

Meeting Summary and Raw Notes: Aug. 22, 2019

On August 22, 2019, Taskforce members met at the Conrad N. Hilton Foundation in Agoura Hills, CA to hear more about Los Angeles County's new sustainability plan – the most ambitious regional plan in the country – and to discuss the activities of the Taskforce in furthering its goals. John Onderdonk chaired.

Following a tour of the Foundation's LEED Platinum building by facilities and sustainability head Katherine Miller, and a talk by Chris Rhie on the County's [sustainability plan](#), Pando Institute's [Brandt Williams](#) facilitated an afternoon of brainstorming focused on Taskforce vision and objectives, and extending to possible action items.

The brainstorming fell roughly on the second anniversary of the Taskforce, and provided an opportunity to assess where we have come to date, along with next steps. Four randomly-chosen breakout groups discussed four questions and statements in sequence: *Wait, why...? What if... Maybe... Try this.*

Notes from the breakouts (including photos of hand-written notes), along with a summary of group reports back, are included below. You will see far more interesting ideas in these notes than can be summarized here. We will make continuing use of them over the next few months as we consider next steps for the Taskforce.

Some key takeaways from the meeting include:

- Need to mobilize the Taskforce to help with education, communication, and implementation initiatives related to the County plan.
- Importance of creating win-win opportunities for both individual Taskforce members (relative to their organizational needs) and the interests of the County as a whole in furthering sustainability objectives.
- Desire to help the County leverage its weight in terms of national and global leadership, aggregating Countywide power.
- Need for a more fully developed strategic plan that we can use for overall direction, membership growth, and fundraising.

Toward these ends, Mark Spears volunteered to bring together a group of Taskforce members and others to help craft a planning document with suggestions for next steps that the Taskforce as a whole can weigh in on by December. If you have any questions or comments, or would like to be involved in these strategic conversations, please feel free to contact me (eugene@pandopopulus.com).

You'll remember that Pando Fellow Aubrey Burgess was taking photos at our Agoura Hills meeting. Please check out our [Flickr](#) gallery for some great shots!

Raw Notes:

Wait, Why?

Group 1: Why does the CSO Task Force Exist?

- Humans are f***ing arrogant/snowflakes/whiners/babies
 - 1. See LA County/City be the most sustainable place on Earth
 - 2. CSOs: have a certain mandate: collaboration is really really hard
 - 3. “Collective” way to contribute with a set of agreements about what we’re trying to achieve
 - Find right incentives to keep us all engaged & disrupt the current thinking
 - Paradigm shift
 - Accountability to group
 - 4. Pick X number of LA County Sustainability Plan items to work on together
 - Agree to support Plan
 - Resource towards Plan
 - Educational impact
 - Engage communities - CicLAVia-size
 - 5. How do we maximize our influence & impact?
 - 6. Identify & mobilize resources!
 - Land - money - expertise
 - Waste - connections
 - 7. How do we approach
 - 8. I’m here for species preservation of all species
 - 9. Think on another level
 - Innovation
 - Think wrong - act wrong
 - 10. Success: e.g., Air quality from the ‘70s to now
 - 11. Reframe values: health impacts as a co-equal cost benefit
 - Health is not an extra benefit
 - 12. Reframe what is a successful community?
 - 13. New index/success
 - Santa Monica
 - 14. ~~Happiness~~ Well-being index
- Realistic BHAGs (survival) Backward Engineered

Group 2:

- The name - CSO is a little limiting
- So few people relative to
 - a. Challenge
 - b. Population of stakeholders
- Business, government, EDUCATION (HIGHER?) CIVIC? ENTERPRISE?
 - NGO’s
 - FAITH/RELIGIOUS
- ORG 2 ORG (i.e. NOT B2C)

TASK FORCE

- Other name options:
 - STEERING COMMITTEE
 - GUIDING GROUP
 - COUNCIL
 - INSTIGATORS
 - IMPLEMENTERS
 - EXECUTION
 - SUSTAINABILITY DELIVERY GROUP
 - THOUGHTFUL, CONSCIENCE, EXPERIENCED
 - EXPERTISE, PRACTICAL, COUNSEL
 - VET IDEAS
 - A RESOURCE
 - DEPTH OF KNOWLEDGE/EXPERIENCE

Group 4:

1. Why does CSO exist?
2. Why are we here?
3. How did we get here?
 - Politics vs.
4. Why is task force in search of more tangible vision now?
5. Why now?
6. Why don't we have more younger representation?

