

# Sustainability Case Study

## Santa Ynez Chumash

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April 17, 2014



**Prosper**  
**Sustainably**

# Benefits of Sustainability

- **Save / Make Money**
- **Conserve Resources / Protect Environment**
- **Safer, Healthier, more Comfortable Buildings**
- **Increase Operation Efficiency & Innovation**
- **Employee & Customer Satisfaction**
- **New Partnerships & Collaborations**
- **Improve Image – Marketing, Public Relations**
  - **Awards & Recognition**

# Approaches to Sustainability

- **Focus on one sector at a time**
- **Find sustainability assessment tools and examples for that sector (online resources)**
- **Identify available incentives**
- **List possible sustainability initiatives by likelihood of success (focus on financial)**
- **Develop partnerships with key people and discuss opportunities (focus on easiest first)**
  - Including the appropriate decision-maker(s)

# Approaches to Sustainability

- **Conduct an analysis of top 1-2 opportunities**
  - **Primarily financial, but also evaluate and promote co-benefits (marketing, efficiency, productivity, employee/customer satisfaction, job creation, and of course environmental)**
    - **The initial focus will likely be on cost-savings but the co-benefits may be the difference between proceeding or not**
    - **It is important to understand the co-benefits that are important to the decision-maker(s)**
- **Obtain support to proceed with 1-2 initiatives**
  - **The best initiatives are often the simplest and quickest**
- **Leverage successful projects to repeat, taking on increasingly more complex projects**

# Steps for Creating a Green Workforce Through Self-Sufficient, Holistic Environmental Programs



# Creating a Venture to Support Workforce Development

- Identify community need(s) / opportunit(ies)



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- Identify community need(s) / opportunit(ies)
- Connect with under-employed community members



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- Identify a host organization
  - Flexible, Growing, Employment Needs





# Creating a Venture to Support Workforce Development

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- Initiate partnerships between stakeholders



# Creating a Venture to Support Workforce Development

- Identify community need(s) / opportunit(ies)
- Connect with under-employed community members
- Identify a host organization
- Initiate partnerships between stakeholders
  - Tribal Government & Health Clinic
  - Restaurants & Commercial Facilities
  - Education & Culture Departments
  - Human Resources
  - Contractors, Agencies, Non-Profits

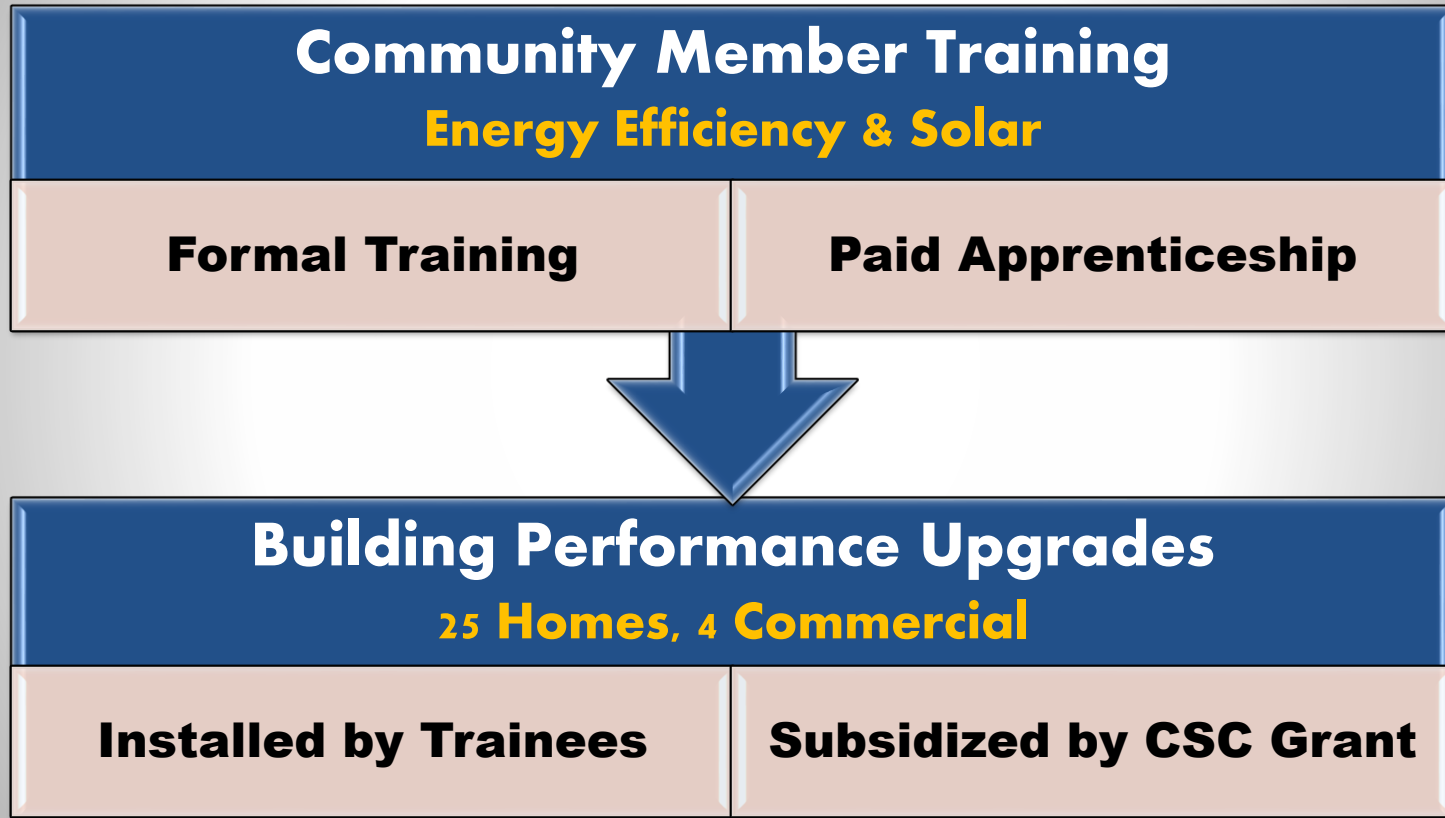


# Creating a Venture to Support Workforce Development

- Identify community need(s) / opportunit(ies)
- Connect with under-employed community members
- Identify a host organization
- Initiate partnerships between stakeholders
- Develop plan for “organic” growth
  - Diversity, Expand with Supply & Demand
  - Adaptable, Room for Setbacks



# Chumash Community Energy Program



# Creating a Venture to Support Workforce Development

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- Initiate partnerships between stakeholders
- Develop plan for “organic” growth
- Secure funding sources for employment



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- Secure funding sources for employment
  - Startup; Ongoing
  - Grants, WIB, Revenue, etc.



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- Implementation of Program(s)



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- Implementation of Program(s)
  - Be upfront with customers about business model
  - Continuously seek customer and workforce feedback





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- Secure funding sources for employment
- Implementation of Program(s)
- Expand to new sectors as demand & workforce increase



# Potential

## Workforce Development Programs

- Farming & Agriculture
- Native & Cultural Plant Nursery
- Solar Panel Maintenance
- Waste Management Services
- Environmental Consulting



# SYCEO Mission

*To responsibly manage natural resources  
for sustained  
social  
cultural  
spiritual  
and economic  
prosperity*



# Vision

**Chumash Legacy**

**of environmental stewardship**

**and**

**being a model for communities**

**throughout the world**



# Thank You Questions?

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on behalf of



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