Return on Influence:

Getting Noticed in a Complex, Cluttered World

RCA 2013
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www.greencalgary.org

Agenda

1. Introduction to Green Calgary (and me)
2. “Influencers” and “Influence” defined
3. Challenges of the current social environment
4. Strategies for meeting these challenges
5. Invitation to the game

Green Calgary

Green Calgary is a registered charity, founded in 1978 and dedicated to helping Calgary individuals, families, communities and businesses live more sustainably.

- Grass roots
- Hands-on support

Vision: Our City is recognized internationally as a model of urban sustainability.

Mission: Green Calgary promotes and facilitates transition to a sustainable society by providing Calgarians and Calgary businesses with direct support, services and education.

Bottom line – our mission is to move people into sustainability action!

What has 22 legs and helped Calgarians save Calgarians 12,500,000 litres of water last year? The staff of Green Calgary!

8 full-time staff members and 3 part-time.

How many people best know Green Calgary – for over a decade Green Calgary has hosted its annual rain barrel and composter community sales.

Each composter sold (and there were about 1000) has the potential to divert half of a household's waste and convert in into nutritious natural compost for enriching soil.

2012 Waste audits for 18 City of Calgary properties

Waste reduction and diversion services for 19 office towers all around Calgary . . . And Green Event Services

- Sled Island attained a diversion rate of 61% in 2012. Wiped out this year in the flood.
- When Green Calgary started working with the Calgary Folk Festival in 2008, they a waste diversion rate of 30%! This year, the festival achieved an 86% diversion rate.
- Both festivals won international "A Greener Festival" Awards – the only Canadian festivals to do so
- This year, with the support of corporate sponsor London Drugs, Green Calgary worked with Rocky Ridge Royal Oak Community Association to green their Stampede Breakfast, which attracted about 2000 attendees and achieved an 80% diversion rate. Our motto is "All the fun of Stampede without the Trash Hangover!"

- Energy conservation
- Waste Reduction, Recycling, Composting
- Eliminating toxic cleaners and chemicals
- Water Conservation – e.g Installed 221 tap aerators and 126 aerated shower heads
  Conserving 5.5 million litres of water; testing for toilet tank leaks
- Launch of Green Yards services: Installation of Rain Barrels and Composters and hands-on coaching on effective use of these

K-12 Children's Education Program

Your support made possible:

- Engaging more than 5000 students in the 2012 – 2013 school year
- Kids inspire their families!

Influencers - definition
• "Social media influencers are the people who get the attention of the biggest brands, have a real following, are actively involved in social media and create great content."
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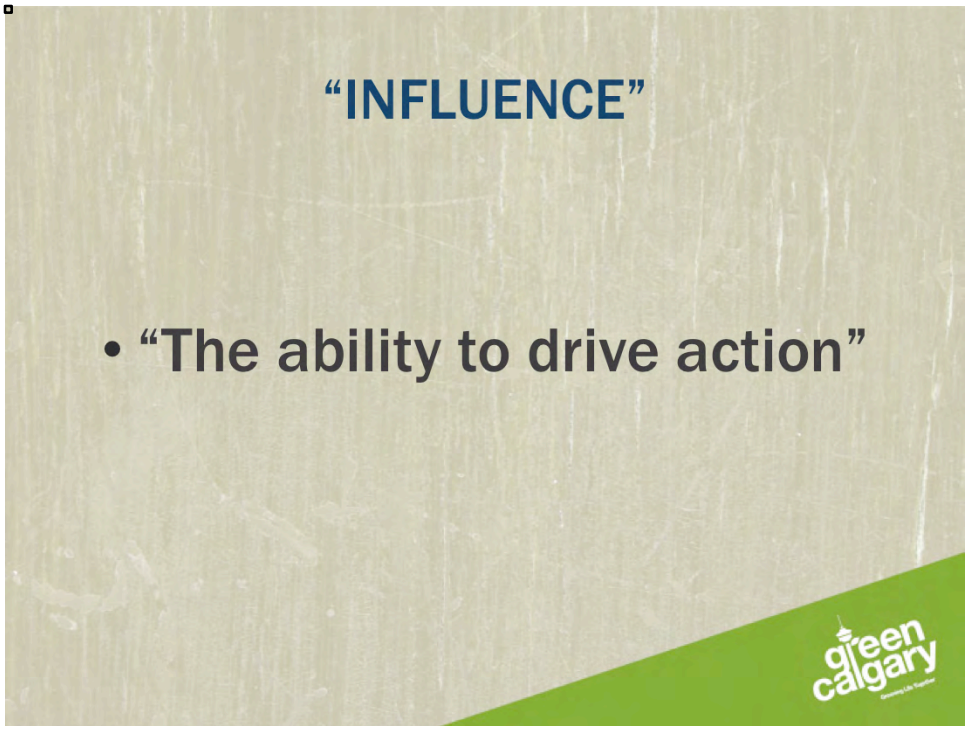
"INFLUENCE"
• "The ability to drive action"
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Getting peoples attention, keeping that attention, and transitioning from attention to action are all major challenges, especially given the challenges of our current social environment.