What If?

Group 1: What if we tried

- Sustainability olympics
 - Race to olympics
 - Race for survival
 - We have the torch
 - Lord of the Flies
 - Gen Z wants stability and strong values (altruism, security)
 - Greta → business leaders went on strike and spoke truth to power
 - Be like Greta
- Experiential tools for transformation
 - Trips to landfill
 - Santa Monica beach after first flush
- Instead of bringing people to the landfill, bring the landfill to the people
 - We are tripping over homelessness, yet no solution
- Think like Greta
- Proximate to problem
- Solve homelessness in a week
 - Get everyone in a place
- Solve climate in a week

Group 2:

- There are no adversaries
- We really are in this together
- *Picture of bread in a frame*

Group 3:

- Housing + work completely redefined
- Nobody owns cars
- Unanimous action
- Region is a magnet for sustainable practitioners
- Ground swell
- A physical space
- Government role shifts to convening
- → WRITE THE DREAM
- County implements
- Redraw boundaries
- “Ownership” disappears
- Prop 13 is repealed
- “Think wrong” is the purpose of CSO task force
- We see unintended consequences
- No gap between intention and action
- Studio/project model: “stable”
- → We reorganize and pick an action to produce
- Maybe our ideas are exported

Group 4: I have a dream

1. Create narratives to motivate and inspire stakeholder groups?
2. Sustainability education was a core curriculum in education and onboarding process
3. Meet them where they're at?
4. Impact investing

Maybe

Group 1:

- Maybe we break the cycle
- Maybe we view the opportunity before us as “abundance”
- Maybe we transition capitalism by redesigning incentives in service of surviving and thriving and community health & wellness & well-being
- Maybe this is all an illusion
- *Maybe this is all a game*
- Maybe it becomes fashionable to not want
- Maybe sustainability is the new thing

- Maybe we don't need cell phones (or cars) (or email)
- Maybe business leads (collectively)
- Maybe business votes with its \$\$\$
- *Maybe we could believe business will really honor the triple bottom line*
- Maybe we institutions lead by example (trickle down) (Marriot & single-use plastics)
- Maybe we get others to follow
- Maybe we create a Declaration of Survival (Manifesto, Commitment, Pledge)
- We are going to fail #EpicClimateFail
 - We need consumers & constituents to support us
- *Every week/month we add to Manifesto & take it a step further - raise the level*
- Model at Micro-Personal Level
 - 12 step addiction to capitalism
- *Do Drawdown Projects Fund*
- Examples: Single-use Plastics, CVCs
- *Maybe we can get cities to compete to be most regenerative in LA County*
- Dynamic is so cool
- *Monrovia Pride*
- Who is going to ban gas cars first?
- Maybe it all starts with us
- ~~Maybe its a group puke~~

Group 2:

- We form sub-group - draft specific actions (to partner with academics, public funds)
- Declare our intent
 - Social media
 - Invite participation
- Partner with academics, public funds
- Work to divesting
 - Faith orgs
 - Public
 - Private hospitals
- Make the case for the plan to
 - Diverse groups
 - Unlikely partners
- Maybe...we stop seeing allies + adversaries
 - Through hyperlocal focus
 - No us-them
 - Overcoming dualism of us- them
- Harness resources
- Connect people + orgs
 - We don't believe possible
 - E.g NOT the tree huggers
 - Build bridges
- Consider partnerships

- We leverage energy around 2028 Olympics
- Invite “oppositional” to join us = bridge
- We focus on inclusion esp. youth
- We go on strike (inspired by Greta Thunberg)

Group 4:

1. We can create a movement → local, broad based
2. We can challenge ____?
3. The moment of Action Is Now?
4. We don't re-create the wheel?
5. We become more diverse & inclusionary?
6. We need a dream...that inspires others?
7. We market the group more broadly?

