



**Using “*greening*” as the  
economic and inspirational engine  
to help build a sustainable Greenfield  
so future generations can enjoy life in this  
beautiful abundant valley**

**[www.GreeningGreenfield.org](http://www.GreeningGreenfield.org)**



## 2008-Tabling at the Green Fair Becca King & Cindie Rothchild





# 2008 Greenfield Energy Audit

## What we Learned



of the \$85.8 million  
we spent on energy in FY2008

**\$67,144,850**

***left our community!***

***78% of the total***





# ***Greenfield's Commitment***

***Mayor Forgey's Announcement, January 15, 2009***

***By 2050***

***80% reduction in  
climate change emissions***

***ZERO Greenfield energy \$\$\$  
leaving the region***



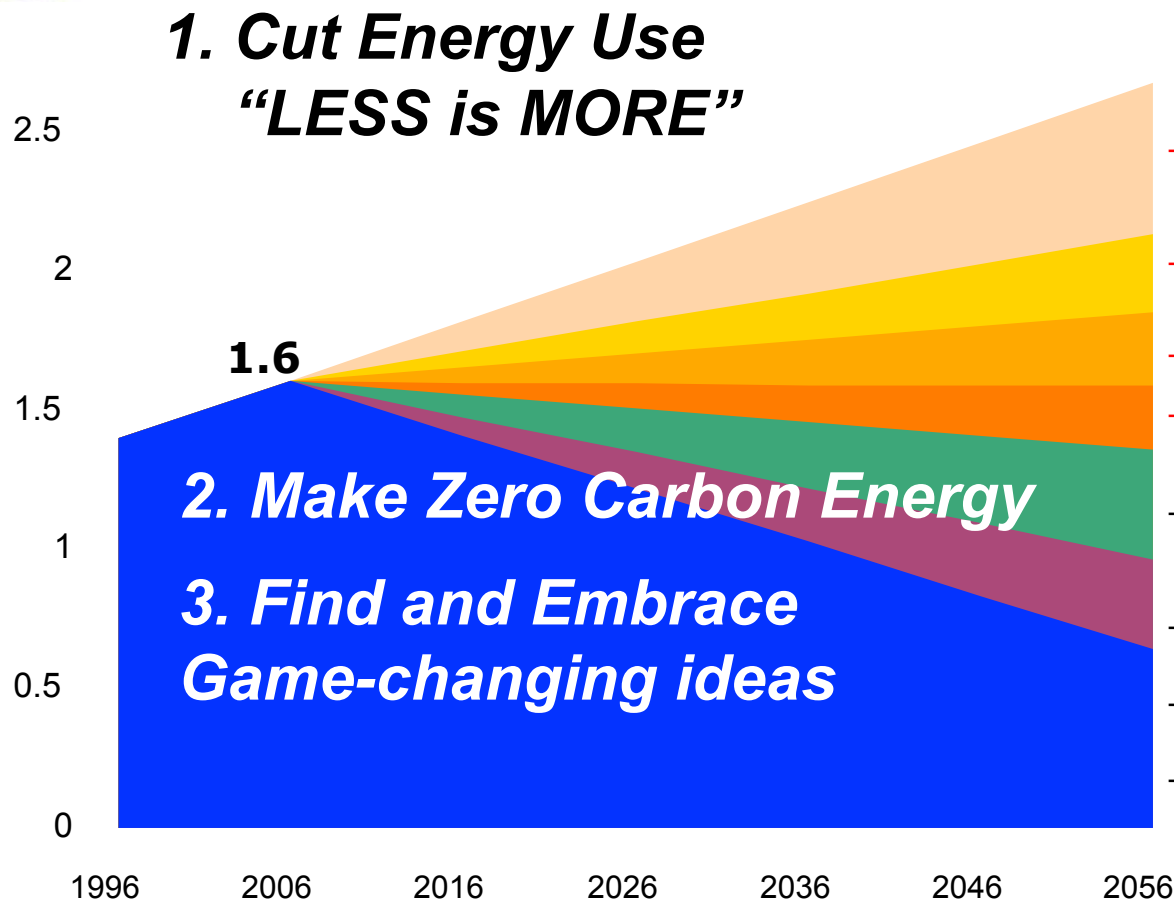


# 2009-Greenfield's 3-Step Plan

(based on Princeton Wedges and NRDC)



GtC (gigatons of carbon)



