

Assistant Professor in Sustainable Communities



- Conservation Theory, CBSM Techniques
- 75% Extension, 15% Teaching, 10% Service
- Position goal: “Assist Utah citizens in reducing their environmental ‘footprint’ through actions at the household, neighborhood, and community levels”

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Campus



- ENVS 4700: Communicating Sustainability (core course for sustainable systems minor)
- ENVS 5570: Sustainable Living
- Sustainability Council ENVS Representative
- SOSNR Advisor
- SSO Faculty Representative
- Earth Week, Food Day



Objectives

- Cooperative Extension
- Sustainability Demand & Popularity
- Defining Sustainability
- Extension Sustainability Initiative



Cooperative Extension

- 1862 Morrill Act Passed – 1 university in each state provides education in citizens in agricultural and mechanical fields.
- 1887 Hatch Act Passed – Agricultural Experiment Stations
- 1914 Smith Lever Act Passed – Established Cooperative Extension Service

Cooperative Extension: Relevancy



- *The Extension System: A Vision for the 21st Century*
(Extension Committee on Organization and Policy, 2002)
- *Is Extension Relevant for the 21st Century?* (JOE, Bull et al., 2004)
- *Extension's Future: Time for Disruptive Innovation*
(JOE, Franz & Cox, 2012)
- *A vision for relevance* (NNSLE White Paper, Crosby et al., 2008)

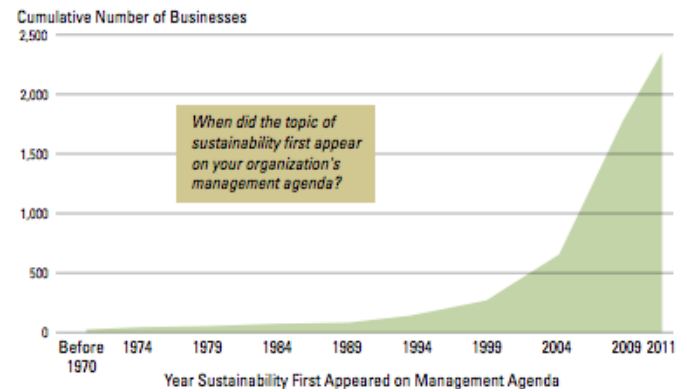
Who cares?



Sustainability Demand and Popularity



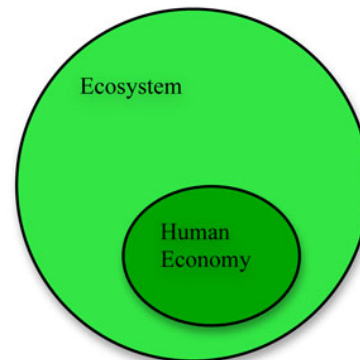
- Incoming college students
- Majors, minors, and certificates in energy and sustainability-related programs
- Business sustainability: tipping point





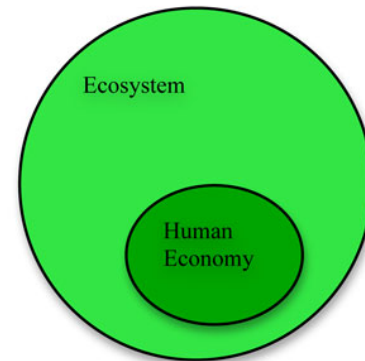
Defining Sustainability

- Brundtland Report (1987): “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”



4 Principles

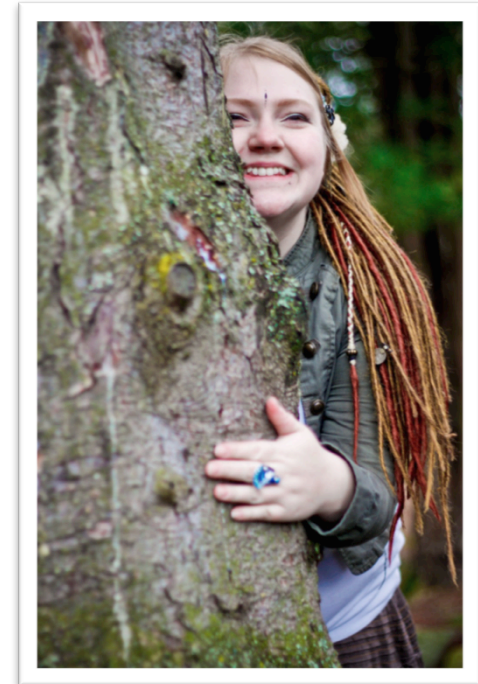
- It's a human matter, not just environmental
- Must include successful problem solving
- Natural resources is at it's base
- Must be objectively measured



