

Program Overview

- EnAct creates Environmental Action Teams in neighborhoods, community organizations and workplaces.
- Team actions involve reducing waste, conserving energy and water, protecting water quality, and reducing automobile use, and choosing local and healthy foods.
- Team members meet regularly in informal settings to learn from each other and work together to make changes in their daily lives.



Program Goals

- Encourage and empower Racine area residents to take actions in their daily lives to reduce the environmental impact of their households.
- Build awareness of the environmental impacts of household activities and lifestyle practices.
- Build awareness of environmental problems and concerns specific to the greater Racine area.
- Build awareness of local resources that facilitate sustainable living.
- Create stronger communities by encouraging neighbors (or colleagues) to get to know each other and work together in attaining their goals.

Who's Who?

- **Program Sponsors.** Program Sponsors include: Root-Pike Watershed Initiative Network, SC Johnson Fund, Inc., City of Racine Department of Public Works, Racine Wastewater Utility and Racine Water Utility. Additional sponsors are welcome.
- **Program Managers** are Rebecca Grossberg and staff members of Madison Environmental Group. Starting in Spring 2006, there will be a local Program Manager located in Racine. Program Managers administer the program, facilitate the organization of new teams, recruit and train volunteer facilitators, and provide support to team leaders and operating teams.
- **Facilitators** are volunteers who help start new teams and provide support to existing teams in coordination with Program Managers.
- **Team Leader** is the person or group of people who initiates the group and takes responsibility for recruiting team members and hosting the kick-off meeting. (S)he is the primary liaison person between the team and the EnAct Program Managers.
- **Meeting Host and Discussion Leader** is the member of the team who is responsible for hosting a specific meeting and leading discussion during that meeting.

Meeting Format

- EnAct team meetings are scheduled every two to three weeks. Team members set their own schedule according to their needs and interests.
- An EnAct Program Manager or a Facilitator leads the first (kick-off) meeting. Team members take turns to host consecutive meetings and facilitate discussion.
- At each meeting, team members discuss their progress on goals from the previous unit and choose actions for the new unit.
- Meetings are generally held in participants' homes, to create a friendly atmosphere and a sense of community. Participants may, however, choose to meet in public meeting places (coffee shop, public library meeting room, local restaurant, or other location).
- Each meeting lasts approximately 1.5 hours.

Program Flexibility

EnAct encourages participants to explore and strengthen their environmental values and put them into practice. We are aware that participants are smart self-motivated people with plenty of ideas and suggestions that can enrich the program. Participants come with varying levels of knowledge and practice in environmental conservation. The program should help participants learn from each other and allow them to implement their own ideas.

- In organizing the teams and convening the introductory meeting, EnAct Facilitators try to strike a balance between structure and flexibility. The program needs to be structured enough to make participants feel comfortable and not require them to work too much. But it also must be flexible enough to allow for variation among groups.
- EnAct Facilitators encourage teams to shape the program to fit their needs and interests.
- If new topics are suggested that are not included in the participant guide, or if some team members are particularly interested in certain topics, a team member is encouraged to take the lead and suggest activities to the group.

HOW TEAMS WORK

Startup

1. An interested person or group of people contacts an EnAct Program Manager to start a team.
2. The program manager sets up a meeting with the interested person(s). At this initial meeting they:
 - a. Identify a team leader and discuss the roles of the team leader.
 - b. Discuss the basic program structure, goals and operation; characteristics of the target neighborhood (or organization); and ideas for additional topics or topics that may not apply.
 - c. Choose a date for the kick-off meeting.
 - d. Write an invitation tailored to the team leader's neighbors (or colleagues), which explains the basic goals and activities of the program and invites them to the kick-off meeting. The Program Manager provides a template invitation to make this task easier.

- e. Introduce the volunteer Facilitator, if one is available to support that team.
3. The team leader distributes the invitations 2-3 weeks before the kick-off meeting. [If the group is formed in the workplace, center of faith or other setting, these discussions can take place in the appropriate setting: at the office, after services, etc.].
 - a. Contact people face-to-face whenever possible.
 - b. Distribute the invitation to at least 10 households.
 - c. During distribution obtain the level of interest, name, and phone number.
 - d. Five to seven days before the scheduled meeting date, telephone interested participants to remind them of meeting date, time, and location.

