



THE U.S.T.
united. SUSTAINABLE. tomorrow.





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INTRODUCTION

HELLO!

We are a multi-cultural, international team of nine students, joining the fight for Sustainability in Savannah and the global community. In collaboration with Savannah College of Art and Design (SCAD) and Professor Scott Boylston's Sustainable Practices in Design class. We spent ten weeks exploring the landscape of small-business in Savannah through a rigorous process of ethnographic research and analysis. In the ten weeks, we hosted and facilitated several workshops to connect with stakeholders in Savannah, and collaborate with small business owners. We developed a campaign for small businesses who are interested in learning more about sustainability, and adopting greener practices. We also hosted a green speed dating event, for the purpose of deepening connections between stakeholders, and creating potential opportunities for them to collaborate.

Now, combining all the effort and hard working we've put into this project, here is our Process Book. We recognize there will be other teams to build upon what we have started in the near future. We know our efforts will not have been in vain, because we believe if we are united we can create a sustainable tomorrow.

WHO ARE WE?



Claire Partlow

Claire is a native of Brownsburg, Indiana, but has enjoyed living in Savannah, Georgia for the past six years. Claire is currently pursuing a MFA in Design Management at Savannah College of Art and Design (SCAD). She also completed her undergraduate education at SCAD, earning a BFA in Illustration, with a Minor in Business Management and Entrepreneurship. Claire is passionate about the creative process of innovation and exploring the intersection of design and business. After graduation, Claire plans to work as a graphic facilitator, collaborating with diverse teams to enable social innovation and empower communities.

clairepartlow@gmail.com



Carol Massá

Carol (Rio de Janeiro, Brazil) is currently a M.F.A. candidate of the Design Management program at Savannah College of Art and Design. With a background in Communication Design, she has worked with production design and advertising. Now in Design Management, she found her holistic approach to the field and wants to pursue her career in consultancy and innovation strategy. In her words: "Design is a living organism, a designer lives to and for design. I believe creative thinkers can bridge the gap between communication and design, empowering business strategy and the culture of innovation."

amassa20@student.scad.edu

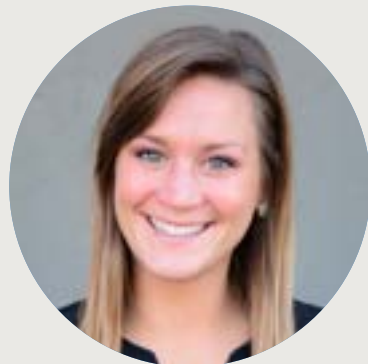


Andrew Moore

Andrew Moore is a designer from Rockford, Illinois. After receiving his degree in Industrial Design from the University of Illinois at Urbana-Champaign in 2010, he went on to work as a designer for startup companies and display manufacturers. He left this work in 2014 to pursue his MFA in Design for Sustainability at the Savannah College of Art and Design. Andrew sees design as a toolkit through which committed individuals can come to understand the world in ways others cannot and solve problems that others do not realize exist. Andrew hopes to find ways to improve the condition of society as a whole.

andrew@andrewmooredesign.com

WHO ARE WE?



Megan Hopton

Megan is working towards her M.A. in Design for Sustainability with a concentration in Urban Design. Originally from a small suburb of Cleveland, Ohio she completed her undergraduate degree of Interior Design and Sustainability Studies in 2013. She then worked as a project designer in the field and decided that she was ready to learn more when she entered SCAD's graduate program. Megan believes that it is necessary to be creative in your mindset no matter what field you may be currently in. She also believes that being knowledgeable and continuing to learn in a vast number of fields will only help in the understanding of complex problems that we face everyday in design thinking. As Donella Meadows once said, "Be humble, and be a learner."

mm.hopton@gmail.com



Huii Chuang (Mei Mei)

Mei Mei is an international student from Taipei, Taiwan, pursuing an MA in Design Management at Savannah College of Art and Design (SCAD). She completed her undergraduate in her hometown Taiwan, earning a BFA in Multicultural and Linguistic studies. Mei Mei is passionate about collaboration in different kinds of team projects among different disciplines. She believes the greater opportunity lies in it, she thinks working in the team is challenging but also very rewarding. After graduation, Mei Mei wants to have more experiences and practice more methods that she learned in SCAD. Working as a design researcher is the short term goal for her.

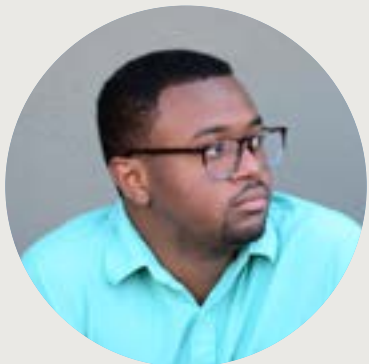
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Chatsuree Isariyasereekul (Ploi)

Ploi is an architect from Bangkok, Thailand who is finishing her degree this quarter (winter 2016) from Design Management at the Savannah College of Art and Design (SCAD). Ploi has a passion for creating innovations and solving problems by the use of design thinking principle with collaborative teams. She loves to explore the world, learn new cultures, taste new foods, and experience any kind of workout. After graduation, Ploi wants to have an opportunity to work in the United States as strategist, visual communicator, and user-centered designer with the knowledge that she learned from SCAD.

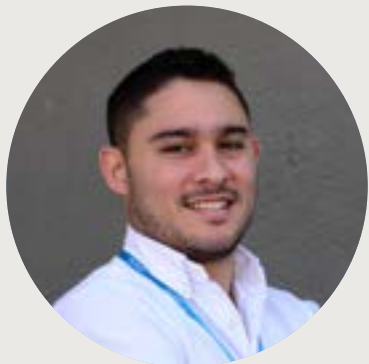
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Alexis X.A. Roberts

Though born and raised in The Bahamas, Alexis X.A. Roberts has been somewhat of a nomad since birth. Always up for travelling, he also has a passion for ethnographic research and meaningful design - research and offerings that benefit all ecosystems beyond the human one. Alexis is currently pursuing his M.F.A in Design for Sustainability at SCAD and recently graduated with his M.Arch in 2015 from SCAD's School of Architecture. His ultimate goal is to one day see people embrace their locality and diversity as it is what truly makes their stories compelling. As a result of his time at SCAD, he is now a designer with his heart still on the shores of the Bahamas, his feet walking the squares of Savannah, with a mind in a better, hopeful and more responsible world.

AlexisR@me.com



David Londono Brinez

David holds a Bachelor's Degree in Industrial Design and is pursuing a Masters degree in Sustainable Design. He has worked in multiple industries and currently owns two companies designing and developing projects as well as consulting and doing technical development services for small and mid-size companies. He has devoted over 6 years to social innovation and sustainable design practices and planning, and will continue to do so.

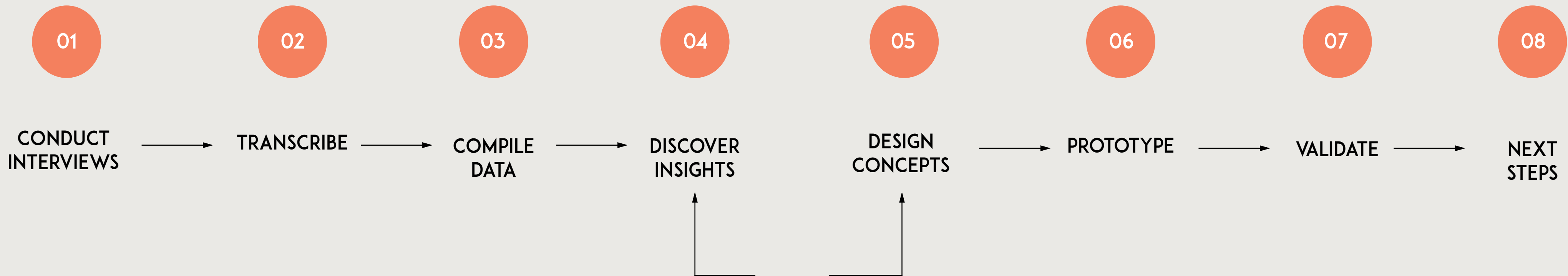
David.londono.brinez@gmail.com



Olesya N. Golub

Olesya N. Golub grew up in the Russian Federation. She studied for 4 years at the Rostov Academy for Art and Architecture before leaving Russia to continue her education in the United States of America. She graduated from the State University of New York at Alfred with a bachelors of science in Architecture. After moving to Savannah with her husband, Olesya decided to pursue a masters in Design for Sustainability at SCAD. Here she discovered her passion for community improvement. She currently interns at the Historic Savannah Foundation. In her free time she enjoys being with her husband and son, and working in her garden.

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RESEARCH

INFORMATION GATHERING

The research section is divided into Secondary Research and Primary Research. In the Secondary Research portion, we deepened our understanding of topics related to the project such as: small business, sustainability, green economy, green business, and green practices. In order to find opportunities for meeting the project goals, a deep and holistic understanding of these subjects is needed.

