PLACES

Affordable Net-zero Housing and Workplaces for Residents, Businesses, Nonprofits

Helpful Toolkit Concepts:

1. Interrogate Everything
2. Think Bigger
3. Co-Creation and Co-Production
4. Tailor Social Equity to the Community and Cultural Context
5. Developing an Experimental Culture

Specific Social Equity Concerns:

1. ***Co-Creation on Interventions***:
   Work alongside the community to collectively vision, design, experiment with, and implement interventions. The traditional approach of call and response "stakeholder engagement" is disempowering. Overcoming inequity requires deep connections between community members and local governments that results in a dynamic and iterative process of accountability, collective effort, and joint implementation.

2. ***Designing For The Culture:***
   Design climate interventions from the cultural context of the community. This means revisiting standards, benchmarks, and other vehicles of measure. Do standards fit the community? Should interventions deconstruct existing standards and reconstruct new standards? Similar to this toolkit for Maori mental health, can the city co-develop standards that center a community's cultures and values?

3. ***Rethink Product or Service Packages and Delivery:***
   Most climate interventions are designed around products and services currently on the market. In partnership, there is an opportunity for local governments to research and develop products more appropriate for community needs. Be open to the idea of developing a product that may not exist. In the context of home retrofits this could be simple no-construction retrofit packages.

4. ***Rethink Business Models***:
   Also, be open to developing new business models. As the sharing economy grows, there is an opportunity to leverage new ownership models in climate interventions. For example, the development of small portable air systems for lease, or easy to install insulation panels a tenant can lease and return. Is there an opportunity for Energy Efficiency as a Service? Revisiting business models is another way to meet communities where they are.

Design Tools:

1. ***Ecosystem Building***
Develop intentional partnerships that mirror networks, versus a hub and spoke, by looking at materials on ecosystem building.

2. ***Community Branded Standards***
Work with the community to create community branded efficiency or other climate related standards and certifications to normalize practices and cultivate community pride. Read Why Must Culture Be At The Heart of Sustainable Urban Development.

3. ***Deconstruct and Reconstruct Business Models***
Rethink existing business models using the Social Impact Business Model Canvas

4. ***Tools to Learn About People***
Learn more about the people in the community through user journeys, storyboards, developing community personas and empathy maps.

Funding Approaches: Affordable Net-Zero Housing and Workplaces Finance Menu

Potential Social Impact Measurements:

1. Quality of life improvements
Examples: units of air quality increase, percentage reduction in asthma related hospitalizations.

2. Percentage of underserved individuals employed to assist with the initiative
Examples: percentage of underserved individuals serving as consultants, percentage of underserved individuals serving as vendors

3. Quantifying the amount of disruption to the homes of those in the community during retrofits

4. Wages over a percentage higher than minimum wage

5. Number of training opportunities on municipal retrofits

6. Increase in fixed asset ownership

7. Number of individuals with access to a specific resource, product, service, or technical assistance program

8. Number of savings agreements with property renters

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1. *Community Involvement*:
   Municipal projects can become insular, relegating the community to roles of vendor or observer. Look at bigger opportunities for partnership. Can communities upcycle assets being decommissioned by a city or county? As facilities or equipment move, is there an opportunity to better embed them in the community?
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3. *Think About Community Partners:*
   Important to do ecosystem building because different institutions will play different roles in each community. Distinguish who has proximity, who has trust, and who can build relationships.

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Funding Approaches: Municipal Leadership on Clean Energy and Efficiency Finance Menu

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