Try This

Group 1:

- SEE the big picture
 - The interconnectedness
- TAKE the acupunctural action
 - The precision intervention
- SEE - TARGET - GROW --catalyze → radical, massive mobilization

Group 2: Try this

- Small meal w/ opposites
- Present to leadership w/in ‘home’ institutions
 - Boards, councils
- Directly support education efforts of (CSO) members
 - What is your need?
- Member reads plan, identifies intersxn w/ ‘S’ plan, CSO helps address ‘need’, case study shareable
- *drawing of bridge from where we are now to a sustainable future plan, intent going on the bridge*
 - Regarding bridge drawing: what timeframe?
 - Focus on short term
 - What impacts short term
 - Bridging sustainable capital
 - Transition team: consumer culture to sustainability
 - Bridge (from goals to reality)(intentional) from here to sustainability

Group 4:

- Identify extended groups
- Develop narratives
- Invite (5) guests - from expanded Network
 - Diversity rules -
 - Meeting them where they're at

- Speak up - Speak out

Summary:

Wait, Why?

- Why does CSO Task Force Exist:
 - A collective way to contribute with a set of agreements about what we're trying to achieve
 - Identify and mobilize resources
 - Name of CSO task force is a bit limiting. Ideas:
 - Steering committee
 - Council
 - Implementers
- Why are we here? How did we get here?
- Why don't we have younger representation?
- Reframe values, well-being index

What If?

- Think like Greta!
 - Greta Thunberg: a Swedish environmental activist (16 years old), credited with raising global awareness of the risks posed by climate change and with holding politicians accountable for their lack of action on the climate crisis.
- Taking people to see first hand where their trash/actions/etc end up
- Sustainability olympics: make sustainability a competition, who can be the best the fastest?
- Solve the climate crisis in a week
- What if there are no adversaries and we were all in this together
- What if everything we knew was different: there were no cars, boundaries would be redrawn, housing and work were completely redefined
- What if sustainability education was a core curriculum in education and the onboarding process
- What if we meet people where they are at

Maybe

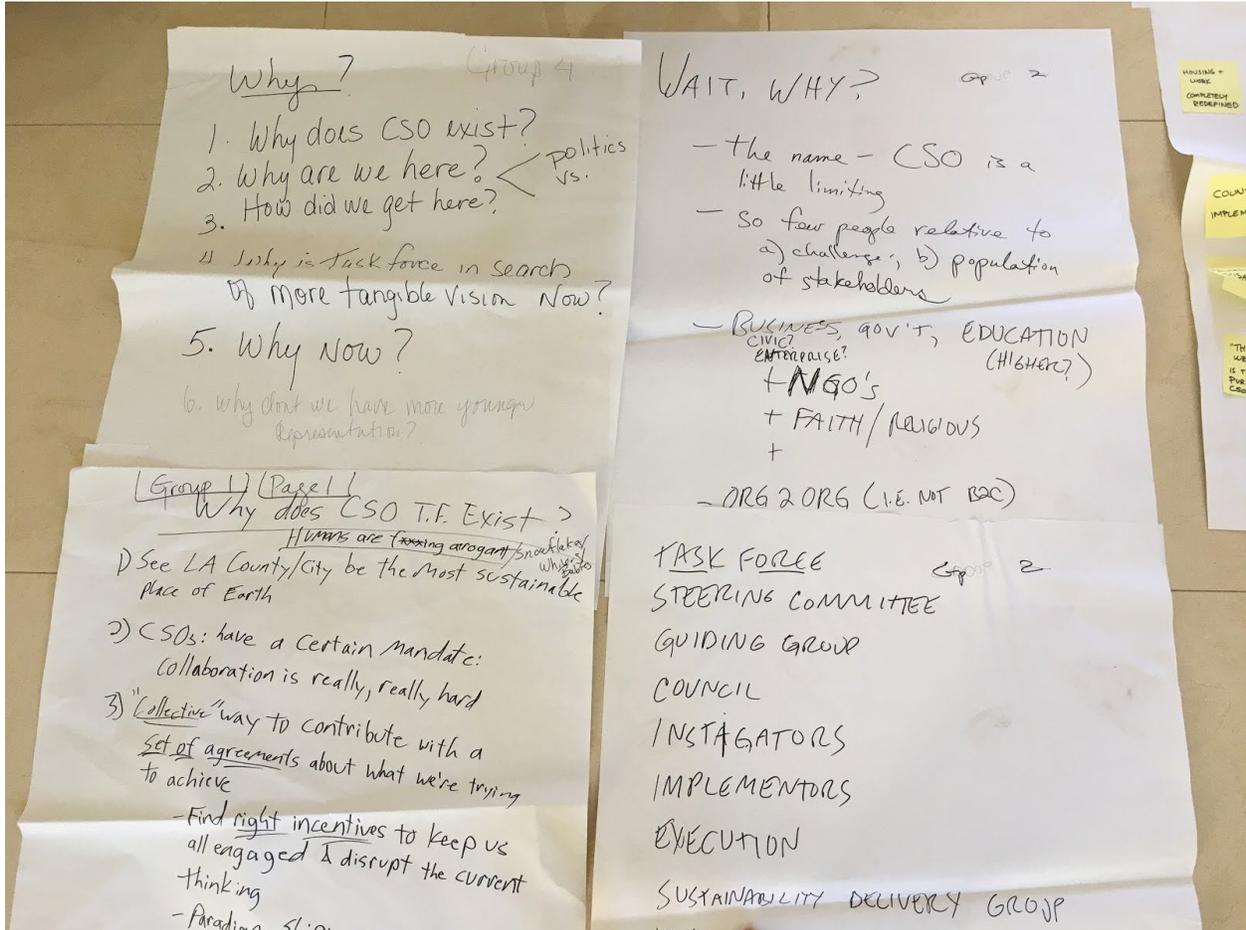
- Maybe we break the cycle
- Redefining capitalism by redesigning incentives towards community health, wellness and well-being
- Maybe businesses will actually honor the triple bottom line
- Maybe it becomes fashionable not to want (society moves away towards needing more material things, moves towards sustainability)
- Maybe we get cities to compete to be the most regenerative in LA County
- Maybe the CSO Task Force partners with academics, public funds
- Maybe we stop seeing things such as allies and adversaries; maybe we stop seeing the world as "us v.s. Them"
 - consider partnerships, focus on inclusion (esp. The youth and residents of disadvantaged communities)
- Maybe we can create a movement