In terms of the approach to research, the Design Management methodology emphasizes a holistic approach to collecting data. Typically, this includes: observations, interviews with key players, surveys, qualitative and quantitative data collection and collaboration with stakeholders and end-users. In this project, interviews with key players have been the preliminary source of insight. In order to better address what we want to accomplish, we began by developing research questions that we aimed to answer throughout the project:

RESEARCH OVERVIEW

GOAL OF SECONDARY RESEARCH

The goal of Secondary Research is to discover existing qualitative and quantitative data including: theories, frameworks, case studies, observations from experts, and statistics related to the subjects.

GOAL OF PRIMARY RESEARCH

Primary Research aims to fully understand the needs of the key players in the project. This includes their perspectives of sustainability, obstacles they face when adopting green practices, and their future plans for sustainability. We divided our key players into four main categories: Service+ Retail, Community+Design, Built Environment+Urban Planning and Food.

RESEARCH QUESTIONS

What is small business? / What is sustainability?

What is green economy? / What is green business?

What are the green trends? / What are the current green practices?

What are the barriers in Savannah in terms of sustainability?

What are the green practices Savannah has currently adopted?

How can small business in Savannah help the city become more sustainable?

Why should small businesses in Savannah adopt green practices?

What green resources are available to small businesses in Savannah?

Who are the contributors making Savannah more sustainable?

How do people in Savannah view the relationship between sustainability and the city?

RESEARCH OVERVIEW



SECONDARY RESEARCH

Three Shades of Green (Before Interview)

DEEP

Green Business
offered products and service with strong environmental and social value, and heavily adopted environmentally beneficial practices in their operations.

MID

Green Business

fell between the other two green groups, with moderate adoption of green language and practices.

LIGHT

Green Business
used marginally green descriptors to describe their products and services (e.g. "natural") and tended to adopt very few environmentally beneficial practices.



Three Shades of Green (After Interview)

DEEP

Green Business
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SECONDARY RESEARCH

WHAT IS SUSTAINABILITY?

Sustainability [sustain + ability]: a social, political and economic ideology rooted in the Triple Bottom Line principle of equally respecting People, Planet, Profit. Sustianists believe in protecting the natural environment and its resources for the purpose of creating long-term ecological balance. Moving towards Sustainability is also a social challenge that entails international and national law, urban planning and transport, local and individual lifestyles and ethical consumerism. Although, many people choose to create their own personal definition of what Sustainability means and commit to sustainable actions at varying levels.

GREEN PROCUREMENT

According to the Environmental Protection Department, Green Procurement is "purchasing products and services that cause minimal adverse environmental impacts. It incorporates human health and environmental concerns into the search for high quality products and services at competitive prices"

Qualities of Green Procurement Products:

- Improved recyclability, high recycled content, reduced packing and greater durability.
- Greater energy efficiency
- Utilize clean technology and/or clean fuels
- Result in reduced water consumption
- Emit fewer irritating or toxic substances during installation or use
- Result in smaller production of toxic substances, or of less toxic substance, upon disposal

SECONDARY RESEARCH

WHAT IS SMALL BUSINESS?

There are several different criteria for defining "small business", and it differs between industries and countries. However, small business is generally separated from larger business in terms of the amount of employees and other factors such as sales, assets, market shares and net profits. Generally, in the United States, if a business has less than 250 employees, it can be considered as a small business. The following are statistics about small business in the United States, according to Forbes:

SMALL BUSINESS DEFINED

- 1) The Small Business Administration defines a small business as an enterprise having fewer than 500 employees.
- 2) There are almost 28 million small businesses in the United States, and over 22 million are self-employed with no additional payroll or employees (these are called nonemployers).
- 3) Over 50% of employer firms survive at least 2 years, half at least 5 years, a third at least 10 years and a quarter stay in business 15 years or more.
- 4) Small businesses have generated over 65% of new jobs since 1995.
- 5) Approximately 543,000 new businesses get started each month (but more employer businesses shut down than start up each month).
- 6) 7 out of 10 new employer firms survive at least 2 years, half at least 5 years, a third at least 10 years and a quarter stay in business 15 years or more.
- 7) 52% of all small businesses are home-based.
- 8) There were 22.5 million nonemployer firms in 2011
- 9) To classify as a "nonemployer" business you must have annual business receipts of \$1,000 or more and be subject to federal income taxes
- 10) Approximately 75% of all U.S. businesses are nonemployer businesses
- 11) 19.4 million nonemployer businesses are sole proprietorships, 1.6 million are partnerships and 1.4 million are corporations
- 12) The fastest growing sector for freelance businesses in 2011 included auto repair shops, beauty salons and dry cleaners
- 13) Total revenues from nonemployers hit \$989.6 billion in 2011 (up 4.1% from 2010)
- 14) Nonemployers had average revenues of \$44,000
- 15) Around 80% of nonemployer businesses (or 18 million businesses) reported less than \$50,000 in receipts in 2011

SECONDARY RESEARCH

GREEN OPPORTUNITIES FOR SMALL BUSINESS

The green demand from consumers is inevitable. More and more companies are adopting green business practices in order to capitalize on the trends. Some businesses begin with sustainable principles at the core, and others adopt sustainable practices along the way, but no matter which kind of motivation drove them, they all on this "green train" together. The statistics show the amount of green business in operation has been steadily increasing over the years, in nearly every industry. According to the "Big Green Opportunity", there are numerous benefits for being a "green" business. These benefits include increased customer loyalty, being ahead of market, having a competitive advantage in the industry, revenue growth as well as being able to charge premium prices for green goods and services. However, there are also a challenges green business owners may encounter including building a local market, surviving the competition, and coping with a lack of support. Overall, the trend and growth of green business has already been proved. More importantly, how to successfully adopt or enter into green business will be explored and discussed throughout this project.

ECOLOGICAL FOOTPRINT

The Ecological Footprint is a resource accounting tool that measures how much biologically productive land and sea is used by a given population or activity, and compares this to how much land and sea is available. It is used widely as a management and communication tool by governments, businesses, educational institutions, and non-governmental organizations. Ecological Footprint accounts answer a specific research question: How much of the biological capacity of the planet is demanded by a given human activity or population? To answer this question, the Ecological Footprint measures the amount of biologically productive land and water area an individual, a city, a country, a region, or all of humanity uses to produce the resources it consumes and to absorb the waste it generates with today's technology and resource management practices.

Here are a few tips for adopting sustainable practices and reducing your ecological footprint:

- 1.Go digital with your documents
- 2.Pull that plug (chargers, gadgets, TV)
- 3.Get wise about waste
- 4.Work with like-minded companies
- 5.Slow the flow of junk mail
- 6.Build your office green from the floor up
- 7.Educate yourself



SECONDARY RESEARCH

LIFE CYCLE ASSESSMENT

The Emergence of LCA Information ISO (1997) defines Life Cycle Assessment as "a method that evaluates the environmental aspects and potential impacts during the entire life cycle of a product, from raw material extraction, to its production, use and disposal/ recycling." The life cycle logic was first considered in the 1960's and 1970's to understand aspects of resource depletion and energy consumption, and later in the 1980s to evaluate the impact of hazardous waste management (Svoboda 1995).

LCA provides a systematic and quantitative understanding of environmental consequences and human activities (Allen et al. 1997). Data collected through this process is typically grouped into broad impact categories such as global warming, acidification, eutrophication, and ozone depletion for reporting purposes.

LIFE CYCLE ASSESSMENT

LCAs can help avoid a narrow outlook on environmental concerns by:

- 1. Compiling an inventory of relevant energy and material inputs and environmental releases
- 2. Evaluating the potential impacts associated with identified inputs and releases
- 3. Interpreting the results to help make a more informed and responsible decision.

The disclosure of LCA information allows customers to have fairer comparisons of different products, facilitating product selection based on environmental performance in addition to product quality and price (Franki and Rubik 1999; Culaba and Purvis 1999; Krozer and Vis 1998; Allen et al. 1997). The on-going development, standardization, and acceptance of life cycle assessment techniques creates credibility in the process and potentially reduces the number of competing messages.

SECONDARY RESEARCH

CRADLE TO CRADLE

The Cradle to Cradle™ is a concept and a certification program. It was developed by German chemist and visionary, Michael Braungart, with American architect, Bill McDonough. Cradle to Cradle™ perceives the safe and productive processes of nature's 'biological metabolism' as a model for developing a 'technical metabolism' flow of industrial materials. Product components can be designed for continuous recovery and reutilisation as biological and technical nutrients within these metabolisms.

ELIMINATE THE CONCEPT OF WASTE.

"Waste equals food." Design products and materials with life cycles that are safe for human health and the environment and that can be reused perpetually through biological and technical metabolisms. Create and participate in systems to collect and recover the value of these materials following their use.

Power with renewable energy. "Use current solar income." Maximize the use of renewable energy.

Respect human and natural systems. "Celebrate diversity." Manage water use to maximize quality, promote healthy ecosystems and respect local impacts. Guide operations and stakeholder relationships using social responsibility.