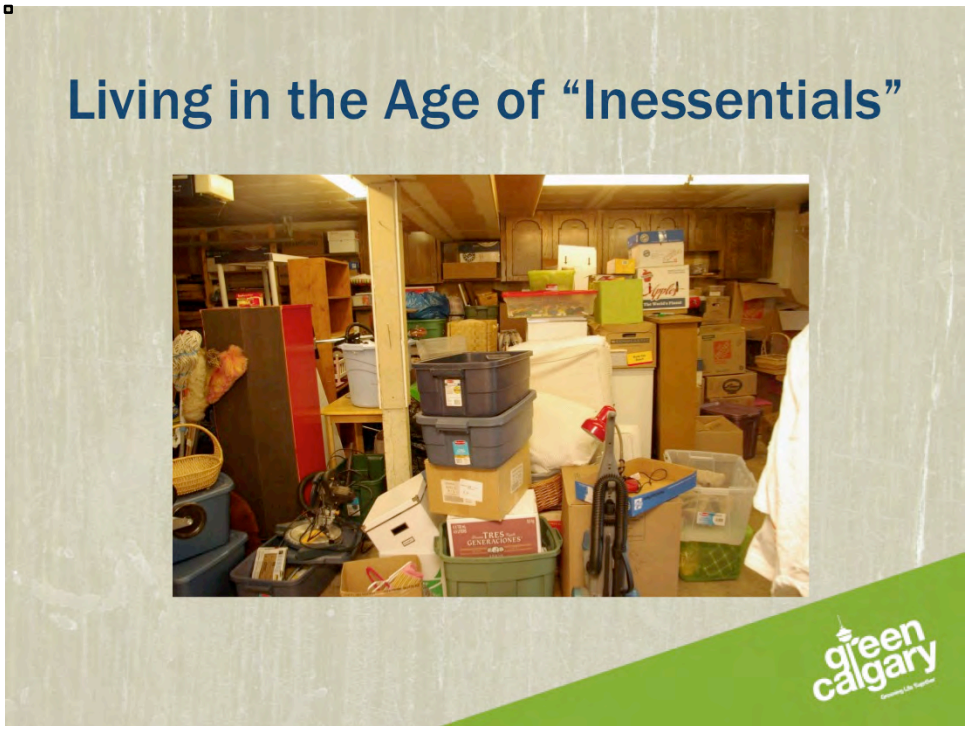
I thought this picture was appropriate for this Audience!

Basically, our social environment can be summed up in one sentence – "There is a lot of garbage out there" – and a huge amount of it never gets near a recycling bin! Let me give a bit more detail and clarify what this means to those of us who are trying to INFLUENCE our stakeholders.

Grow, Grow, Grow.