- Maybe we don't have to recreate the wheel (ex: Andy/LA City idea of Climate Mobilization; similar to WW2 mobilization, no need to "reinvent the wheel")
- Maybe we need to become more diverse and inclusionary: we already have the support from the climate/environmentalists, we should work towards getting the rest of the population engaged by connecting environmental issues to things that they care about/show them how climate change affects them as well

Try This

- See the big picture, target, grow, catalyze → radical, massive mobilization
- Identify extended groups, expand the CSO Task Force network
 - Invite 5 guests from the expanded network, meet them where they're at, get them engaged and interested about the topic → they will become supporters

Photos of notes:



(Group 1) (Page 1)
Why does CSO T.F. Exist?

HUMANS are ~~forming arrogant~~ ^{know it best} why?
1) See LA County/City be the most sustainable Place of Earth

2) CSOs: have a certain mandate:

collaboration is really, really hard

3) "Collective" way to contribute with a

set of agreements about what we're trying to achieve

- Find right incentives to keep us all engaged & disrupt the current thinking

- Paradigm Shift

- Accountability to group

4) Pick X number of LA County

Sustainability Plan to work on together

- Agree to support Plan

- Resources toward Plan

- Educational impact

- Engage communities - CicLMA size

(Group 1) (2) Why

5) How do we maximize our influence & impact?

Identity & Mobilize resources!

- Land - Money - expertise

- ORG 2 ORG (I.E. NOT BAC)

TASK FORCE

STEERING COMMITTEE

GUIDING GROUP

COUNCIL

INSTAGATORS

IMPLEMENTORS

EXECUTION

SUSTAINABILITY DELIVERY GROUP

THOUGHTFUL, CONSCIENCE, EXPERIENCED

EXPERTISE, PRACTICAL, COUNSEL

NET IDEAS

A RESOURCE

DEPTH OF KNOWLEDGE / EXPERIENCE

Group

- Ex

Group 1 | 2 | Why
5) How do we maximize our influence & impact?