PRINCIPLES OF CRADLE TO CRADLE:

Material Health: Value materials as nutrients for safe, continuous cycling

Material Reutilization: Maintain continuous flows of biological and technical nutrients

Renewable Energy: Power all operations with 100% renewable energy

Water Stewardship: Regard water as a precious resource

Social Fairness: Celebrate all people and natural systems

Material Health: Value materials as nutrients for safe, continuous cycling

Material Reutilization: Maintain continuous flows of biological and technical nutrients

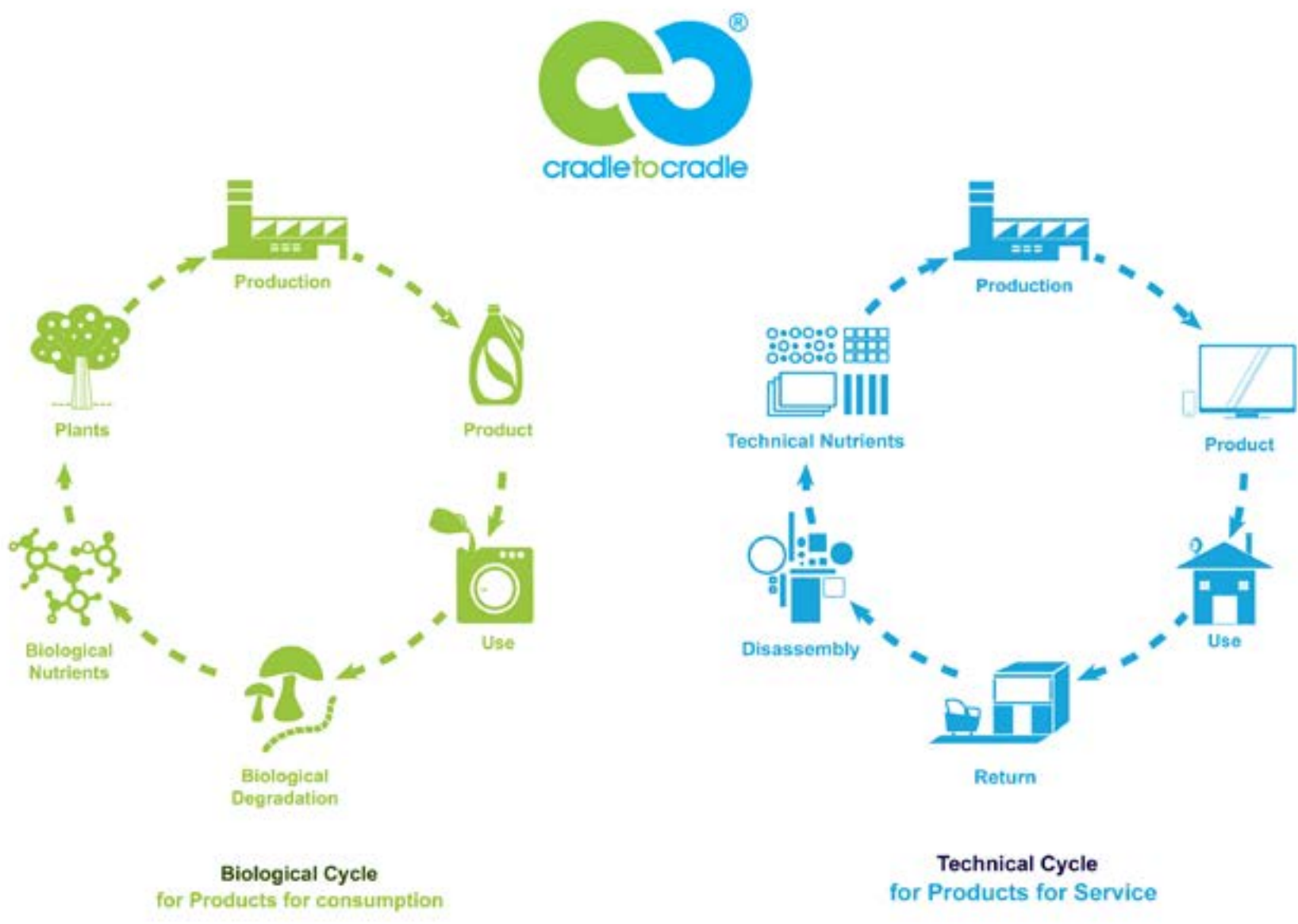
Renewable Energy: Power all operations with 100% renewable energy

Water Stewardship: Regard water as a precious resource

Social Fairness: Celebrate all people and natural systems

CIRCULAR ECONOMY

A circular economy is one that is restorative and regenerative by design, and which aims to keep products, components and materials at their highest utility and value at all times, distinguishing between technical and biological cycles. As envisioned by the originators, a circular economy is a continuous positive development cycle that preserves and enhances natural capital, optimises resource yields, and minimizes system risks by managing finite stocks and renewable flows. It works effectively at every scale.





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INTERVIEWS

BUILD ENVIROMENT + URBAN PLANNING



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FOOD



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SERVICE + RETAIL



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COMMUNITY + DESIGN



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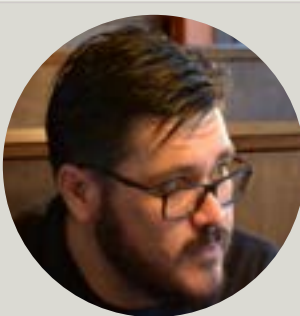
HIGHLIGHT QUOTES - FOOD



"To be sustainable is to keep equilibrium. It is what I can do today to live tomorrow."
Claude Galipeault
(Plantonics)



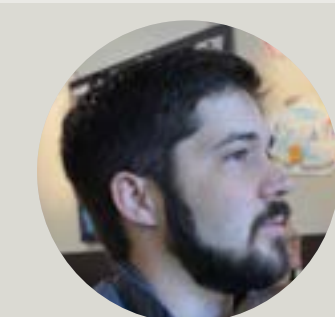
"It's just moral to be conserving resources because there's limited resources and there's unlimited people."
Kristin Russell
(The Sentient Bean)



"Using local foods benefits the economy. There are a lot of better flavors when the produce isn't shipped from overseas or across the continent."
Joshua Yates
(The Green Truck Pub)



"What I'd like to see less of is segregation. That's probably the biggest barrier I see today."
Rene Teran
(WellFed)



"For me it's about having a world where humans have figured out how to live within their limits. It's about how we can still have the things that we enjoy while we reducing our impact."
Kerry Shay
(Victory Gardens)



"You can tell people and tell people and tell people but until you actually do it either for them or show them how they can do it cheaply and easily, then nothing is really going to happen."
Erik Lyons
(Local Farmbag)



"Savannah is a destination city and a lot of people are aware of that and they want local ingredients."
Wendy Armstrong
(Thrive Catering)



"I like the word sustainability for saving the earth but it's about saving ourselves at the same time. If sustainability is only about the earth, then we are missing a huge thing."
Paula Kriesler
(Healthy Savannah)

HIGHLIGHT QUOTES - BUILT ENVIRONMENT AND URBAN PLANNING



"There are huge opportunities for built environments to help lead Savannah's sustainable economy."
Denise Grabowski
(Symbiocity)



"Sustainability means the ability to continually operate. I'm all about solar energy and other ways of making energy, but there are a lot of people out there who aren't. They get a power bill and that's all they know."
Julian Smith (Solar Smith)



"Sustainability is simply the stewarding of resources by utilizing what you need without overusing what other people also need."
Mike Maddox
(Greenbridge Farms)



"You can do it. It's science, it's not voodoo. You can afford to do it. You can still have all the things you want your building to have. The savings are going to be worth the extra brain damage that it takes to go through this process."
Pat Shay (Gunn Meyerhoff Shay)



"People overuse the word sustainability. The more appropriate word is resilience. Resilience to any change and being able to bounce back from something."
Lori Judge (Judge Realty)



"Savannah is a little slower than some communities, but we are ahead of the game when it comes to the coastal area. Other states and communities with nothing in place look to Savannah for ideas."
Jackie Jackson (MPC)



"Sustainability used to be this cool word and now people think it's kind of played out. Now they are trying to change the branding of it so they can be an expert in something besides sustainability because there are so many sustainability experts now."
Tommy Lindstroth (Trident Sustainability)

HIGHLIGHT QUOTES - COMMUNITY AND DESIGN



"If you look at the many services that we provided, The FastPitch, One Million Cups, The Startup Lounge, The Creative Lab at The Foundary, there are many green companies that we have helped."
Bea Wray (The Creative Coast)



"The city government has a lot of issues and they have to figure out where to focus and put attention because they can't focus on everything. It's hard to move a needle."
Charisse Bennett



"I try to look at the way the things that I'm creating are impacting the world around me."
Lara Neece (Forest and Fin)



"I think people are aware of sustainability and like the idea of it, but they don't want to pay for it."
Jessica Leigh
(Connect Savannah)



"There is lack of education for businesses here. You know it's hard to find out what you need to do if you want your business go green in Savannah. There is not a lot of information."
Meagan Hodge
(Jelinek Creative Spaces)



"Every business has to consider sustainability in order to move forward."
Ashley Bowersox
(Southern Pine Resins)



"We are trying to hit the economic issues and the social equity issues as well as lower the carbon footprint and reduce our energy consumption in the community."
Nick Deffley
(City of Savannah: Sustainability)