## HOW TO REACH GOALS:

- Electricity-cut demand - 540MtC  
Lights, appliance, HVAC
- Misc. Energy-cut demand—280MtC  
Buildings, indus processes
- Cars-54mpg avg - 270MtC
- Other transport savings- 230MtC  
truck, air, smart growth
- Renewable energy - 390 MtC  
wind, solar, biomass, biofuels
- Game-changing ideas - 320MtC
- **TOTAL - 2.1 GtC reduction**
- (MtC=Millions of tons of carbon)



Create Jobs while Cutting Energy Use &  
Climate Change Emissions 80% by 2050

***WE'RE TAKING THE GREENFIELD***  
***10% CHALLENGE***



***SAVE ENERGY = SAVE \$\$\$***

***[www.GreeningGreenfield.org](http://www.GreeningGreenfield.org)***





# 2010 Green Heroes: 10% Challenge

## Judy & Wisty-Shrinking Energy Use

### *Step #1 of the Greenfield Energy Plan*





**Step #2**  
**Generate**  
**0-Carbon**  
**Energy**

**Jen Stromsten &  
David Brock**

**Install Solar**  
**2012**  
**Green Hero**







## Step #3. Game changing idea...

# *Change how we get around!*



***Walk...bike...take mass transit***  
**Telecommute....**  
***Use a more fuel efficient car***  
**....some day, switch fuels!**

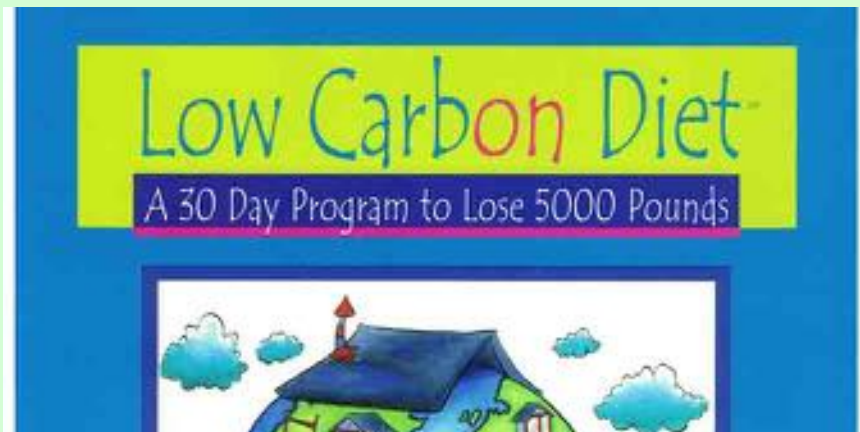
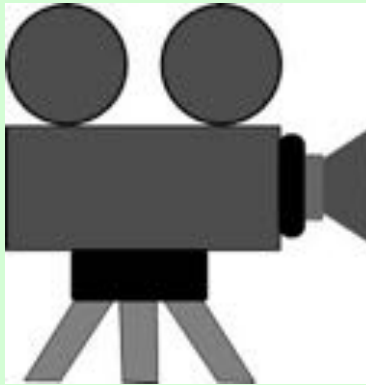