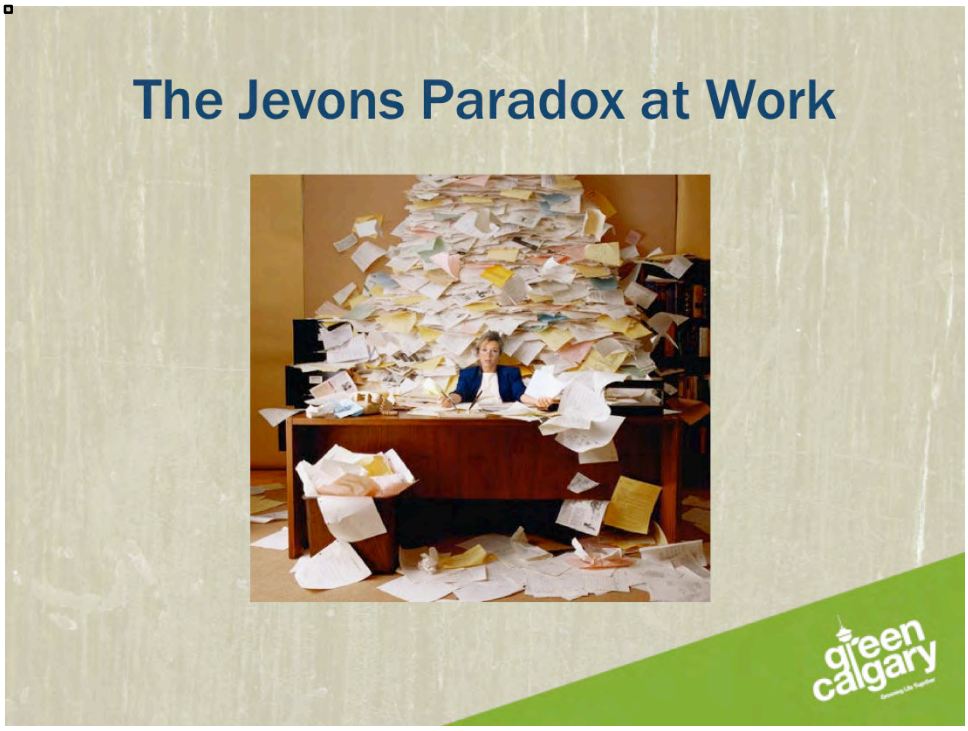
More stuff imported, sold, consumed. More waste created.

Canadian songwriter Joni Mitchell wrote about the “Crazies you get from too much choice.” This picture really speaks of the craziness of consumerism that surrounds all of us us.



Many people’s basements, garages, and closets are given over to storing stuff. Whole stores devote themselves to providing “storage solutions,” and home organizers report that business is booming as people struggle to stay on top of their crap.