"Sustainability is human-centric. I think that sustainability is a big industry these days. It became an industry when the green building council was established. That to me is a big industry."
Patty McIntosh
(City of Savannah: Development)

HIGHLIGHT QUOTES - SERVICE + RETAIL



"You can sustain it for indefinite periods of time, it's not a practice that is going to eventually burn through something."
Nate Saraceno
(Savannah Eco-Moving Services)



"Sustainability is leveraging the opportunities and resources that you have nearby to create the most benefit, with the thought that there's a great purpose that it's filling. It's not just one solution, but it's touching on multi-layers."
Cari Phelps (Salacia Salts)



"I think that's very cool that we're able to save art supplies from the trash and engage in a green model but at the same time [environmental issues] are such a huge, global, cosmic problem and I can't even make a dent."
Clinton Edminster (Starlandia)



"They were so charmed and enchanted to be able to walk. Not a lot of destinations have that. The environment of exploring Savannah, I don't think we've done a good job letting people know about that"
Jeremy Harvey (Visit Savannah)



"I think people want to do the environmentally conscious thing if it's easy, if it's really clear up front, painless and cheap!"
Joe Marinelli (Visit Savannah)



"Everybody is kind of hung up on the concept of "away". [People think] once you throw it on your trash can it's something you don't have to worry about it anymore, it's not their problem anymore. "Away" is a real place somewhere you know...it's going to affect you in a way, some way..."
Andy Schwartz (Grow. Eat. Repeat.)

ABOUT THE PARTNERS - BUILT ENVIRONMENT + URBAN PLANNING



Name: Greenbridge Farms

Contact: Mike Maddox

Mission: Michael is an organic farmer who has been working his organic farm in Effingham County, Georgia for the last 15 years. The land has been in his family since the late 1700's. Michael's day job is landscape supervisor for the Buildings and Grounds Department with the city of Savannah where he designs landscapes and irrigation systems. Michael has used skills acquired in this position to design the orchards and garden areas as a model homestead for local food production.

Offering: Community Space-There are approximately four acres set aside for community space including existing organic vegetable gardens and fruit orchards.

Sustainability: An ecologically-friendly development of twenty five wooded acres in Effingham County, Georgia. An existing 20 year old organic farm is the center piece and shared community space on this otherwise wooded acreage. Lots for sale in sizes of 1.2-1.6 acres each, priced at \$50,000.00 per lot



Name: Trident Sustainability

Contact: Tommy Lindstroth

Mission: "We can't predict the future, but we can help shape it. Trident Sustainability Group is a full-service sustainability and green building consulting firm dedicated to creating a more sustainable society for future generations. We are a leader in the green building movement and are passionate about helping businesses and communities find economically, socially and environmentally effective solutions. We specialize in Green Building Solutions and LEED Consulting, implementing systemic change through organizational Sustainability, working with local governments on Green Municipal Solutions, and designing and promoting Sustainable Hospitality practices. Regardless of project scope of or client size, our services are designed with both triple bottom line sustainability and practical real world application.

Offering: LEED consulting

Sustainability: Sustainable thinking approach



Name: Symbiocity

Contact: Denise Grabowski

Mission: "Symbioscity focuses on working with communities (such as cities, neighborhoods, organizations, and companies) to plan for and implement a more sustainable future. Each community is different. We do not believe in a one size fits all approach. We maintain maximum flexibility to assemble project teams based on the unique needs of each client".

Offering: Services in urban planning and design, community involvement, and consensus building. Our diverse skill set fosters a collaborative approach to create plans which are not only comprehensive, but also destined for implementation.

Sustainability: personal and professional interest



Name: Metropolitan Planning Commission

Contact: Jackie Jackson Teal

Mission: The Savannah - Chatham Community Indicators Coalition is a source of reliable, current community health and population data available to our Chatham County Community. Armed with this knowledge, community leaders can develop policies and programs focused on addressing conditions reflected in the indicators and plan strategies for improvement. The topic areas and associated data include; Health, Economy, Education, Environment, Government and politics, Public safety, Social environment, Transportation

Offering: The Comprehensive Planning staff works with numerous boards, committees, organizations, and municipalities on efforts and planning documents pertaining to various subjects ranging from land use to affordable housing to stormwater management.

Sustainability: They do not list this on their website

ABOUT THE PARTNERS - BUILT ENVIRONMENT + URBAN PLANNING



Name: Solar Smith

Contact: Julian Smith

Mission: "To impact pollution reduction "big-time" by providing the best solar technology solution available"

Offering: Commercial and Residential projects

Sustainability: Solar Power



Name: Judge Reality

Contact: Lori Judge

Mission: "Lori Judge brings an innovative, socially conscious, and modern take to this historic city's real estate scene simultaneously incorporating her commitment to supporting Savannah's arts culture and environmental sustainability concerns"

Offering: Realty Services

Sustainability: Not sure other than what is stated above



Name: Gunn Meyerhoff Shay

Contact: *Prof. Scott is taking care of this contact*

Mission: "Conservation plus preservation means saving Savannah," and by using the 21st century way of living we are creating not a sacrifice but a new way of living

Offering: Architecture & Urban Planning based on history and the conversion of old buildings

Sustainability: "Our offices are a laboratory for the way we like to design"

ABOUT THE PARTNERS - SERVICE + RETAIL



Name: Sav. Economic Development Authority

Contact: *Prof. Scott is taking care of this contact*

Mission: to create, grow and attract jobs and investment in the Savannah region.

Offering: SEDA offers customized services to help make it happen, connecting you to the resources needed including workforce training programs, infrastructure, available properties, incentives, tax abatements, utilities, permitting and more.

Sustainability: SEDA is the centrifuge of a propeller, making the connections, helping propel the business to success.



Name: Salacia Salts

Contact: Cari Clark

Mission: "Cari founded Salacia Salts in 2012, armed with a commitment to environmental conservation, natural beauty and holistic health. Under her leadership, Salacia Salts creates top-quality bath and beauty products using environmentally responsible ingredients and packaging."

Offering: various natural bath products and gifts

Sustainability: Use of sustainable eco-friendly materials

ABOUT THE PARTNERS - SERVICE + RETAIL



Name: Savannah Eco-Mowing Services

Contact: Nate Sacareno

Mission: A locally owned and operated, environmentally friendly lawn care service.

Offering: Mowing small lawns using a Fiskars Momentum reel mower and an electric trimmer, larger lawns and services such as hedge trimming, aeration and an organic lawn treatment program. Battery powered mowers, string trimmers, blowers, hedge trimmers, etc. They have solar panel on the roof of our truck that enables us to recharge the batteries with clean, renewable energy throughout the day.

Sustainability: Help cultivate a lawn that is healthier and more durable, while requiring less watering and maintenance. Rates are comparable to typical lawn care services in the area. Also significantly quieter than their gas counterparts. Organic lawn treatment system uses only fertilizers and weed control that are completely safe for kids, pets, and the environment.



Name: Savannah Downtown Business Association

Contact: Ruel Joyner

Mission: "An independent advocate actively engaged in the promotion of a prosperous downtown business community."

Offering: Collaborates with the City of Savannah Departments, the Savannah Renewal & Development Agency, the Chamber of Commerce, the Downtown Neighborhood Association and others. Helps to organize city wide promotions. Monthly luncheon meetings and special events such as the annual "GRACIE" Awards to those providing outstanding customer service.

Sustainability: The DBA is ever alert to the interests of its members and sees a key role in quickly mobilizing around an issue important to downtown business. At the same time it is a positive, action oriented, results-driven organization anxious to be a catalyst for progress in downtown Savannah.



Name: Grow. Eat. Repeat

Contact: Andy Schwartz

Mission: "We are passionate about preventing food waste from ending up in the landfill. Managing resources to the advantage of the environment is a priority. Creating nutrient rich and biologically active soil that can be used to grow food in our community is our focus."

Offering: Composting service, consultation, gardening, waste recycling

Sustainability: Sustainability and conservation are at the core of Grow-Eat-Repeat, at all levels.



Name: Visit Savannah

Contact: Joe Marinelli and Jeremy Harvey

Mission: marketing organization for the Savannah-area tourism industry, committed to driving the economic prosperity of the community through increased overall visitation and related spending.

Offering: Attractions and museums, restaurants and food services, lodging, tours, entertainment, recreation, and retail. Businesses in banking, advertising, printing, utility and food & beverage wholesale companies, airlines, car rental, florists and more.

Sustainability: Help the local economy prosper through tourism



Name: Starlandia

Contact: Clinton Edminster

Mission: Not listed on website

Offering: Various reclaimed art supplies

Sustainability: Business model is based on the concept of "reusing" and reducing the amount of art supplies that end up in landfills.

ABOUT THE PARTNERS - FOOD



Name: Green Truck

Contact: Joshua Yates

Mission: At Green Truck the goal is as simple as this, people of Savannah should be able to dine well and in a casual manner. The food is as simple as it gets but Green Truck gets it to you the hard way - almost everything is homemade. That means the ketchup, pimento cheese, dressings and veggie patties are uniquely ours. We even go a bit further to make sure we do some good work to support our local economy. We do local sourcing of meat, local composting and even grab our corkboards from nearby places.

