



Cool Winchester

Presented by Sustainable Winchester
www.suswin.org/coolwinchester



Cool Winchester is a participant in the statewide Cool Mass campaign of the Mass Climate Action Network

Outline



- Carbon Reduction Opportunity
- Cool Winchester Program
 - Goal
 - Eco Teams
 - Benefits
 - Impact / results
 - Partner Organizations
- How Organizations can Help
- 2009 Timeline



**“That we are in the midst of crisis is now well understood.
...each day brings further evidence that the ways we use
energy strengthen our adversaries and threaten our planet.”**

President Barack Obama
Inaugural Address
January 20, 2009

**“If there is no action to reverse the growth of greenhouse gas
emissions before 2012, that’s too late. What we do in the next two to
three years will determine our future.”**

Rajendra Pachauri
Climate Scientist – United Nations

**“ The question is not whether climate change is happening or not, but
whether, in the face of this emergency, we ourselves can change
fast enough .”**

Kofi Annan
Secretary General – United Nations

MA and Town of Winchester have lots of carbon reduction opportunities



Household Location	Avg Annual Carbon Footprint (lbs CO ₂)*
Massachusetts	60,000
United States	55,000
Germany	27,000
Sweden	15,000

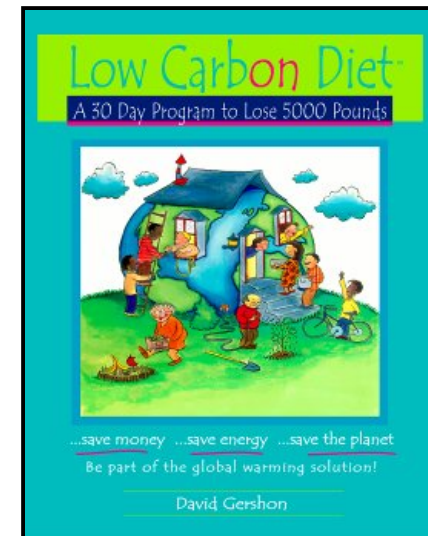
* Data is from "Low Carbon Diet" by David Gershon

- 80-90% of Winchester's carbon emissions are from energy use by households

Cool Winchester is about reducing the community's carbon footprint quickly



- Goal of Cool Winchester is to reach 85% of households over the next three years to reduce their carbon footprints by at least 25%
- Program is based on Mass Climate Action's "Low Carbon Living Program"
 - Uses Low Carbon Diet workbook*



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* Available at Book Ends (\$10.36) or the Library

Cool Winchester accomplishes this via Eco Teams



- Eco Team is a group of about eight households that come together to work the program
- Eco Teams can be formed in a variety of ways
 - Volunteers can step forward to form teams
 - Organizations can reach out to their members to form teams
 - Events can be held to form several eco teams at once
 - Be creative; all ideas are welcome!



Ecoteams meet four times over a month in someone's home to follow the workbook

- First meeting is team building and learning to calculate the household's carbon footprint
- Second meeting is looking at lifestyle changes
 - E.g. Washing laundry in cold water instead of warm
- Third meeting is looking at energy systems in the home
 - E.g. Furnace, hot water heater, insulation, etc.
- Last meeting is determining carbon reductions, celebrating accomplishments, and discussing how to reach out to other community members



Several Benefits to Being on an Eco Team

- Fun, community building activity
- Peer support
 - Team leader checks in with everyone between meetings to see if they need help
 - Guilt free, non-judgmental atmosphere
- Financial savings in the hundreds of dollars for the year
- Positive changes that leave a healthier planet to future generations

Energy saving actions costs as much or as little as each member chooses and **low cost actions with big carbon reductions exist!**



Winchester can make a huge impact by accomplishing this goal

- Winchester's residential carbon footprint will be reduced by 178M lbs CO₂ by 2012*
 - Roughly equivalent to taking 15,000 cars off the road!*
- Winchester will be showcased as a carbon reduction leader in MA and potentially the U.S.
 - We are one of only nine towns currently participating in the Cool Mass Pilot Program*
 - Currently we're ahead of the other towns in reaching our goal
- Carbon reduction efforts will spread to other towns, people's workplaces, and.....