# Collective Learning



**Workshops for**

- Homeowners etc.
- Business people



***[www.GreeningGreenfield.org](http://www.GreeningGreenfield.org)***





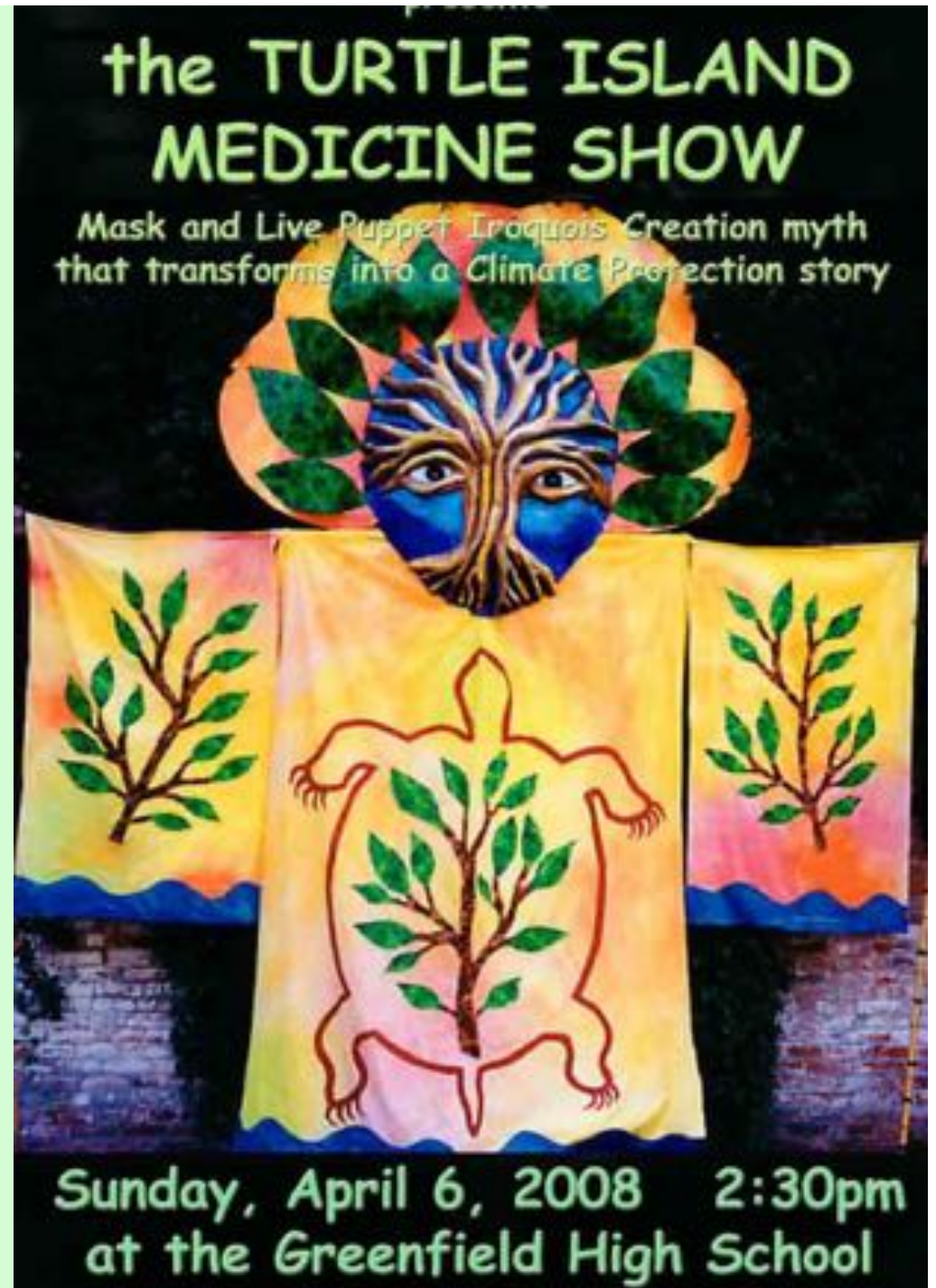
Green Heroes: 10%

**2008**

**Puppet show**

**Attracts**

**600!**







2009

# Fundraiser at Hope & Olive!





2009-2010

# Working with Youth... Extended learning Time







2009-2010

# Working with Youth... Extended learning Time







# 2009 – Cutting Fossil Fuels...

# ONE Gallon Challenge





**2009**

# **Climate Crisis action**

**Greenfield joins 350.org effort**







## 2009 Green Heroes: 10% Challenge Carol & Peter Letson Take Small Steps to Make Big Home Energy Savings







**2009  
Green  
Hero**

**Kelly Z,  
Greenfield  
Middle School  
Student**

**Rides a bike  
to save  
Energy & get  
Healthy!**





## 2010 Green Heroes

10% Challenge  
leads to Action  
throughout  
Greenfield!

*Recorder  
donated  
full page Ad*

# GREENING GREENFIELD



## HEROES OF 2010

**THE GREENING GREENFIELD ENERGY COMMITTEE WOULD LIKE TO GIVE A BIG "THANK YOU"**

**TO EVERYONE WHO TOOK THE 10% CHALLENGE. MANY OF YOU NOT ONLY MET, BUT EXCEEDED, EXPECTATIONS AND ARE ROLE MODELS FOR OUR ENTIRE COMMUNITY. EVERYONE ELSE CAN STILL TAKE THE CHALLENGE AND BECOME A HERO TOO.**



**WE'RE TAKING THE GREENFIELD 10% CHALLENGE**

**SAVE ENERGY • SAVE \$\$\$**

[www.greeninggreenfield.org](http://www.greeninggreenfield.org)





# Governor Patrick's Leading by Example Award







# 2009 – Film Series Begins

## THE RECORDER

Serving the people of Franklin County and the North Quabbin Region

recorder.com



TUESDAY

MARCH 10, 2009 — PAGE C1

# Building a climate for change

## Climate change film, discussion series set for Wednesday evenings at library

GREENFIELD — The Greening Greenfield Energy Committee and the Greenfield Public Library are collaborating on a free Spring Film and Discussion Series to be held on Wednesday evenings from March 18 to April 15.

loved by a discussion with a skilled resource person. Refreshments will be served.