Offering: Dining and takeout

Sustainability: Sources locally, recycling, composting, use of salvaged materials and furniture .



Name: The Sentient Bean

Contact: Kristin Russell

Mission: Guarantee that low-income farmers and artisans receive a fair price for their products so they may feed, educate, and care for their families. We are conscious of our impact on our community and our world.

Offering: The Sentient Bean is Savannah's only vegetarian restaurant today. With indoor and outdoor seating, the Bean often transforms from daylight coffee house to nighttime performance space. From music to spoken word, we welcome creatives in film to education to share good things with our patrons.

Sustainability: Locally sourced, organic, fair trade, homemade food. The Bean is a proud sponsor of the Forysth Farmer's Market. FFM promotes understanding and participation in a local food system that supports sustainable production and increases access to local products.

ABOUT THE PARTNERS - FOOD



Name: WellFed

Contact: Rene Teran

Mission: WellFed is Savannah's most comprehensive magazine focused on food, dining and sustainable living. We'll discuss things from within gardens to what could be on your plate. We organize our talking points under the catchphrase, "Feed.Eat.Drink."

Offering: Magazine, Graphic Design, Photography, Web Design and Hosting, Marketing, Event Management, Fundraising, Printing.

Sustainability: Beyond the garden, kitchen or restaurant, Well FED also sheds light on selected articles on sustainability, healthy living, holistic education and ecologically conscious decision-making. We know our readers like to share great reads so all issues are made to be passed on before disposal. Our aim is to inform and inspire not only locals but Savannah's many visitors also.



Name: Plantonics



Contact: Claude Galipeault

Mission: As consumers, we rarely stop to ask ourselves what is in our food or how it was grown as we walk through the grocery store surrounded by hundreds of pounds of produce, meat, frozen, and processed foods. However, Claude Galipeault did question the history of his food and even searched for an answer. The result; a problem. The current primary method of food production is unhealthy, unsafe, and highly unsustainable. Digging deeper he found the solutions to the problem. With science, engineering, and a green thumb Claude believed he could create products and technologies that could provide not only us with fresh organic food, but also the most impoverished places in the world. Claude seeks to change the world by changing the way we eat and diversifying food production as a safeguard against starvation and food distribution issues within the USA.

ABOUT THE PARTNERS - FOOD

		
Name: Victory Gardens	Name: Local Farmbag	Name: Thrive Catering
Contact: Kerry Shay	Contact: Erik Lyons	Contact: Wendy Armstrong
Mission: Victory Gardens is a landscaping company owned and operated by organic farmers. At the core of what we do is the belief that landscapes should be beautiful, bountiful and ecologically sound. We do strive to approach each project in an innovative manner but we hope each project also reflects the craftsmanship and stewardship of the past.	Mission: Local FarmBag is a locally owned and operated home delivery service offering top quality organic and local produce, artisan foods, and groceries to food lovers throughout the Savannah and Hilton Head areas.	Mission: We take pride in customizing each menu item to the needs of our patrons. At Thrive we seek to offer you a meal that is sustainable and memorable. A full service green certified caterer, we are recognized by The Green Restaurant Association. Such certification by a third party is another step we take to make sure our customers know we are eco-friendly and trustworthy.
Offering: Landscaping, maintenance, consultation, and co-ops.	Offering: Produce delivery	Offering: Catering
Sustainability: Strong commitment to ecological sustainability and organic products	Sustainability: Empowering local farmers and community members	Sustainability: Sustainable cuisine and top-notch catering services, We support other local businesses including 20 local farms and eco-friendly practices, in a bid to ensure your event will be beneficial to the planet.

ABOUT THE PARTNERS - COMMUNITY + DESIGN

	
Charisse Bennett	Connect Savannah
About: Charisse Bennett recently completed a Master of Arts degrees in Design for Sustainability and Design Management at Savannah College of Art and Design. In August 2012, she started working full time at The Creative Coast in Savannah, Georgia as the Program Director. Her responsibilities include everything from event, program, and workshop coordination, organizational framework development, media design, and website management, as well as general administrative tasks.	Contact: Jessica Leigh
Community Involvement: Savannah Bicycle Campaign Board Member (November 2011 – Present) Metropolitan Savannah Rotary Founding Committee and Member (October 2011 – Present) Telluride Mountain Film on Tour Savannah Committee (January 2010, January 2011) USGBC-GA Savannah Emerging Professionals Committee Vice-Chair (September 2010 – Present) Geekend (November 2009, 2010, 2011) Emergent Structures (July 2010 – Present) Forysth Farmers' Market (July 2010 – Present)	About: Connect Savannah has established a place as the leading alternative voice in a city that ranks as one of the Southeast's most sought after places to live and visit. Published each Wednesday and distributed free throughout the greater Savannah, Georgia metropolitan area, we provide comprehensive coverage of local arts and entertainment, news and issues, pertinent social and political commentary and extensive event and happenings listings to over 100,000 print and online readers each week. <i>"Jessica Leigh is an outstanding communicator, writer, editor and creative force. She is brimming with ideas and new approaches. She can also take established concepts and present a different vision. Technically she is a skilled editor who meets deadlines. She also brings fresh energy and a wicked sense of humor to all projects. I highly recommend her."</i> -Marcia Fine President, L'Image Ltd.

ABOUT THE PARTNERS- COMMUNITY + DESIGN

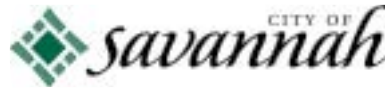


Forest and Fin

Contact: Lara Neece

Mission: We're designed to be outside, which is why I encourage people to spend more time outdoors, observing the natural environments around them while positively interacting with the plants and animals in their ecosystems. I create designs that bring an outdoor essence back into our day-to-day lives with functional apparel that captures the beauty of nature in a manner that doesn't burden the world.

Process: Forest and Fin was born out of my love for art and the environment. I currently offer environmentally inspired screen-printed apparel (mainly t-shirts) and some home goods, all of which are created by hand. Each print starts out in my sketchbook before it gets broken down into a one-to-two color design that is burned onto a screen and then printed onto paper, wood, tshirts, tea towels, bags, and other items - but mostly t-shirts. The designs are inspired by environmental elements (plants and animals), printed with water-based non-toxic inks on 100% cotton products, and packaged using recycled, reusable or biodegradable natural materials.

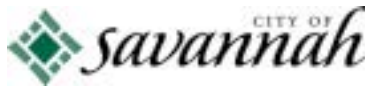


City of Savannah: Development

Contact: Patty McIntosh

Mission: The mission of the City of Savannah's Community Planning and Development (CPD) department is to improve the quality of life in Savannah through consolidated planning, funding of revitalization activities and public services, the allocation and effective management of federal funds, and the active engagement of citizens and community partners in leadership development, comprehensive planning and development activities which build and sustain strong communities. This includes funding for affordable housing, business and economic development, corridor revitalization, homeless services and other assistance.

Offering: CPD provides planning assistance to all City bureaus and departments, and allied agencies on a regular basis, including Housing Authority of Savannah, the Metropolitan Planning Commission, the Homeless Authority, and other educational, public and private organizations.



City of Savannah Sustainability

Contact: Nick Deffley

About: The Environmental Services and Sustainability Office provides services to create and maintain a healthy environment for citizens, provide operational cost savings through environmental compliance support, and promotes resource reduction policy and community engagement. With this directive, the primary objectives are to:

- Develop and maintain a comprehensive sustainability plan to guide compliance with City energy use and carbon equivalent reduction commitments.
- Develop external funding and partnerships to support City sustainability goals.
- Provide technical assistance on strategies to achieve cost savings through resource conservation and efficiency.
- Assist with environmental compliance efforts in regulated activities of City operations.
- Develop and implement community education, outreach, and forums for stakeholder engagement



Jelinek Creative Spaces

Contact: Meagan Hodge

About: Jelinek Creative Spaces is based on the need for affordable work space for the artisans of today. We are founded on the principle: non-profit in residency, where a percentage of rental fees support a local in-house non-profit that acts as your creative director for the site.

We are here to provide rentable work space in a collaborative environment for artisans wanting private work space, product display in showroom environment, conference area, warehouse storage and wood shop access.



The Creative Coast

Contact: Bea Wray

About: The Creative Coast is here for the entrepreneurial community of the creative coast region. We want to build and support the network of local businesses. We do this through mentoring and connecting individuals to the resources they need through our well established and trusted network.

Mission: To nurture the members of the Savannah community engaged in creative or innovative endeavors and to cultivate an environment in which they can thrive.

Vision: Propelled by The Creative Coast, Savannah will be transformed into a vibrant hub for creative and innovative businesses, organizations, and individuals.

Values: Advocacy. Creating Connections and Dialogue, Partnering, Trustworthiness and Follow Through, Respectfulness, Open-Mindedness, Inclusiveness

3



INSIGHTS

A START

After conducting Secondary and Primary Research and collecting all the data points, we moved on to what we call Affinitizing. Affinitizing is a way to organize data points, find correlations between them, and generate insights to develop possible solutions. The affinitization process has three stages.