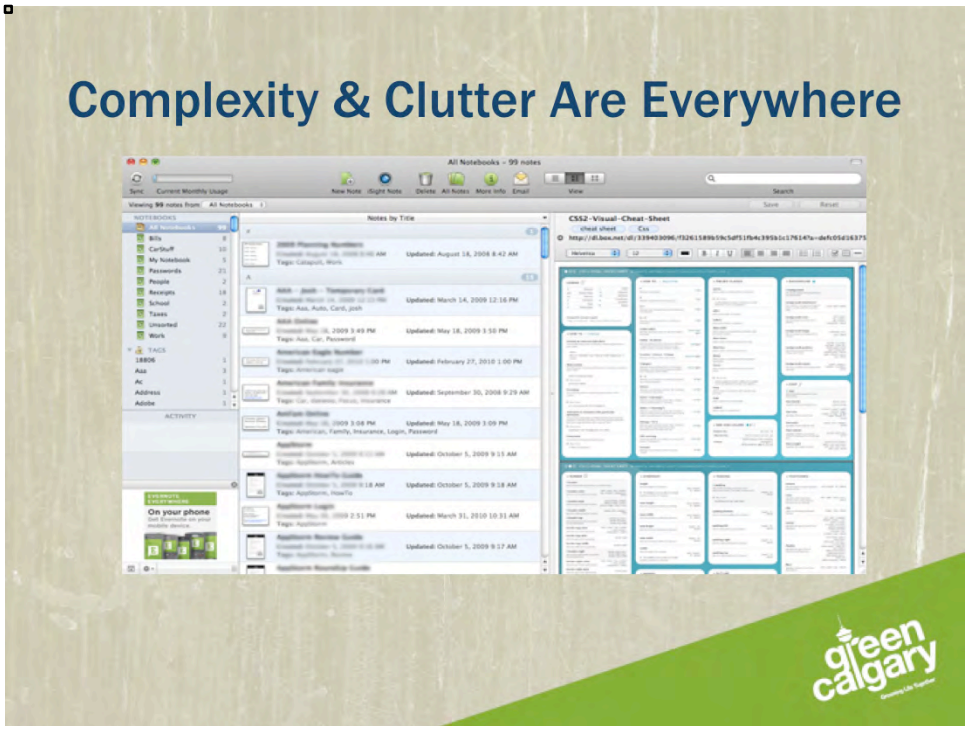
Financially, things are a bit overwhelming too. IN August 2013, a report from Transunion indicated Albertans carried the nation's second highest amount of consumer debt (which doesn't include mortgages) – car loans, credit card debt, personal lines of credit. On average, Albertans carried $36,223 of consumer debt, second only to debt carried by British Columbians. Buying things one doesn't need can take up a lot of space in your home and in your head.



We are dealing with an avalanche of paradox

Jevons Paradox is based on William Stanley Jevons' observation that an improvement in the efficiency with which a natural resource is used is often associated with an increase in the consumption of that resource. The Jevons Paradox has also been called "rebound" - the concept that as energy efficiency increases consumption goes up, countering any environmental benefits

Total paper consumption in North America has declined, though North American paper consumption remains a major driver of forest destruction (1).
Overall global paper consumption is on the rise (1).
North Americans still consume more paper per capita – upwards of 500 lbs. annually – than anyone else on earth (1).
40% of the world's industrial logging goes into making paper, and this is expected to reach 50% in the near future (2).
Paper production is the third most energy-intensive of all manufacturing industries, using over 12% of all energy in the industrial sector. The paper and pulp industry is also the fourth largest emitter of greenhouse gases in the manufacturing sector (3).
Though paper recovery rates in the US have increased in recent years, paper still represents one of the biggest components of solid waste in landfills – 26 million tons