The events are scheduled from 6:30 to 8:30 p.m. in the Main Street library.

"I have a vision of a better

organizer of the series. The group chose a variety of films so as to appeal to a broad range of people with varied interests. They also looked for pieces that have accurate information presented in fun

## ■ Series

From Page C1

"Eco Sense II: Energy Solutions" (April 15) is the second part of a series, but it can easily stand on its own. This 20-minute TV show about Ann Arbor, Mich., discusses with citizens and city officials specific energy solutions being explored and implemented.



# Green Heroes: 10% Challenge

## 2009 – Working With Youth...



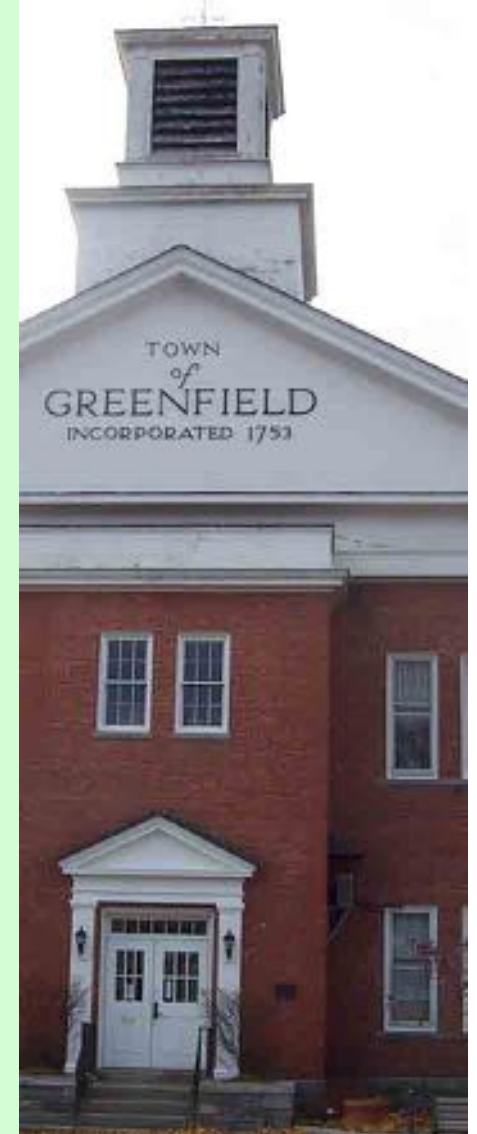




# Town takes giant steps

## *Saving \$ - Reducing Emissions*

- 2010 **Green Community awarded!**
- 2011 **Town Buildings**  
*Energy updates began*
- 2012 **Solar Farm built on landfill**  
**Sustainability Coordinator hired**  
**Net-0 Energy Transit station built**





