institute Living Lab** offers a transformational academic and living environment to educate the individual's knowledge on issues such as strong participatory democracy, economic and social justice, and environmental protection within the cultural context of the region.