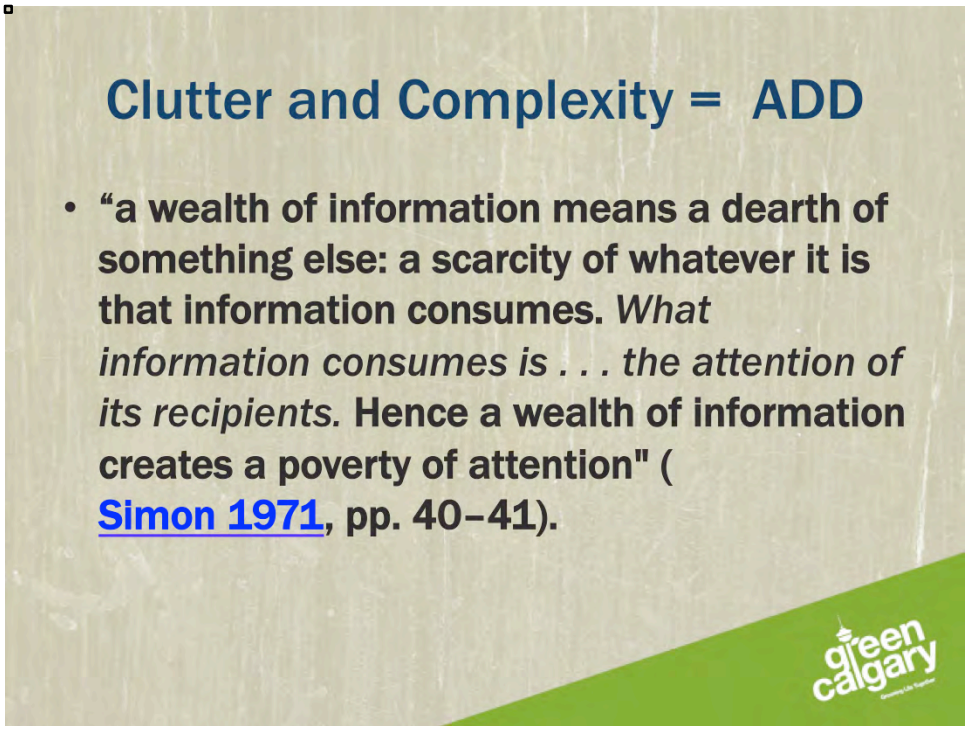


Email clutter

Meetings abound; phone conversations abound; text messages abound

Microsoft, America Online and Salary.com conducted a study regarding the actual amount of time workers worked in an average day and week. The study concluded that the average worker actually worked only three days per week or about 22 hours a week. The study identified that the rest of the working time was “wasted,” with unproductive meetings heading the list.

Many of us are tweeting, updating, blogging, commenting, curating, liking, linking, friending and searching. Screen time now amounts to



"You can't have everything; where would you put it?" – Steven Wright

But this is a society hell bent on having it all – accessing every bit of information; picking up every call; attending every event; having every gadget. As a society, grasping to have it all is driving us all crazy.

Social Media Strategies for Meeting these Challenges
• Be Local
• Get attention
• Cultivate Interest and Engagement
• Make sense
• Be clueful
• Be honest and be personal
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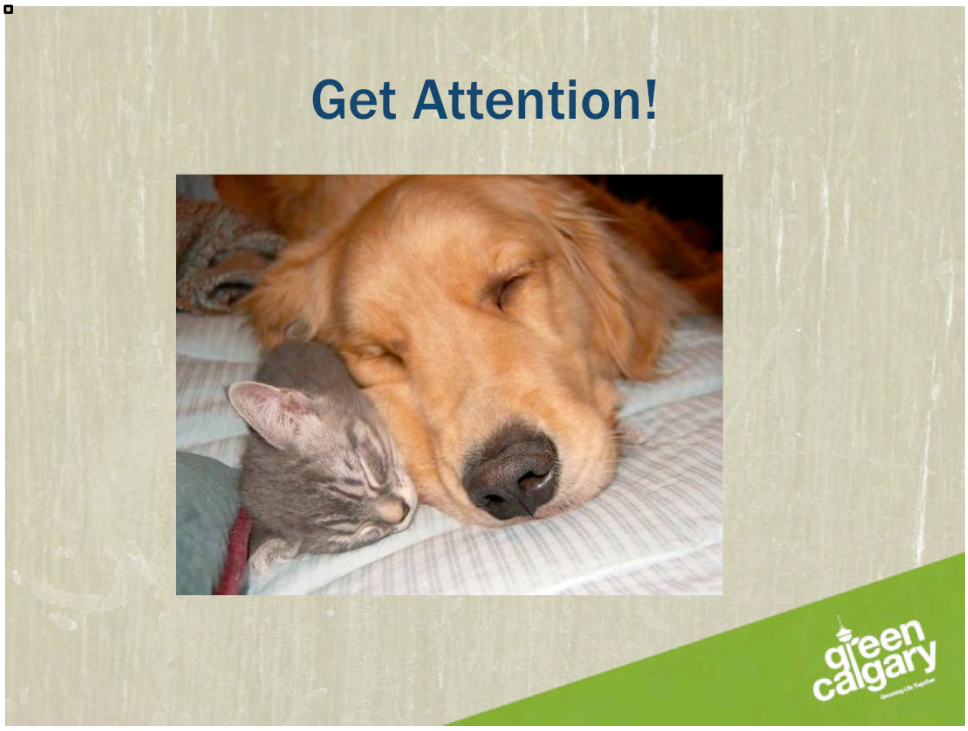
While search engines have not gone the way of the yellow pages, social is becoming the new search. With results almost split in half between a preference for search engines and using social media to find out more about businesses (again that's 57% search, 52% social) your time spent getting found by new prospects need to be about equally split as well