# 2010 Green Heroes High School Students Create Custom Recycling Bins for Greenfield







**2010  
Green  
Hero**

**Mark Zaccheo**

**Transforms  
old buildings  
into Energy  
Efficient  
Apartments:  
Olive St etc.**





**2010  
Green  
Hero**

**Suzanne  
Carlson &  
Phyllis Loomis  
Reduce  
Carbon  
Emissions  
Though Car  
Sharing**







# **2011 Winsert Workshop**

**Building  
inside  
storm windows**





*2011 Green Heroes!*  
***Four Corners School***  
*Fostering Master Gardeners!*







**2011 Hero**

**Eveline  
MacDougal**

**Creator of  
Pleasant St  
Garden,  
Amandala,  
and for biking  
and more**





## ***2011 Green Hero***

**Andy  
Bowersox**

**High School  
teacher**







# 2011 – Our 1<sup>st</sup> Forum

## Creating Greenfield's Future

*Our Food, Economy, and Community*

Author Ben Hewett with  
Susan Worgaftik





**2011  
Forum**

**Creating  
Greenfield's  
Future**  
*Our Food,  
Economy, and  
Community*







# 2011 – Our 1<sup>st</sup> Forum

## Creating Greenfield's Future

*Our Food, Economy, and Community*

**Mayor Martin  
chats  
with  
Jim Barry  
of DOER's  
Green  
Communities**





# 2011 – Our 1<sup>st</sup> Forum

## Creating Greenfield's Future

*Our Food, Economy, and Community*

**Over 150 people attend workshops**







## 2012 Green Heroes

**Phillip & Ester  
Johnson**

**Cut oil use by  
1000 gal/yr!  
and save  
over \$1600/  
yr!**





# Green Heroes: Van & Molly Wood

## Owners of SmallCorp....

### They Cut Energy Use & Invested in Renewables

*Step #1 & 2 of the Greenfield Energy Plan*



**Van & Molly Wood, Small Corp**





# Green Hero: Anne Perkins, of RDI developer of the Greenfield Solar Village



**Build Net-Zero Energy Buildings**  
*It's a game changing idea! (step #3)*



# 2012 - 2015 Science & Sustainability Expo For 3<sup>rd</sup> – 12<sup>th</sup> Graders

**Student at  
KidWind  
Judging  
table**







**2012 - 2015**

# **Science & Sustainability Expo**

***KidWind – Competing in the Wind Tunnel***





# 2012 - 2015 Science & Sustainability Expo For 3<sup>rd</sup> – 12<sup>th</sup> Graders

*Students  
share  
ideas*







**2012 - 2015  
Science  
&  
Sustainability  
Expo**

**For 3<sup>rd</sup> – 12<sup>th</sup>  
Graders**





**2012 - 2015**

# **Science & Sustainability Expo**

**For 3<sup>rd</sup> – 12<sup>th</sup> Graders**









**2012  
Green  
Hero**

**Sandra Boston**

**Buys motor  
cycle to use  
less Energy  
& reduce  
Climate  
Change  
Emissions**







## 2012 Green Heroes

# Daniel Finn Celebrates Buy Local with friends. He Helped Found Pioneer Valley Local First in 2001!





# 2012 Green Hero: Alden Booth Biking + a Pub = Community and a Better World







# *2011-2013 - Collaborative effort GG + Town* **Energy Smart Homes**





# 2012 Green Hero: Mary McClintock

## Connecting the dots.....

### Local Food, Farming, Land, Climate Change, Social & Economic Justice & Politics







**2012  
Green  
Hero**

**Amy Donovan  
Queen of  
Recycling  
Helps Towns  
and Schools  
expand their  
waste reduction  
efforts**





***2013 Green Heroes!***  
***COOP Concerts!***  
***Fostering Community thru the Arts***







**2013  
Green  
Hero**

**Philippe Rigollard  
of PV2  
Gives Service  
to People,  
the Community,  
and the Planet**





2013  
Green  
Hero

Tom Sullivan  
Has A  
Passion for  
Pollinators  
*“let’s make  
Greenfield a  
BEE friendly  
town!”*







2013 – 2<sup>nd</sup> Forum

# Creating Greenfield's Future *Visions for 2050*

**FOOD SECURITY: Abrah Dresdale,**  
Greenfield Community College

**EDUCATION: Joshua Hornick,**  
Four Rivers Charter Public School

**HEALTH SERVICES: Donna Stern, RN**  
Baystate Medical Center

**BUILDINGS & ENERGY Ben Weil**  
UMass Building Systems



**2012**

**Paint the  
Town  
Green!**

**BEE  
Crosswalk**







**2013  
Green Hero**

**Spartan Giordano**  
built a home that  
produces more  
energy than it uses -  
for his family and  
the Earth!  
He learned how at  
GCC!





***His farm has become a local  
“go-to” place to learn intensive,  
backyard-scale organic gardening***

**2013  
Green  
Hero**

**Danny  
Botkin  
of  
Laughing  
Dog  
Farm**





***Committed to Sustainability & Community  
& a resilient local food system***

***In 2013 Real Pickles became Worker Owned!***

**2013  
Green Heroes**

**Dan  
Rosenberg &  
Addie Rose  
Holland**

**Founders  
Real Pickles**





***Film  
&  
Discussions  
---  
Collective  
learning***



**A FILM THAT**  
STARTS WITH PERSONAL  
BAG USE AND EVOLVES  
INTO A THOROUGH  
DISCUSSION OF THE  
IMPACT OF ALL PLASTICS –  
IN NATURE, IN OUR LIVES,  
IN OUR BODIES AND IN  
OUR CHILDREN'S BODIES.

