



Our Challenges

Senior Population: (65-100+)

- **Mobility issues**
- **Multi-cultural backgrounds**
- **Diverse Languages: *Russian, Korean and Chinese***





Our Approach



Green Committees:

Creation of a Selfhelp staff Green Committee:

- 4 staff members: representing real estate and social service areas of organization
- Reviewed the property's rent roll for the building
- Conducted targeted outreach to engage tenants who represented cross-section of the cultural diversity in the building
- Engaged the selected tenants to become Green Leaders & members of "Growing Green Committee".

Sample Growing Green Committee invitations - English, Chinese and Korean

"We would like to invite you to join our 'Growing Green Committee'. You will assist staff committee members with event ideas, as well as being a liaison to residents. Our Committee will meet twice a month to discuss new ideas and ways to use the money we were granted...."

주민 "녹색 성장위원회(Growing Green Committee)"

저희는 귀하를 저희 "녹색 성장위원회"에 초대하고 싶습니다. 귀하는 주민들과의 연결망이 됨과 동시에 이벤트를 기획하는데 참여할 것 입니다. 이 위원회는 한달에 두 번, 새로운 아이디어와, 예를 들어, 귀하와 다른 주민들에게 음전적인 시상을 하는 것과 같이 받은 기금을 사용하는 방법에 대해 논의할 것 입니다.

有關居民成立綠色委員會 (Growing Green Committee)

我們誠意邀請你們參加發展中綠色委員會。你們將協助委員會成員如股東居民們完成理念。我們委員會每月兩次討論授給我們使用的經費折的意見和方法。這可能也提供你們或其他承辦人的經濟啟示。



Our Events



Once our **Growing Green Committee** was in place, we worked together – staff and tenants – to create a calendar of events that would encourage tenant participation and learning in areas of green and healthy living.

Event #1: Green and Healthy Living Kick Off Event: This event was held on September 7, 2011 and highlighted the acclaimed Disney movie “**Earth**”.



Event Details:

- Created promotional materials
- Conducted outreach
- Provided refreshments
- Over 30 participants

Event Announcement in Russian:

“Growing Green Комитет хотел бы пригласить Вас на наше первое событие: просмотр фильма. “



The Growing Green Committee will like to invite you to our first movie event.



Our Events

Event #2: “Reduce, Re-Use, Recycle” event held on November 30, 2011. The teams worked together to create the outreach, modifications to the Enterprise tools and even developed special green logos and tote bags items to encourage tenant participation.



Event Details:

- Over 60 tenants participated
- Developed games, such as Green Bingo, with prizes
- Created Green branded promotional Items: tote bags.



GOING GREEN COMMITTEE PARTY

Join us for an afternoon party full of fun games and prizes.

Celebration will also include box lunch: Fried rice, sesame chicken, beef with mixed vegetables, spring roll, dessert and refreshments

On November 30th at 2pm
at the Harry and Jeanette Weinberg
House Community Room in the Cellar
140-16th 45th Avenue

Please RSVP by November 28th at 4pm
and leave reply in box by security desk
 YES NO
 Apartment Number _____
 Number of people attending _____



Our Events



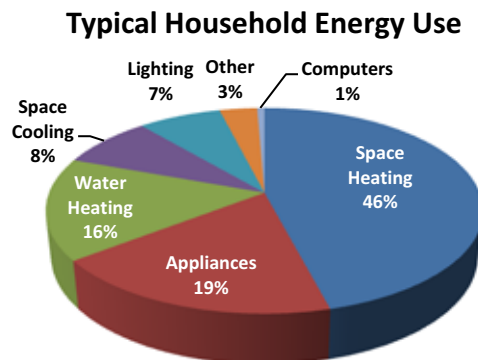
Event #3: “Energy Conservation” training program was conducted on February 1, 2012. The presentation incorporated the Enterprise training module with slight modifications for the audience, and reviewed key information on energy savings techniques and usage.

Event Details:

- Over 30 tenants participated
- Conducted training with translators in multiple languages
- Provided tenants with CFL light bulbs for participating



Energy Conservation Training



CFL Light Bulbs



Our Events



Event #4: “Water Conservation” training module was conducted on February 13, 2012. Modifying the Enterprise tool kit, tenants were trained in water usage and conservation techniques.

Water Conservation



Event Details:

- Over 30 tenants participated
- Course translated in three languages
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Lessons Learned

- **Target Green Leaders – to ensure building-wide representation**
- **Have tenants help create programs/events**
- **Translate all communications and training to obtain greatest participation**
- **Make it Fun – develop Outreach/Communications that create ‘buzz’**
- **Design events that begin simply and then add on complexity**
- **Provide incentives, games, refreshments, prizes**
- **Continue efforts so that lessons learned become life long practices**



Selfhelp Resident Engagement