Search engines are influenced by the content that a business produces whereas Social search is a popularity contest. A like from one friend might catch my eye, but a like from 10 friends is what I'm really going to notice.

Positive comments on your posts, updated information, and a large fan base is what's going to make you really shine.

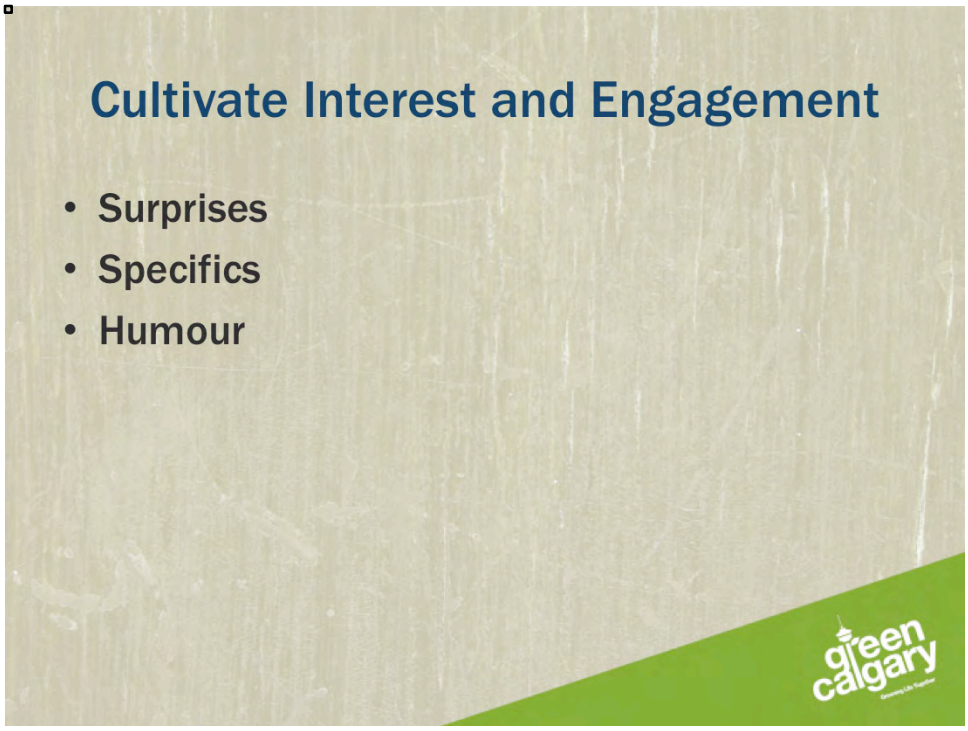
Visitors to your pages also need to be able to get all the information they need. Your address, phone number and a link back to your website are all necessary. A map is fabulous as is a link that allows people to phone you. If you're running a special or have a coupon, you need to share it.

How you should go about getting attention depends on what you want to get attention for and how long you hope to hold it.



Here is another way to get attention – you just can't beat cute animals.

If your business can do so appropriately – Use emotion, humour. Be funny and be fun. Be surprising.


Cultivate Interest and Engagement
• Surprises
• Specifics
• Humour
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Kindereggs or automatic rifles

Specific

I WANT YOU
TO SPEND A LOT
TO PROVE YOU LOVE YOUR FAMILY
Pierre Bourgeault - www.noistar.com

Humour

There is no National Appreciation Day. And if we make the link between what the product is used for and the message – well, let's just say Cottonelle doesn't have a clue.