WEDNESDAY, JANUARY 28, 2015 - 6:30 PM

MODERATOR: ANDY FISK, DIRECTOR OF THE  
CONNECTICUT RIVER WATERSHED COUNCIL

FIRST CONGREGATIONAL CHURCH - 43 SILVER ST. GREENFIELD  
REFRESHMENTS - FREE WILL OFFERINGS

SNOW DATE: WEDNESDAY, FEB. 4TH

SPONSORED BY GREENING GREENFIELD  
AND  
TRAPROCK CENTER FOR PEACE AND JUSTICE







# ***Film & Discussion series***

## ***Collective Learning....***

### **THE ETHICS OF FRACKING**

#### **Fracking**

- Displaces renewables
- Methane leaks: production, pipelines
- Toxic chemicals injected; drinking water contaminated
- Water consumption & wastewater disposal
- Not regulated by laws



**Wednesday, April 22, 2015 - 6:30 pm**

A look at the ethics of the natural gas extraction process known as "fracking". The film covers political, spiritual, scientific, medical, and professional points of view of hydraulic fracturing, and the gas industry's deceiving advertising.



**2013  
Green  
Hero**

**Sally Pick**

**Montague  
Solar Coach  
for first  
Solarize  
program in  
the area**







# Town takes giant steps

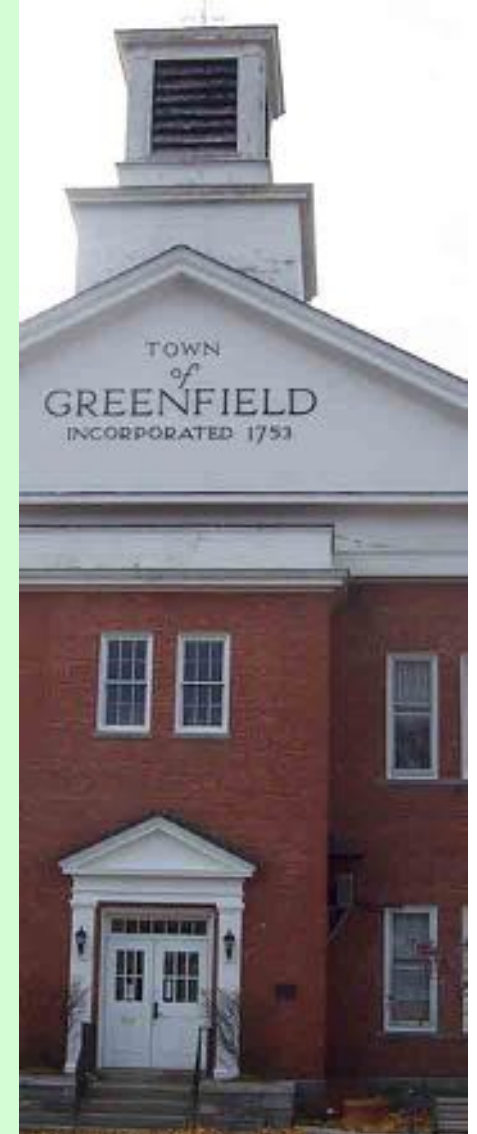
## *Saving \$ - Reducing Emissions*

2013-14 **Sustainable Master Plan**

2014 – **Greenfield Light & Power**  
*Green electricity for all  
at no additional cost*

2015 – **Greenfield Solar Challenge**  
*500 Kilowatts installed*

2015 – **LED Streetlights installed**





***2013 Green Heroes for their vision of a  
more beautiful downtown with  
benches, flowers, banners and more!***

**Ed Terault  
&  
Donna Mollard**

**Creators  
of the  
Greenfield  
Rejuvenators**







*3<sup>rd</sup> Forum 2014*

*The Power of  
Positive  
Visioning  
&  
Collaboration  
FRCOG, CDC,  
GCC, Town,  
CofC, REB*

# CREATING A BOLD NEW ECONOMY

AN IDEA INCUBATOR FOR  
FRANKLIN COUNTY'S FUTURE

**NOVEMBER 15, 2014**

8:30 AM – 3:30 PM

GREENFIELD COMMUNITY COLLEGE  
DINING COMMONS  
ONE COLLEGE DRIVE, GREENFIELD, MA

Keynote speaker followed by discussion.