Identify & Mobilize resources:

- Land - money - expertise
- waste - connections

How do we approach
of all species

9) Think on another level

- innovation
- think wrong - act wrong

10) Success: Air quality 70s to Now

11) Reframe values: health impacts as ^{co-equal} cost benefit
- health is not an extra benefit

12) Reframe what is a successful community?

Group 1

3 - Why

13) New index/success:

- Santa Monica

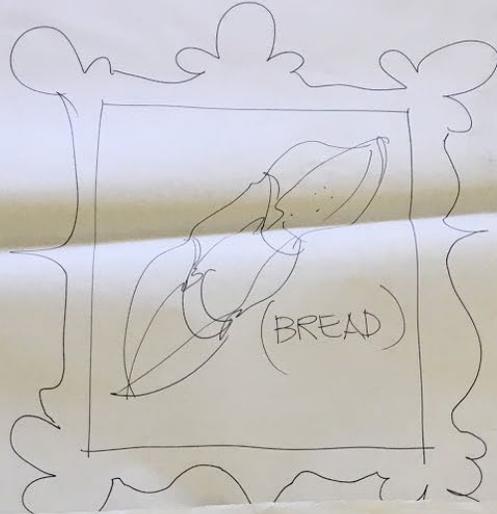
14) Happiness Index
well-being ↑

~~Monetary Goals~~ survival
Realistic BHAGs Backward
Engineered

WHAT IF ...

THERE ARE NO ADVERSARIES

WE REALLY ARE ALL IN THIS TOGETHER



What if?

I have a Dream

1. Create narratives to ~~engage~~ ^{& motivate & inspire} stakeholder groups?
2. Sustainability Education was a core curriculum in education & onboarding process.
3. Meet them where they are?
4. Impact Investing

GROUP 2

SO is a

relative to population

EDUCATION (HIGHER?)

c)

2



- MAY

Group 1 -

- Maybe

- Maybe before

- Maybe we be red of

- May

- May

- Maybe

- Maybe

Group What if?
We tried

- Sustainability Olympics
- Race to the Olympics
- Race for Survival
- We have the torch
- Lord of the Flies
- Gen Z wants stability & strong values
- (Greta) Altruism, Security
- Business Leaders Went on strike & spoke truth to Power
- Be Like Greta