Extension Sustainability Background: Misconceptions



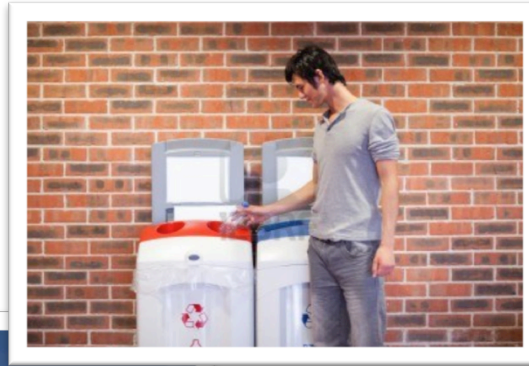
- Recycling = Sustainability
- Sustainability is only for “tree-hugging hippies”
- Sustainable behaviors = Sacrifice





4 Questions

- Sustain what?
- For whom?
- For how long?
- At what cost?



Extension Sustainability: Background



- Environmental Concern (Schultz): Attitudes about environment based on values.
- Value?
- Egoistic, Biospheric, Altruistic





Terminology

- Environmentalist vs. Conservationist
 - “I am a conservationist but not a ‘wild eyed’ environmentalist. I believe nature’s resources are for use but not abuse.”
 - “I would never ‘worship’ land or nature, it is for providing food for people (the most important created being on Earth) it is my way of making a living. It is my gift and talent, what I was created to do to maintain a living.”

Community-Based Social Marketing (CBSM)



- Select behaviors
- Identify barriers & benefits
- Develop strategies
- Pilot
- Broad-scale implementation and evaluation



Attitude - Behavior

- “Is it warranted to believe that by enhancing knowledge, or altering attitudes, behavior will change? Apparently not”
 - Why not? Red Air Days

CBSM

- Barrier-Benefit Analysis
 - Communication
 - Norms
 - Prompts
 - Incentives
 - Commitment
 - Removal of External Barriers



Opening the commitment door



- Button
- Sticker
- Handshake
- Petition
- Pledge
- T-shirt
- More?





Why effective?

- Going along with initial request: Alters the way people see themselves
- Cognitive Dissonance



Message Framing

- Positive message framing
 - Compost
 - Save money
 - Good soil
- Vs
- Negative message framing
 - Lose money if you don't
 - Add more waste to landfill



Extension Sustainability



5. USU Extension Sustainability Present



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Welcome to Extension Sustainability

Features

- Business Recycling: Utah Governor's Office Incentives**
Did you know that the Utah Governor's Office of Economic Development offers income tax credits, technical assistance and local incentives through the Utah Recycling Marketing Development Zone Program?
- EPA Recognizes Seven Communities for Smart Growth Achievement**
The U.S. EPA recently recognized seven communities with its 2012 National Award for Smart Growth Achievement. Awards are given for creative, sustainable initiatives that better protect the health and environment of our communities while also strengthening local economies.
- International Year of Cooperatives**
2012 was an entire dedicated year declared by the United Nations to draw attention and encourage support to cooperatives. Did you know that Utah now has a cooperative, located in Moab, and a second is in the works in Salt Lake?

Events

- December 11, 2012**
Community-Based Multifunctional Farms in New England and their Relationship to Regional Food Systems: Report of 2011 Farm Surveys
- December 15, 2012**
Bridgerland Audubon Society: 53rd Christmas Bird Count
- January 10, 2013**
2013 Governor's Energy Development Summit
- February 04, 2013**
Conference on Electric Roads and Vehicles

[See More](#)

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6. USU Extension Sustainability: Future



Collaboration:

- Sustainability Certification Trainings
- Master's Student in Extension Sustainability
- Research-based fact sheets
- Sustainability camp – curricula & delivery. Swaner Eco Center
- Summit

Questions?



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