Plus, the Traveling Rhubarb Circus – Local youth organized circus

Afternoon working groups:

- Financing the New Economy
- Creating a Living Wage Economy
- Food as an Economic Engine
- Building an Authentic Cultural Identity
- Thinking Like a Region

Registration: \$25. (includes lunch)

Members of Franklin County CDC, students  
and low income: \$15 (includes lunch)

For more information on our speakers and to register:  
[www.greeninggreenfield.org](http://www.greeninggreenfield.org) or call 413-773-0228



KEYNOTE  
SPEAKER:

**MARJORIE KELLY**

Author of *Owning Our Future: The  
Emerging Ownership Revolution,  
Journeys to a Generative Economy*

As long as businesses are set up to focus  
exclusively on maximizing financial income  
for the few, our economy will be locked into  
endless growth and widening inequality.  
But now people across the world are experi-  
menting with new forms of ownership aimed  
at creating the conditions for all of life to thrive  
for many generations to come. These designs  
may hold the key to the deep transformation  
our civilization needs.

**WHO SHOULD ATTEND:**  
small business people,  
farmers, entrepreneurs, artists,  
people involved in cooperatives  
and non-profits, and residents,  
in short...everyone!



Organized by: Greening Greenfield

Supported by:  
The Community Foundation of Western  
Massachusetts and Franklin County CDC

Co-Sponsors:  
Franklin County CDC,  
Franklin Regional Council of Governments,  
Franklin County Chamber of Commerce,  
Franklin Hampshire Regional Employment Board,  
Greenfield Community College,  
PV Green,  
Rear Porches

When we work together  
as a community,  
we can succeed.



**2014 – 3<sup>rd</sup> Forum**

# **Creating a Bold New Economy**

***An Idea Incubator for Franklin County***

**Marjorie Kelly**

**author of**

***Owning Our Future***

***Keynotes***







**2014 – 3<sup>rd</sup> Forum**

# **Creating a Bold New Economy** *An Idea Incubator for Franklin County*

*Linda Dunavey, Suzette Snow-Cobb,  
John Waite, Mike Tucker respond*





**2014 – 3<sup>rd</sup> Forum**

# **Creating a Bold New Economy**

*An Idea Incubator for Franklin County*

**Traveling Rhubarb  
Circus**

**Perform &  
demonstrate  
balancing!**







**2014 – 3<sup>rd</sup> Forum**

# **Creating a Bold New Economy**

*An Idea Incubator for Franklin County*

***Over 150  
attended  
&  
shared ideas***





***Film  
&  
Discussions  
---  
Collective  
learning***



**Wednesday, February 25, 2015 6:30 pm**

**First Congregational Church - 43 Silver St - Greenfield**



**Refreshments & Free Offerings**



One of the world's most precious resources is at risk. This film will help others learn what is at stake and what can be done to protect the source of nearly all our food: **SEEDS**.

Seeds provide the basis for everything from fabric to food to fuels. They are as essential to life as the air we breath or water we drink... but given far less attention.



"A touching and spiritual film that will no doubt encourage discussion about the future of agriculture..."  
**Yes! Magazine**

Snow Date:  
Wednesday, March 4th  
For more information call:  
413-774-3449 or 773-5165



Sponsored by Greening Greenfield & Traprock Ctr for Peace & Justice







***Film  
&  
Discussion  
Series  
---  
Collective  
learning***

## **Renewables Are Ready**

A presentation about clean energy available today

**Wednesday, February 24th - 6:30 pm**

**First Congregational Church**

**Silver St - Greenfield MA**

**Free admission - Refreshments**

**Donations accepted & Discussion to follow**

**Snow date: Wednesday, March 2nd**

Renewables Are Ready is an impressive and compelling PowerPoint presentation by Patricia Hynes of Traprock Center for Peace and Justice. With a Masters degree in Environmental Engineering, author of Earth Right, and long-time champion of peace and the Earth, Pat Hynes will share research and existing power systems that offer a vision on how we can meet our energy needs with efficiency and renewable technologies. Pat will lead the discussion that follows.

Call Louise at: 413-773-5165 for more information



# ***Film & Discussion series***

**---**

# ***Collective learning***

# INHABIT



Inhabit is a feature length documentary introducing permaculture: a design method that offers an ecological lens for solving issues related to agriculture, economics, governance, and climate change. The film reveals that humans are capable of being planetary healing forces. "This is an uplifting movie that leaves its audiences beaming with hope and useful lessons in sustainability!"