First, we sort all the data points from Secondary Research and Primary Research together into different groups and label them with general category titles with first person statements such as "I" or "we" on Post-It notes.

Second, we moved on to a higher level of sorting based on the all the Post-Its from first stage, again combining two or three data points into one Post-It, giving it a larger statement title written in first person perspective.

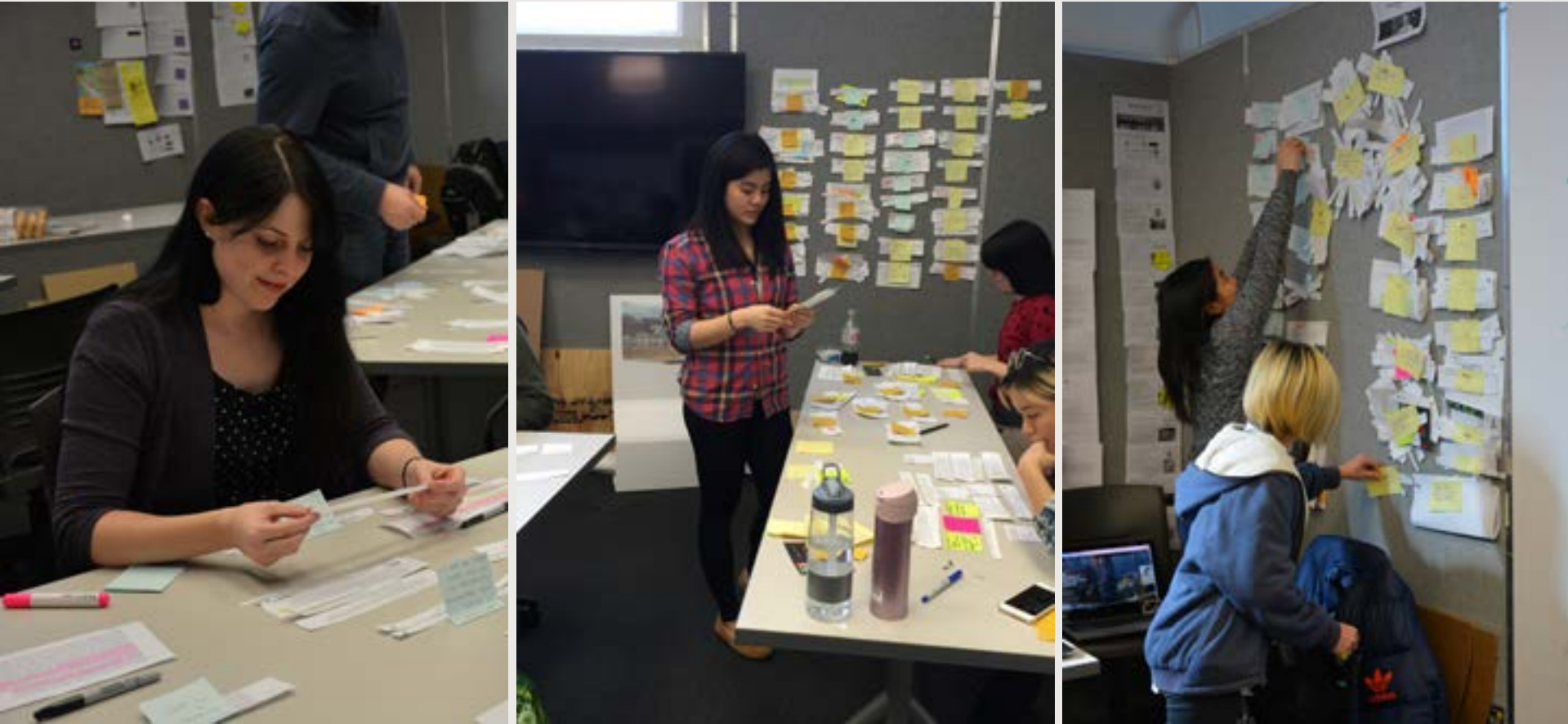
Lastly, the third stage of the affinitization process is geared toward extracting the high-level abstract meanings from the clusters of data. We then name each cluster using a Post-It note and keyword statement. Through our research—including numerous interviews with some key stakeholders—we compiled a set of compelling "insights".

AFFINITIZING PROCESS



The multi-step affinity process allowed us to analyze, categorize and synthesize our data in order to discover the underlying meanings and insights.

AFFINITIZING PROCESS



INSIGHT REPORT

1. THRIVING THROUGH SUSTAINABILITY

We truly believe sustainability is at the core of our business and we leverage it to create positive outcomes that benefit the entire system.

- Sustainability is truly the heart of our business
- We consider the entire system and the full impact of our decisions
- I'm aware that sustainable practices are important to leverage my business outcome

We have realized the world we live in is changing and we must pay attention to how we interact with nature and what we can learn from it, in order to develop effective, sustainable actions and processes that benefit the environment

- We pay attention to how we interact with nature and what we can learn from it
- The world we live in is changing and the evidence is found in our quality of life, changing climate and diminishing resources and health
- We have realized that sustainable actions and processes need to be incorporated into businesses for the sake of the environment

As small-business owners, we are passionate about using our sustainable businesses to overcome social, economic and environmental barriers in order to improve the lives of people and help the community thrive.

- By overcoming social, economical, environmental barriers, we can thrive as a sustainable community
- We are interested in using our business as a platform to help improve people's lives
- Poverty is a barrier to sustainable behavior
- We focus on all aspects of our business in order to make sure it is as efficient as possible. We want to make the right moves and make progress on multiple levels
- With our holistic approach in small business we believe that transformation is more meaningful

INSIGHT REPORT

2. OVERCOMING OBSTACLES TO ACHIEVE A BRIGHTER FUTURE

We acknowledge Savannah must re-design our systems to be much more sustainable and environmentally responsible if we plan to achieve our positive vision for the future

- I see the future of sustainability in Savannah being driven by renewable resources
- We believe sustainability has the power to make a positive change to the overall community
- Recycling needs to be a higher priority in Savannah
- In the next 10 years...I envision an innovative eco-responsible Savannah

We recognize our small businesses have the power to impact the community in a positive way and allow us to recover from the recession.

- We as a small business community know that our actions matter
- We can recover from the recession by educating / training people who were affected (especially kids)
- A well designed transportation infrastructure is key to a sustainable Savannah

We have discovered there is a disconnect between Savannah's government entities and sustainable small-businesses, which causes slow progress and apathy.

- Political apathy makes progress in Savannah difficult
- I'm aware of the disconnect between local and larger entities when it comes to sustainability
- Savannah is slow to change

We acknowledge small-businesses in Savannah are influenced by local cultures, which means we must become more educated on Sustainability and its processes as not to cause damage to local systems

- I acknowledge that Savannah is influenced by local communities of culture (positive and negative)
- We need to be mindful of the ways in which we expand our business to ensure that they remain sustainable and contribute without causing damage
- I think people in Savannah need to be more educated about sustainability and how to do it

INSIGHT REPORT

3. CREATING MUTUAL BENEFITS

We realized in order to achieve the business outcomes we desire, we must understand how to take advantage of local resources and acknowledge the profits are also critical for continuing the business

- I understand the process that leads to innovation is based on knowledge, resources and management
- I consider the goals of my business to be important for my outcome
- We consider profit to be the priority aspect of a successful business

We recognize there is a huge opportunity to collaborate with Savannah's lively tourism industry and SCAD's resources in order to educate the public and further promote sustainable efforts

- We greatly value the support and resources SCAD contributes to Savannah's community
- Development can be positive but we must seek sustainable resilient development
- Tourism is much like anything else, a tool that can produce or attract both positive and negative. In Savannah, tourism offers long-term and short-term benefits, opportunities and livelihood

We understand the value of collaborative relationships with locals and like-minded businesses and individual with the largest benefit coming from in-person interaction

- My business interacts with locals in the community
- I think having a physical space for local artists' collaboration is important
- As a group of small green business, we must continue to foster our local relationships

INSIGHT REPORT

4. RECOGNIZING PROBLEMS AND EVALUATING SOLUTIONS

We are passionate about using local materials in order to support Savannah's economy and increase our sustainable impact; however, we have discovered it's not always feasible

- We intended to source local sustainable materials, but it was not financially feasible
- I believe it's important to support the local economy
- We understand the importance of using local resources to generate local economy

We have noticed it's difficult to gain support for sustainable initiatives because they usually involve the adoption of unconventional living, and although this is what people and businesses need, they are hesitant to commit

- We discovered it's very difficult to get started as a sustainable small business due to a lack of resources and support
- We have based our sustainable practices on the actual needs of people; both businesses and individuals
- Building sustainability involves spending more and embracing unconventional living strategies

We are interested in networking and reaching out to the community in order to gain support, but it is difficult because we lack efficient communication channels and methods of connecting virtually

- We are trying to gain support for sustainability through community outreach
- We have noticed virtual communication and resources are needed in order to create more efficient, sustainable options
- I do my best to be a role model for sustainability in Savannah and inspire others
- I used to be more involved in the sustainable culture of Savannah, but I've fallen out of going