Social media lends itself to conversations – and getting people involved – having them DO something, is a way to move into action.

With this in mind –
Who has a smart phone that can take pictures?
Who uses Email?
Who is on Facebook?
Twitter?

Great. Most of you are equipped to get involved right now in a game focused on . . .
Waste reduction! Let me introduce you to . . .

Just a note: my game has a lot less nudity and gratuitous violence!

Dr. Jorge Majfud says, “Trying to reduce environmental pollution without reducing consumerism is like combatting drug trafficking without reducing the drug addiction.”

C.U.P.S is my acronym for “Completely Unnecessary Products” – a study I read indicated that 44% of Green House Gas emissions are produced during the life cycle of consumer products. And Game of CUPS is all about consumer products.

Playing the Game of CUPS is a fun and helpful way for anyone seeking to move beyond Business as Usual, out of the doom and gloom of The Great Unraveling into a world where we can see more clearly how many opportunities we have every day to make choices that are part of the Great Turning.

Anyone here enjoy the Simpson’s? Me too. One episode had Marge chiding Bart “It’s easy to criticize” and Homer chiming in “And fun too.” I will admit The Game of CUPS partakes a bit in that spirit.

Let me explain how the game is played. You simply identify products that has no need to exist. Product whose purpose can be better served through people using their own skills. Products wrapped in scads of unnecessary packaging. Products

Home made frosting takes as few as 3 or 4 ingredients (icing sugar, butter, water or milk, flavouring). If you are getting fancy, you could use softened cream cheese, honey and vanilla. Frosting can be made in less than 3 minutes. The waste produced in those three minutes is delicious!

Here we have an aerosol container of frosting. Not only did is production suck up energy and water at every step of its production, more energy was burned and more CO2 created in its transporation. Then the manufacturer added a bunch of chemicals to the frosting.

After the product is used up, the can continues to eat up resources. The must be treated very carefully to ensure all propellant is sprayed out or it can become an explosion hazard after disposal. Since people are not at all sure if aerosol cans can be recycled, so of these products go to landfill. Where they will sit for decades or event centuries.

All of these characteristics make Easy Frost a CUP!

I found this CUP at a local grocery store that out of kindness shall remain unnamed. The website for Wilcox Fresh of Rexburgh Idaho (the company that produces Potato Jazz) calls these "value added Potatoes" – but what exactly is that added value?

Are we able to pour a little oil on a bowl of baby potatoes, shake on some spices, and set the microwave timer for 5 minutes? Indeed we are. Further we may want to choose organic cooking oil to avoid both pesticides and genetically modified ingredients (more than 80% of non-organic canola oil is genetically modified).

After you have eaten your potatoes that travelled more than 1090 kilomiles to reach Calgary, Potato Jazz leaves you with a big plastic container to deal with. It may also leave you and your family with plastic residues in your food. The environment pays the costs producing these plastic trays, and for the total production of green house gases in manufacture, transportation, and disposal.

A CUP if I ever saw one.
So you see, playing the Game of Cups is Fun and enlightening. It helps me see much more clearly.

Unlimited opportunities to play . . .

Splenda
truvia
Taster's Choice
Maxwell House
Folgers
NESCAFÉ
visualphotos.com
G14-1408376 [RM] © www.visualphotos.com

It becomes like the end the “Indiana Jones and Raiders of the Lost Ark.”

Any time you identify and refuse a CUP, you are taking action and playing a role in “The Great Turning.”

Play THE GAME OF CUPS
• Email your picture with the with the subject title: CUPs to news@greencalgary.org
• Tweet with hashtag #CUP to @GreenCalgary
• Post on Green Calgary's Facebook wall
We will twitter and Facebook the week's best C.U.P. with credit to you (or anonymous if you are shy!)
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I appreciate the opportunity to present today and to be surrounded by so many people eager to be part of the incredible, hopeful story of the Great Turning!

Thank you.