Moderator: Sharon Gensler of NOFA

Wednesday, March 23, 2016 - 6:30 pm

First Congregational Church - 43 Silver St - Greenfield  
Refreshments & Free Will Offerings

For more information call: 413-773-5165



Sponsored by Greening Greenfield and Traprock Ctr for Peace & Justice



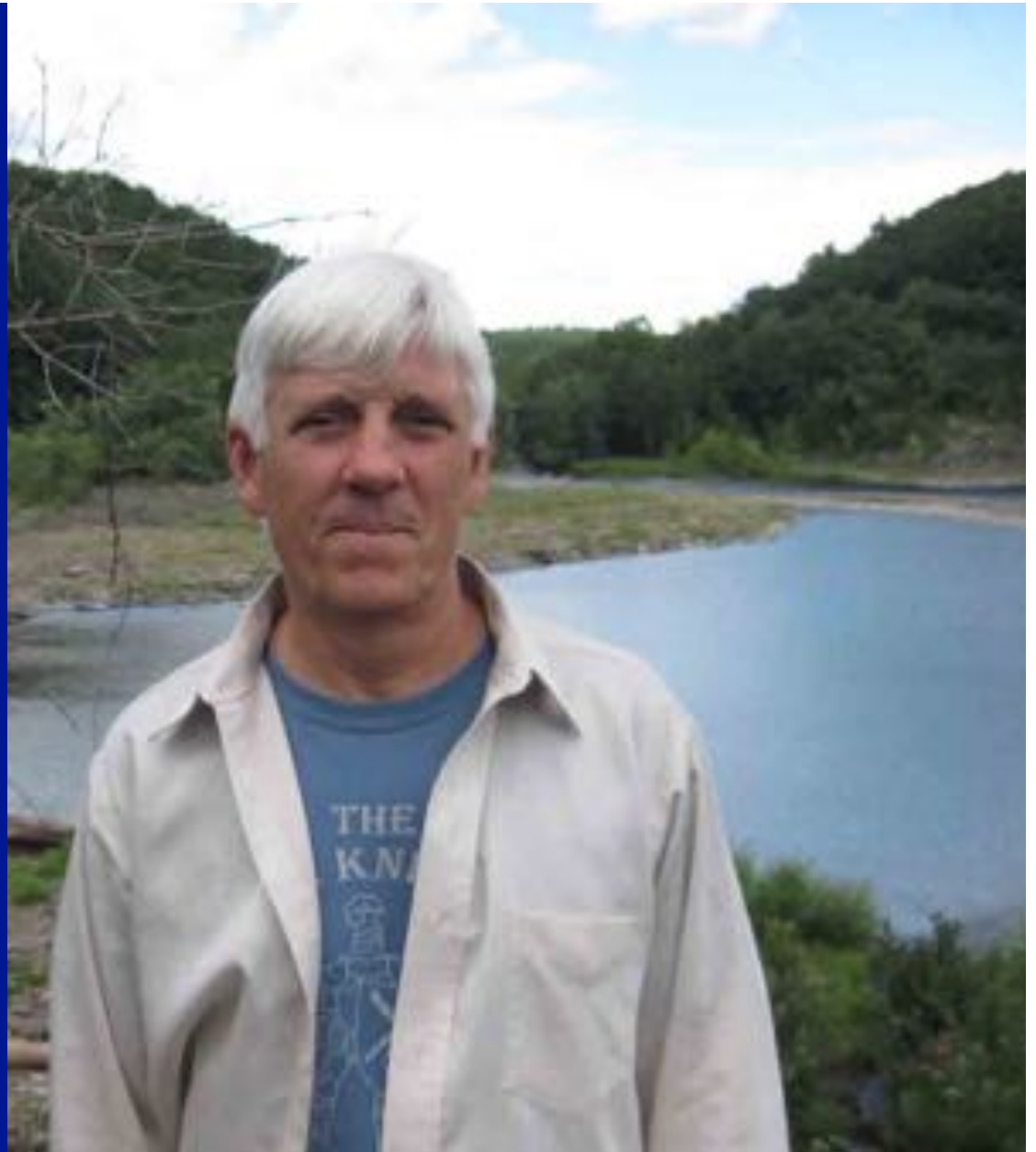




**2015 Hero**

**Karl Meyer**

**Protector  
of fish  
and our  
rivers**





# 2015 Hero **FULL MOON GIRLS** *Connecting with Nature*







# 2015 Paint the Town Green!





**2013-2016**  
**EARTH DAY WORKSHOPS**  
**Sat-Sun, April 23-24, 2016**  
**At**  
***FC Better Greener Living show***



**16 choices**

***Homes***

***Energy***

***Gardens***

***Yards***

***bikes***







**4<sup>th</sup> Forum coming soon!**

**Innovation and Preservation**  
*Opportunities in a Changing Climate*

**Sat, Nov. 19, 2016**

**Co-sponsored by: FRCOG, CDC, Community Action, GCC**