INSIGHT REPORT

5. GAINING SUPPORT THROUGH PERSONAL STORIES

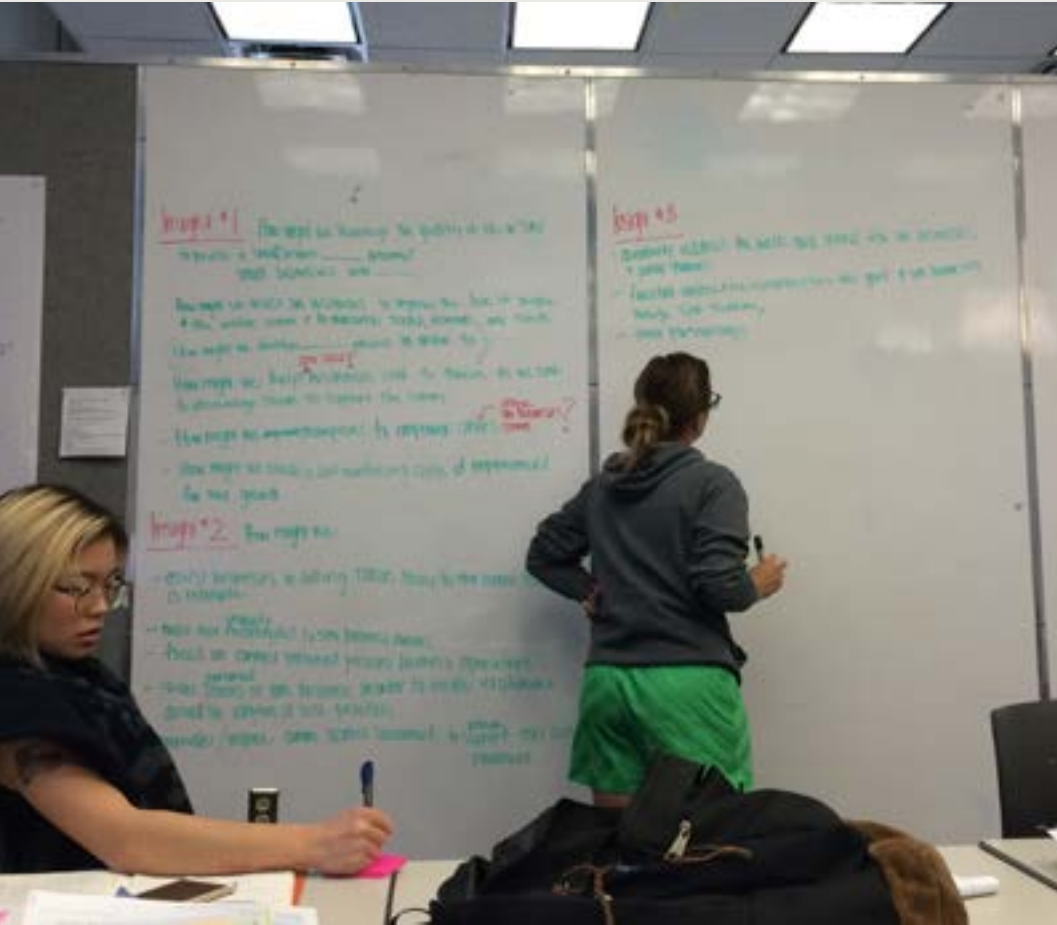
We believe our individual perspectives of sustainability are unique (due to our personal backgrounds) and we want to share our views with others.

- I'm sustainable on an individual level
- I don't know of anyone else approaching sustainability in the same way as me...
- My personal history influences my sustainable practices

We believe storytelling can create emotional attachment to sustainable efforts and motivate entire communities to begin to support sustainability and commit to changing for the better.

- I rely on stories to motivate and educate people
- I believe in the power of sustainability to be transformative
- We have realized that in order for Savannah to be truly sustainable, we must include (and have commitment) from everyone in the community regardless of demographics, education or income
- Our partnerships and friendships have influenced both our business and our personal lives

OPPORTUNITY STATEMENT



“HOW MIGHT WE” STATEMENTS

After the workshop and insights discovery, we came together to develop “How Might We” statements to guide our design ideation process.

“HOW MIGHT WE”

INSIGHT 1: THRIVING THROUGH SUSTAINABILITY

How might we leverage the quality of life in Savannah to provide a sustainable small business outcome?

How might we assist small businesses to improve the lives of people and the wider community to overcome social, economic and environmental issues?

How might we help small sustainable businesses continue to thrive as we continue to encourage them to support the community?

How might we empower champions to empower other small businesses and the community?

How might we create a self-reinforcing cycle of improvement for sustainable growth?

INSIGHT 2: OVERCOMING OBSTACLES TO ACHIEVE A BRIGHTER FUTURE

How might we creatively address the walls that stand between small businesses and policy makers?

How might we facilitate constructive conversations between government and small business through sustainable thinking?

How might we foster partnerships in order to establish ongoing commitment (that are friendly) to sustainable small business initiatives?

How might we identify key players in creating obstacles that inhibit the progress of small sustainable business?

How might we leverage local cultures to impact a larger local movement?

How might we become a role model for the world?

"HOW MIGHT WE"

INSIGHT 3: CREATING MUTUAL BENEFITS

How might we utilize tourism in a manner that truly supports the local small business and green economy?

How might we remove barriers that hinder the connectivity and community buy-in while also educating and informing?

How might we help different stakeholders to address their mutual interests?

How might we harness SCAD's academic and human capital to further the cause of Sustainability?

How might we highlight business opportunities and facilitate small business financial growth in a sustainable fashion?

INSIGHT 4: RECOGNIZING PROBLEMS AND EVALUATING SOLUTIONS

How might we improve communication tools to provide effective messages?

How might we close gaps in local supply networks in order to grow the local economy?

How might we generate a buzz?

How might we assist small business owners in achieving ideal solutions to the barriers they face as well as increase connections in the sustainable system as a whole?

"HOW MIGHT WE"

INSIGHT 5: GAINING SUPPORT THROUGH PERSONAL STORIES

How might we assist businesses in telling their story to the community that is relatable?

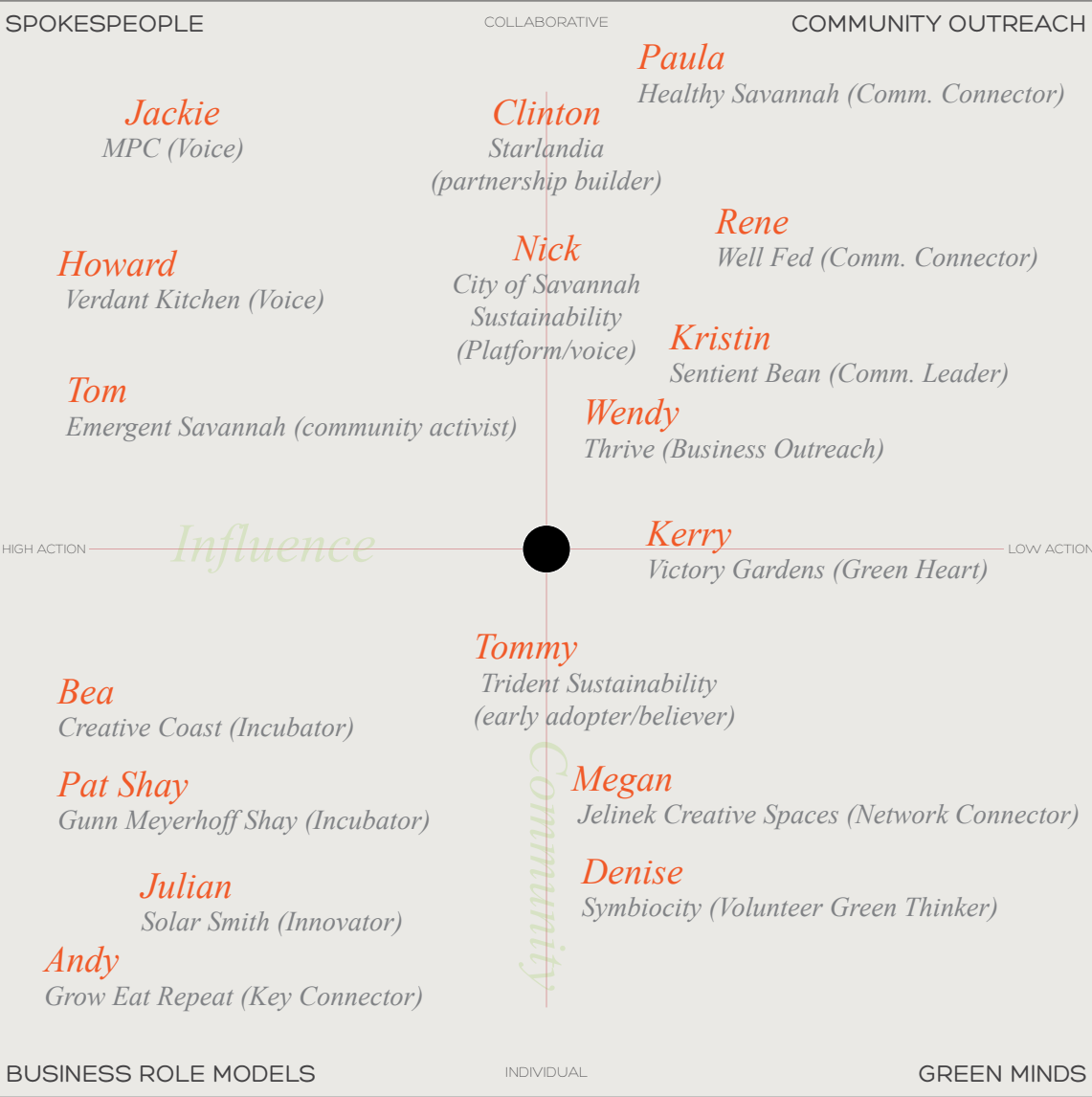
How might we make sustainability uniquely meaningful to small business owners?