And in fact has already achieved some amazing results

- One pilot eco team achieved a **33% CO2 reduction / household!**
- 106 students at McCall accomplished the following plus more in just a month
 - Implemented a composting program at McCall Middle School to feed the garden they planted out front
 - Priced out a green roof for McCall and presented the proposal to the Principal
 - Met with Winchester Hospital on their shuttle buses
 - Created "Be Bright Turn off a Light" stickers for each class room



With the help of 33 – 68 organizations,
85% of the Town can be reached

- Can reach 85% of the town with 840 eco teams*
- Can form 840 eco teams from 2010-2012 if:
 - 33 partner organizations partner with Cool Winchester to each form 25 eco teams from 2010-2012
 - Ends up being only 8-9 eco teams / year
 - Or if 68 partner organizations each form 12 eco teams over the three years
 - Ends up being only 4 eco teams / year
- Sustainable Winchester has already committed to form 25 eco teams over the next three years



Some organizations have already partnered and formed eco teams

Partner Organization	Status
Winchester Unitarian Society	Completed 4 eco teams
Sustainable Winchester	Completed 3 eco teams
Shanahan Real Estate	On their 1 st eco team
The Flats Neighborhood	Completed 1 eco team
Winchester Community Music School	Planning to form Fall eco teams
Lincoln Parents Association	Planning to form Fall eco teams
Parish of Epiphany	Planning to form Fall eco teams

Partner organizations can be local civic, faith-based, neighborhood, and government groups, businesses, condo associations, and schools



How your organization can help

- Spread the word to other local organizations
- Discuss the Cool Winchester Project within your organization
 - Determine how many eco teams the organization can form*
- Reach out to Cool Winchester Team to get trained
 - Email us at coolwinchester@gmail.com
- Become a partner organization and form eco teams



Jan 2010 Training Schedule

- Eco Team Process Training Jan 13th 7-9pm
 - For Eco Team Leaders & Coordinators
- Eco Team Strategy Training Jan 20th 7-9pm
 - For Eco Team Coordinators
- Monthly Best Practice & Support Jan 25th 7-8pm
Session



How your household can help

- Sign up to participate on an eco team by clicking on the Eco Team Signup Form on the website



Questions?

For more information can go to www.suswin.org/coolwinchester
or email us at coolwinchester@gmail.com



Appendix



How the 178M lbs CO₂ was calculated

- Average MA household carbon footprint
 - 60,000 lbs CO₂
- Average 25% reduction from MA household
 - 60,000 lbs CO₂ * 0.25 = 15,000 lbs CO₂
- CO₂ reduction formula
 - # of participating households for the year * 15,000 lbs CO₂ = CO₂ reduction for the year

Year	Target Participation Rate (%)	# of Households	Target CO ₂ Reduction (M lbs CO ₂)
2010	15	1186	18
2011	50	3953	59
2012	85	6719	101
Total			178



How the 15,000 cars was calculated

- Carbon emissions from a 25 mpg car that drives 15,000 miles for the year
 - 12,000 lbs CO₂
- Formula to calculate # of cars equivalent to three year carbon reduction target
 - CO₂ reduction target over the three years / carbon emissions from a 25 mpg car that drives 15,000 miles for the year
 - $178,000,000 / 12,000 = 15,000$ cars



How the 840 eco teams was determined

- # of Winchester households as of 2007
 - 7,905 households
- # of Winchester households that can participate in Cool Winchester
 - 7,905 households * 0.85 = **6,719 households**
 - Assumes 85% participation rate
- # of eco teams needed over next three years
 - 6,719 households / 8 households per eco team = **840 eco teams**
 - Assumes 8 households per eco team



Cool Mass Pilot Program

- Ground-breaking new program aimed at Mass residents to become part of the climate change solution
 - Authored by Massachusetts Climate Action Network (MCAN) and Empowerment Institute (EI)
- Goal is to empower 25% of the households in the state to reduce their carbon footprints 25% by 2012
 - Accomplished by supporting communities through three-year campaigns to reach 25% - 85% of the town in reducing the residential carbon footprints by an average of 25%
- Intended to serve as prototype for bold and timely carbon reduction for states and communities across U.S.
- To read more you can go to www.massclimateaction.org and click on “Cool Mass Campaign”

Nine towns currently participating in Cool Mass



- Boston
- Braintree
- Brookline
- Cohasset
- Dedham
- Hull
- Milton
- Newton
- Winchester