Kick-off Meeting

The Program Manager or Facilitator leads the kick-off. The suggested meeting agenda follows:

1. Round Robin: Each participant explains why they are interested in EnAct, why they feel sustainable living is important, what actions they already take, what they find challenging or what barriers they face, and what they wish to get out of this program.
2. Introduce EnAct in a brief and concise manner: goals, operation, topics, and materials.
3. Distribute copies of the EnAct Participant Guide.
4. Meeting participants look through the Guide and:
 - a. Decide which topics they want to do and in which order.
 - b. Decide whether to add activities or topics not included in the Guide.
 - c. Decide who will host and facilitate the meeting for each topic.
5. If the team elects to work on a topic not included in the Guide, assign responsibilities to research the new topic.
6. Set a timeline for action (length to discuss and take action on each unit and meeting dates).
7. Distribute Baseline Survey and Results Surveys with stamped envelope to mail them back to Program Managers. Ask participants to complete the Baseline Survey by their first Unit Meeting, and to complete the Results Surveys after each unit. Team leader will check in with them to offer support or answer questions. Encourage participants to take pictures while completing the survey to illustrate specific issues or actions.

Between Meetings

The team leader (after kick-off meeting) or the corresponding host and discussion leader (after each topic meeting) telephones each team member to check in on her/his progress on completing that unit's actions, and reminds them of the next meeting.

First Unit Meeting

1. Discuss what participants learned from the Baseline Survey and any challenges they encountered in completing the survey.
2. Round Robin: Each team member describes her/his thoughts and experiences with the topic of the unit and why it is important for environmental protection.
3. Under the guidance of that unit's host and discussion leader, team members discuss their own interest, priorities, and goals for the first unit. ("I have always wanted to do X but never found the time...")

4. After the discussion, team members look at the actions suggested in the *Guide* and also brainstorm ideas for activities that are listed there.
5. Each participant chooses a set of actions s/he wants to perform before the next meeting, as well as long-term actions. Team members write down these actions and make a verbal commitment to the group to try them.

Additional Unit Meetings

1. Team members share successes and difficulties with actions related to the previous unit.
2. Review the next unit. Each team member describes her/his experiences with the topic of this unit and why s/he sees it as important or unimportant for environmental protection.
3. If this unit deals with a topic not included in the participant guide, participants who volunteered to research the topic present their findings and suggest actions to take.
4. Under the guidance of that unit's host and discussion leader, team members discuss their own desires, priorities, and goals for this unit.
5. After the discussion, team members look at the list of actions suggested in the *Participant Guide* and also brainstorm ideas for activities that are not in the *Guide*.
6. Each participant chooses a set of actions s/he wants to perform before the next meeting, as well as long-term actions. Team members write down these goals and make a verbal commitment to the group to try them.

Final Meeting

- Team members share successes and difficulties with actions related to the previous unit.
- Distribute final *Program Results Survey* and *Program Evaluation* form with stamped envelope. Encourage team members to complete both documents and mail them to *Program Managers* within one week. Participants may receive a prize or incentive if they turn in their surveys on time.
- *Program Managers* will calculate results for the individuals and the team and participants will find out about their results at the *Celebration Potluck*.

Potluck Celebration

- Host a potluck approximately three weeks after the *Final Meeting*.
- Participants receive a *Household Results Report* highlighting their accomplishments.
- The team receives a *Team Results Report*.
- Take a group picture and encourage the group to continue meeting.
- Ask if anyone would like to facilitate future teams.

Suggested Meeting Timeline

<u>Weeks</u>	1	2	3	4	5	6	7	8	9	10	11	12	13
Kick-off Meeting Introduce EnAct Distribute Participant Guide Distribute Baseline & Results Surveys													
Complete Baseline Survey													
Unit 1 Meeting Discuss Baseline Survey Introduce Unit 1													
Unit 1 Actions													
Unit 2 Meeting Discuss Unit 1 Introduce Unit 2													
Unit 2 Actions													
Unit 3 Meeting Discuss Unit 2 Introduce Unit 3													
Unit 3 Actions													
Unit 4 Meeting Discuss Unit 3 Introduce Unit 4													
Unit 4 Actions													
Unit 5 Meeting Discuss Unit 4 Introduce Unit 5 Reminder to Complete Results Surveys													
Unit 5 Actions / Mail in Results Surveys													
Potluck Celebration Distribute and Discuss Results Summaries Complete Program Evaluation													

Materials

- The EnAct Participant Guide is distributed to participants at the kick-off meeting. Team members may choose to **download** a free copy from www.enactwi.org or **purchase** a spiral-bound copy of the Guide.
- The EnAct Participant Guide is a **work in progress**. We encourage you to **submit photos** and **stories** and to inform us as to how we can improve this publication.
- EnAct materials are meant to be shared. Please feel free to download, copy, and share them with others.

Single Household Option

- Individual households may participate in EnAct on their own if they do not have time or are not interested in joining a team.
- Anyone interested in signing up as a single household must contact the EnAct Program Managers at (608) 204-2888 or rebecca@enactwi.org.
- A Program Manager or Facilitator conducts an initial consultation with the participant to help get them started.
- Single households complete the Baseline Survey at the beginning of the program and Results Surveys at the end of each unit.
- EnAct Program Managers calculate household results and provide guidance and support to single households as needed.