



Water & Power Blitz

A production of Pando Populus and the Los Angeles United Methodist Urban Foundation made possible by the Los Angeles Department of Water and Power in association with Los Angeles City Councilmember Paul Koretz.



wicked challenge & changemakers & water & power

WATER AND POWER BLITZ focuses interfaith cooperation on building resilient communities in Los Angeles Council District 5. We do it in a prototype initiative that brings LA's diverse faith traditions together to target a wicked challenge: changing behavior on water and power. Working together over 3 months, we develop ingenious education and communications strategies. Kick-start what works. In the process, we thicken the connective tissue between LA's faith traditions and harness their ability to create greater self-sufficiency and resiliency.

THE PROBLEM

Knowledge is out there that could create a more resilient LA. But changing deeply entrenched behavior isn't easy. The challenge runs deep. Thinking "right" won't solve the problem.

We've got to

**Think
wrong.**

“Thinking wrong” means being out of step, though not being out of focus. The out-of-step thinker is simply marching to the drum beat of a different drummer with a different beat...and gives us a new understanding that leaves us standing.” --The Rev. Cecil L. “Chip” Murray

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Imagine TED meets design school meets hackathon meets innovation black belts. Imagine coming up with solutions together that can't be conceived alone. You've just imagined a Think Wrong Blitz.

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Change-makers then take the innovations back to their faith community "labs" and put them to the test. We support with materials, brainstorming, networking, and follow-through.

Special guests:

**John
Bielenberg**

Legendary designer
and founder of the
Think Wrong Blitz.
Founding partner of
Future Partners,
Silicon Valley.



**John B.
Cobb, Jr.**

First to bring
together the fields
of philosophy,
theology, ethics,
and the
environment.



Team & Prep

July-Sept

Select 12 of the most creative, can-do, and entrepreneurial changemakers we can find to be point people for Wrong Thinking and flashpoints of innovation – two changemakers from each of 6 faith communities.

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Water Blitz

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The first of our all-day Blitz events for change-makers.

The challenge: use the people in your community and existing assets to change the game on water resiliency and bring inventive new ideas to life.

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Power Blitz

Dec

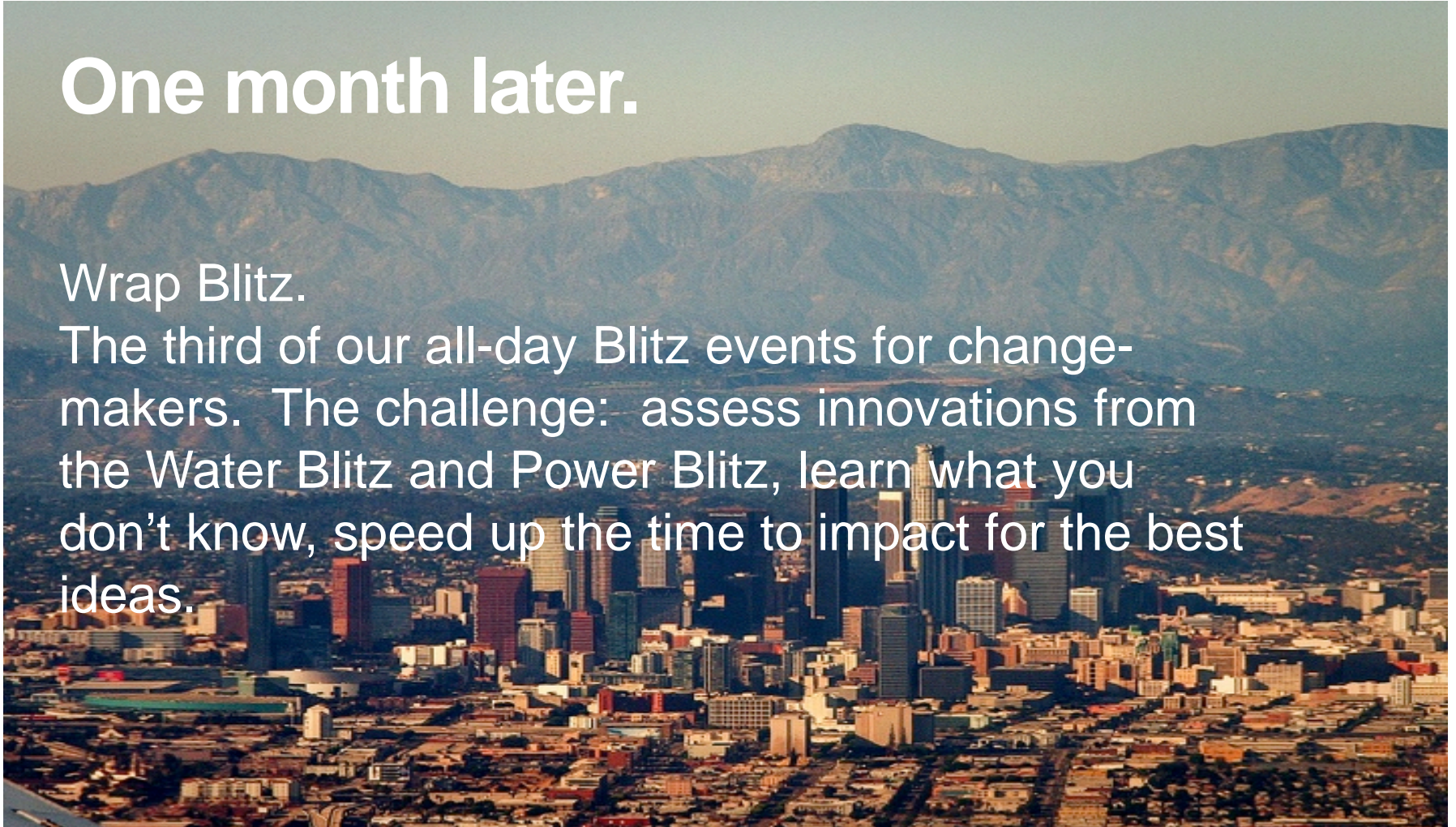
The second of our all-day Blitz events for change-makers.

The challenge: extend insights from the Water Blitz and raise the bar on what's possible for power resiliency.

One month later.

Wrap Blitz.

The third of our all-day Blitz events for change-makers. The challenge: assess innovations from the Water Blitz and Power Blitz, learn what you don't know, speed up the time to impact for the best ideas.



Results include a portfolio of disruptive small bets to make LA more resilient and self-sufficient in terms of water and power. Trained talent pool ready to lead on local resiliency efforts. Functioning faith-based labs of ecological innovation and experimentation, with Think Wrong techniques.

Organizers:

Water and Power Blitz is a project of the **Los Angeles United Methodist Urban Foundation**, now in its 34th year focusing on youth, education, wellness, and jobs.

Managing Partner Pando Populus is a 501(c)3 producer of resources, connections, and innovations for a more ecological Los Angeles County. Eugene Shirley is founding president and a long-time entrepreneur in “serious” media. Founding chairperson is the philosophical theologian John B. Cobb, Jr.

Think Wrong Blitz facilitator **John Bielenberg** has helped clients with design and innovation across diverse organizations, from the White House Office of Innovation to Microsoft, Starbucks, UC Berkeley, and his ongoing Think Wrong Student Initiative: Project M.



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