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
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
1. Cut Energy Use  
"LESS is MORE"

2. Make Zero Carbon Energy

3. Find and Embrace  
Game-changing ideas

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
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
Green Heroes: 10%

2008

Puppet show

Attracts

600!

the TURTLE ISLAND MEDICINE SHOW

Mask and Live Puppet Iroquois Creation myth that transforms into a Climate Protection story

Sunday, April 6, 2008 2:30pm
at the Greenfield High School
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
Governor Patrick’s Leading by Example Award
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 29.

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
Green Heroes: 10% Challenge

2009 – Working With Youth...
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
Winser Workshop
Building inside storm windows
2011 Green Heroes!

Four Corners School
Fostering Master Gardeners!
Eveline MacDougal
Creator of Pleasant St Garden, Amandala, and for biking and more
2011 Green Hero

Andy Bowersox
High School teacher
2011 – Our 1st 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 1st Forum
Creating Greenfield’s Future
Our Food, Economy, and Community

Mayor Martin chats with Jim Barry of DOER’s Green Communities
2011 – Our 1st 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
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 3rd – 12th Graders

Student at KidWind Judging table
2012 - 2015
Science & Sustainability Expo
KidWind – Competing in the Wind Tunnel
2012 - 2015
Science & Sustainability Expo
For 3rd – 12th Graders

Students share ideas
2012 - 2015
Science & Sustainability Expo
For 3rd – 12th Graders
2012 - 2015
Science & Sustainability Expo
For 3rd – 12th Graders
Greening OUR YOUTH

GOALS

SPECIFIC
MEASURABLE
ATTAINABLE
REALISTIC
TIME-BASED
SUSTAINABLE

LESSON PLAN

CHECKLIST

SPECIFIC
MEASURABLE
ATTAINABLE
REALISTIC
TIME-BASED
SUSTAINABLE

CRAYON
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
Philippe Rigollard of PV2
Gives Service to People, the Community, and the Planet
Tom Sullivan
Has A Passion for Pollinators
“let’s make Greenfield a BEE friendly town!”
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.
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
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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
The Ethics of Fracking

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
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
3rd Forum 2014

The Power of Positive Visioning & Collaboration

FRCOG, CDC, GCC, Town, CofC, REB
2014 – 3rd Forum
Creating a Bold New Economy
An Idea Incubator for Franklin County

Marjorie Kelly
author of
Owning Our Future
Keynotes
2014 – 3rd Forum
Creating a Bold New Economy
An Idea Incubator for Franklin County
Linda Dunavey, Suzette Snow-Cobb, John Waite, Mike Tucker respond
2014 – 3rd Forum
Creating a Bold New Economy
An Idea Incubator for Franklin County

Traveling Rhubarb Circus
Perform & demonstrate balancing!
2014 – 3rd Forum
Creating a Bold New Economy
An Idea Incubator for Franklin County

Over 150 attended & shared ideas
**Film & Discussions**

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**Collective learning**

**OPEN SESAME**

The Story of SEEDS

A film by M. Sean Kaminsky

**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 breathe 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
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Collective learning

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
Karl Meyer
Protector of fish and our rivers

2015 Hero
2015 Hero  FULL MOON GIRLS
Connecting with Nature
2015 Paint the Town Green!
2013-2016
EARTH DAY WORKSHPS
Sat-Sun, April 23-24, 2016
At
FC Better Greener Living show

16 choices
Homes
Energy
Gardens
Yards
bikes
4th Forum coming soon!

Innovation and Preservation

Opportunities in a Changing Climate

Sat, Nov. 19, 2016

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