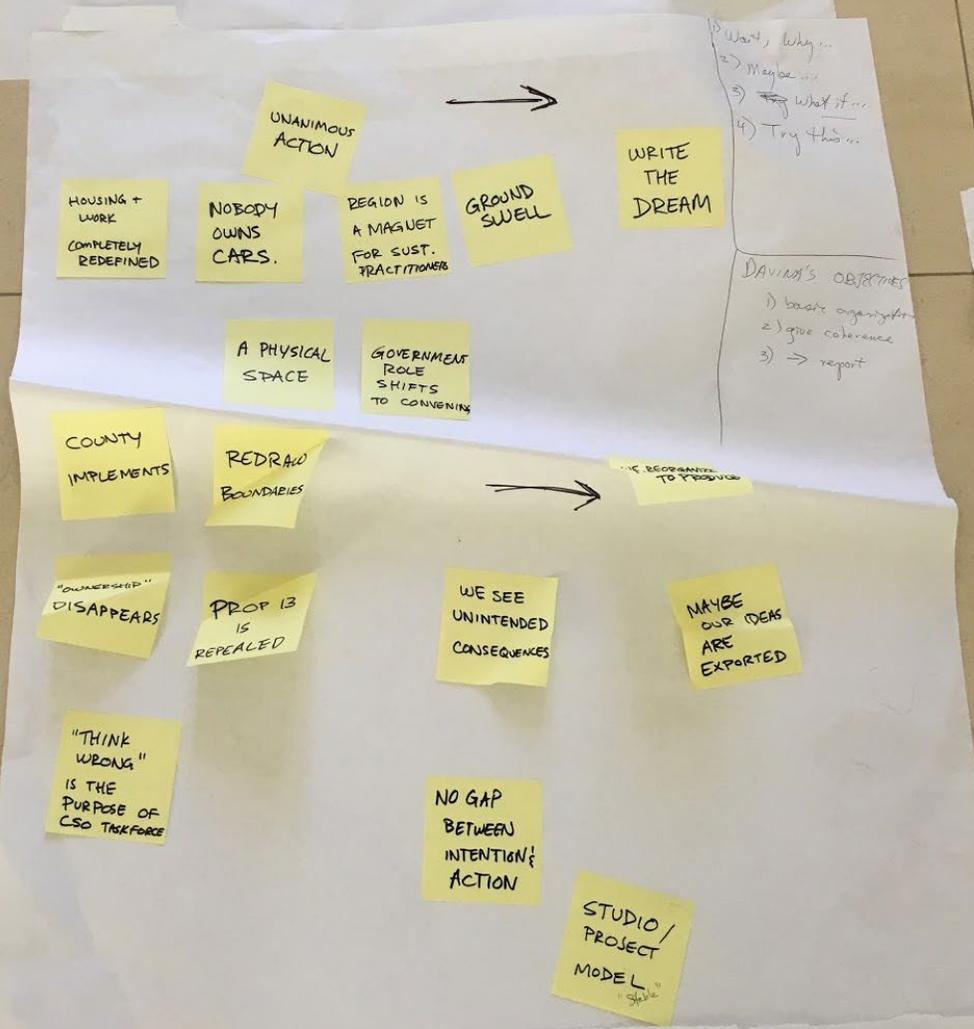
ANCED

ICE

& onboarding process.

3. Meet them where they
at?

4. Impact Investing



Group! What if?
We tried

WASH GROUP

INCE, EXPERIENCED

ICAL, COUNSEL

066 / EXPERIENCE

VALUES

- Gen Z wants Stability & Str
- Greta Altruism, Se
- Business Leaders Went
& spoke truth to Pow
- Be Like Greta

Group 1 — 2 — What if?

- Experiential Tools for transformation
 - trips to Landfill
 - Santa Monica beach after first flush
- Instead of bringing people to the Landfill,
bring the Landfill to the people
 - We are tripping over homelessness,
yet No solution
- Think Like Greta
- Proximate to problem
- Solve homelessness in a week
 - get everyone in a place
- Solve Climate in a week

Group 1 - 5 - maybe

Monrovia Pride

- Who is going to ban gas cars first?
- Maybe it ^{all} starts with us
- maybe it's a group puke

group maybe - 4 -

Every week/month we add to Manifesto & take it a step further - raise the level

- Model at Micro-personal level
- 12 1/2% reduction to Capitalism

Do Drawdown Projects
Fund

- Examples: ^{Single-use} Plastics, CVCs

Maybe we can get Cities to compete to be most regenerative in LA County

- Dynamic is so cool

Group 1 Maybe 3-

Maybe we don't need cell phones
(or cars)

Maybe

Group 4

movement

Compete to be most regenerative in LA County
- Dynamic is so cool

Group! Maybe 3-

- Maybe we don't need cell phones (or cars) (or email)
- Maybe business leads (collectively)
- Maybe business votes with its \$\$\$

Maybe we could believe business will really honor the triple bottom line

- Maybe we lead by example ^{institutions} (trickle down) (Marriott & single-use plastics)
- Maybe we get others to follow
- Maybe we create a Declaration of Survival (Manifesto, Commitment, Pledge)
- We are going to fail ~~#Climate~~ #EPAclimatefail
 - We need consumers & constituents to support us

WHAT IF...

ADVERSARIES

Maybe

Group 4

1. We can create a movement? ^{Lead} ^{Great} ^{Based}
2. We can challenge — ?
3. The moment of Action is Now?
4. We don't Re-create the wheel?
5. We become more diverse & inclusive.
6. We need a dream that inspires others?
7. We market the group more broadly?

1-33

MAYBE:

ADVERSARIES
IN THIS TOGETHER



Dream
to motivate & inspire

a
on

MAYBE:

Gp 2

- HARNESS RESOURCES
- CONNECT PEOPLE + ORGS
WE DIDN'T BELIEVE POSSIBLE
eg NOT THE TREE HUGGERS
BUILD BRIDGES
- CONSIDER UNLIKELY PARTNERSHIPS
- WE LEVERAGE ENERGY AROUND 2008 OLYMPICS
- INVITE "OPPOSITIONAL" TO JOIN US = BRIDGE
- WE FOCUS ON INCLUSION - ~~THE~~ ^{ESP.} YOUTH
- WE GO ON STRIKE (INSPIRED BY GRETA THUNBERG)

MAYBE:

Gp 2

- WE FORM SUB-GROUPS - DRAFT SPECIFIC ACTIONS
- DECLARE OUR INTENT
 - SOCIAL MEDIA
 - INVITE PARTICIPATION
- PARTNER WITH ACADEMICS
PUBLIC FUNDS
- WORK TO DIVESTING
 - FAITH ORGS
 - PUBLIC
 - PRIVATE HOSPITALS
- MAKE THE CASE FOR THE PLAN TO
DIVERSE GROUPS
UNLIKELY PARTNERS
- MAYBE ... WE STOP SEEING ALLIES + ADVERSARIES
THRU HYPERBOLICAL FOCUS
NO US-THEM
OVERCOMING DUALISM OF US-THEM

- NIMBLE
THRU HYPER...
NO US-THEM
OVERCOMING DUALISM OF US-THEM

Group - Maybe 2-

- Maybe we break the cycle

- Maybe we view the opportunity
before us as "abundance"

- Maybe we transform capitalism ~~to~~

by redesigning incentives in service

of surviving and thriving and community

health & wellness
& well-being

- Maybe this is all an illusion

- Maybe this is all a game

- Maybe it becomes fashionable to
not want

- Maybe sustainability is the new thing

WHAT TIMEFRAME?

GROUP 2

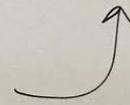
FOCUS ON SHORT TERM

WHAT IMPACT IN SHORT TERM

BRIDGING SUSTAINABLE CAPITAL

TRANSITION TEAM:

CONSUMER CULTURE TO SUSTAINABILITY

BRIDGE FROM HERE TO 

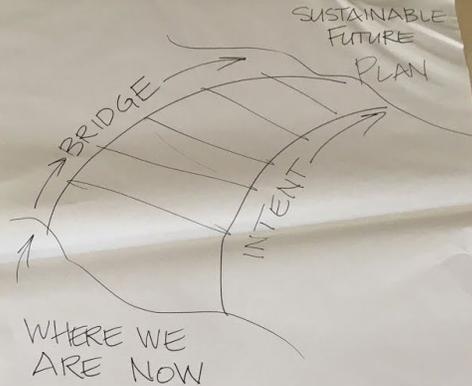
↓ ↪ INTENTIONAL

FROM GOALS TO REALITY

TRY THIS

GROUP 2

- SMALL MEAL W/ OPPOSITES
- PRESENT TO LEADERSHIP W/ IN HOME INSTITUTION:
 - BOARDS, COUNCILS
- DIRECTLY SUPPORT EFFORTS OF (CSO) MEMBERS
- MEMBER READS PLAN IDENTIFIES INTERSXN W/ S' PLAN
- CSO HELPS ADDRESS 'NEED'
- CASE STUDY SHARABLE



Grp 4

Actionable Items

- Identify extended groups
- Manifesto Develop Narratives
- Invite (S) guests - from expanded Network
 - Diversity Rules - meeting them where they're at.

Speak up - Speak out.

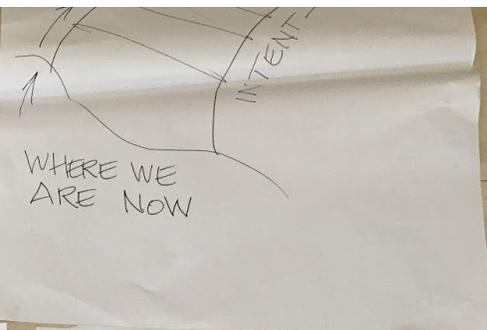
SEE the big picture the interconnectedness

TAKE the acupunctural action the precision intervention

SEE - TARGET - GROW

⇓ catalyze

INSTITUTION
- BOARDS, COUNCILS
DIRECTLY
- SUPPORT EFFORTS of (CSO) MEMBERS
MEMBER READS PLAN
IDENTIFIES INTERSXN w/ S PLAN
CSO HELPS ADDRESS NEED
CASE STUDY SHARABLE



Grp 4

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SEE the big picture
the interconnectedness

TAKE the acupunctural action
the precision intervention

SEE - TARGET - GROW
↓ catalyze
radical
massive
mobilization