How might we focus on connecting personal passions to business operations?

How might we share personal stories of small business in order to create excitement surrounding the adoption of sustainable practices?

How might we motivate and inspire communities across Savannah to actively support the sustainability movement?

2X2 GREEN MINDS



By defining the individual roles of our partners in sustainable small business, we were able to plot each of them on a 2x2 matrix. This allowed us to visualize the type of roles we wanted to be present in our first workshop.

DMGT 740 | Sustainable Practices in Design | Prof. Scott Bolyston | Winter 2016

These were small system map connections

Legend:

- BUILT ENVIRONMENT + URBAN PLANNING
- FOOD
- SERVICE + RETAIL
- COMMUNITY + DESIGN
- MARKETING
- FARMING
- INCUBATOR
- CONSULTING
- DINING + CATERING
- MEDIA
- RETAIL
- LOCAL GOVERNMENT
- CONNECTIONS

- *Ecosystem Map* -

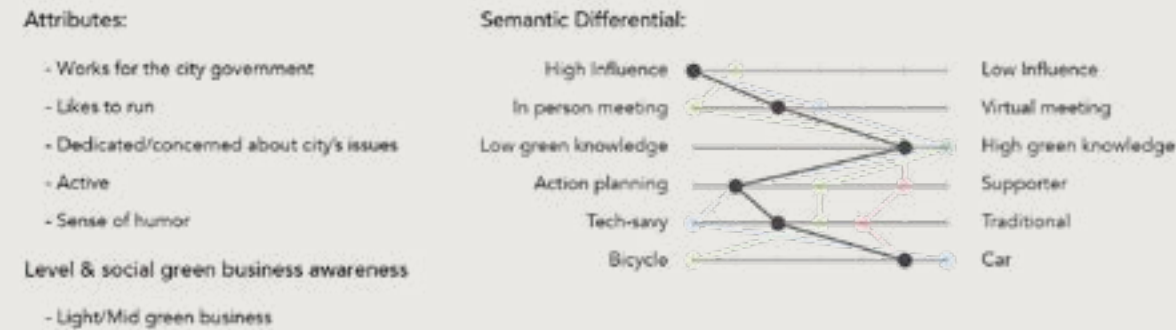
PERSONAS

Roger: Spokeperson

Age: 32
Status: Single
Education: Master's in Political Science
Income: \$\$
Hometown: Savannah, GA
Living area in SAV: South Side

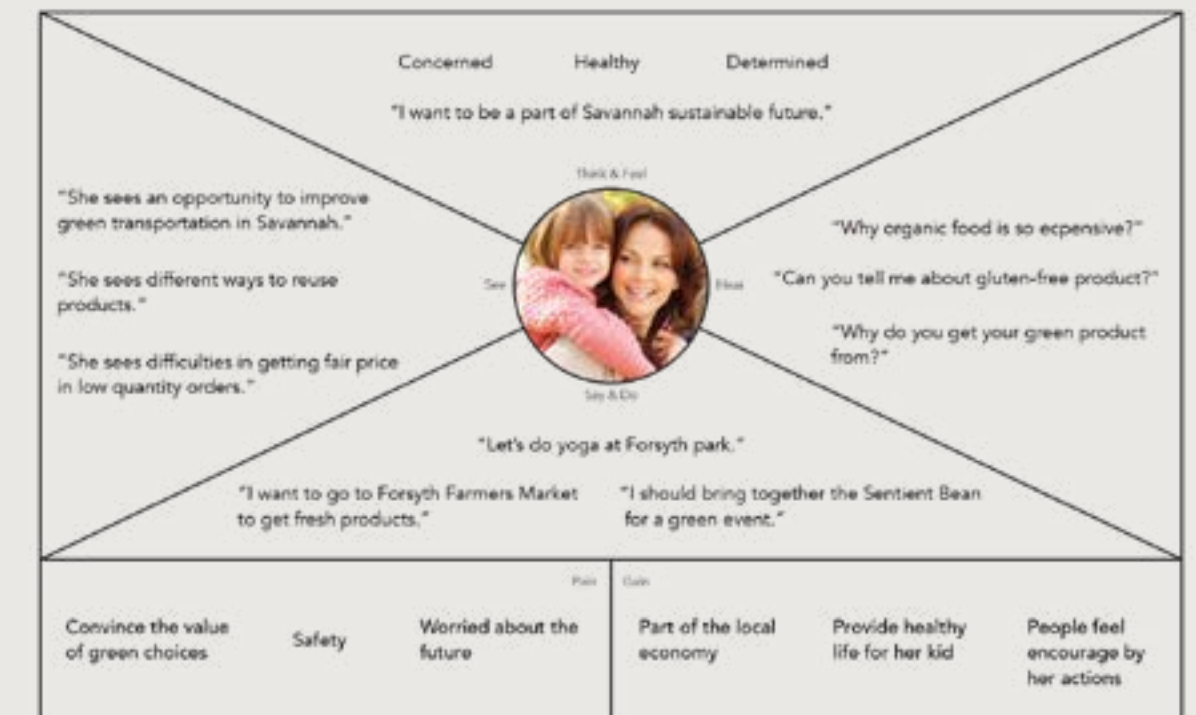
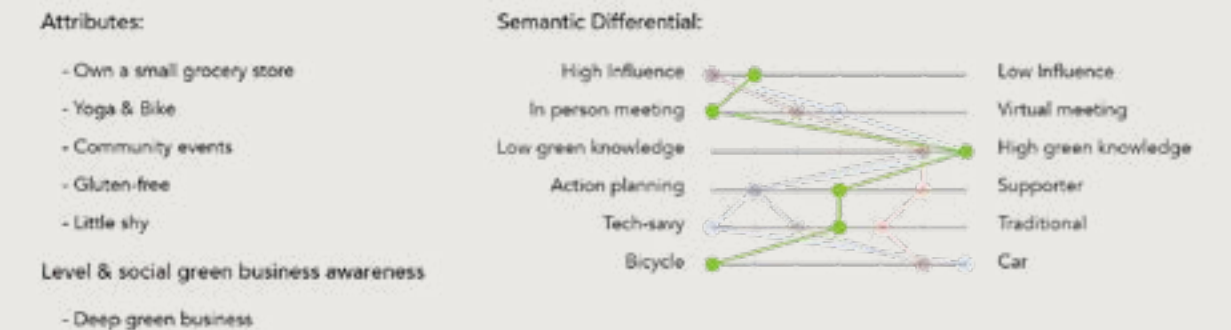
Explanation:

We created 4 personas for each quadrant from the previous 2x2: Spokesperson, Green Minds, Community Outreach and Business Role Model. We used personality traits, semantic differential and empathy maps to describe each person.



PERSONAS

Abby: Green Minds



PERSONAS

Jane: Community Outreach

Age: 44
Status: Married
Education: B.A. History Preservation
Income: \$\$
Hometown: Montreal, Canada
Living area in SAV: Tybee Island

Attributes:

- Works in Non-profit organization
- Volunteers in city events
- Planning social strategies
- Responsible
- Extrovert/Social

A:



Level & social green business awareness

- Mid/Deep green business



PERSONAS

John: Business Role Model

Age: 35
Status: Single
Education: MBA in Finance
Income: \$\$\$
Hometown: Portland, Oregon
Living area in SAV: Broughton Street

Attributes:

- Entrepreneur/ Consultant
- Independent/ Workaholic
- Home-office with renewable energy: solar panels, recycles, composting
- Hybrid car
- Extrovert
- Tablet

A:



Level & social green business awareness

- Light/Mid green business



4

PROTOTYPE 1



THE U.S.T. WORKSHOP

OBJECTIVE

The objective of this workshop was to report on the progress of our class project to small businesses that we previously interviewed. Through a divergent and convergent session we were able to focus on what could be done within the next upcoming weeks. We came across several initial ideas about how to assist small businesses in becoming more sustainable.

PLANNING THE WORKSHOP



PREPARING THE WORKSHOP



It was important for us to find a strategic direction when considering which partners we should invite. By mapping out the relationships and roles of our project stakeholders in a matrix, we were able to determine the key players that would be most beneficial for the upcoming workshop session.

We also conducted a rehearsal session to make sure that our logistics would be effective in a way that would help us to identify each other's roles and places. Professor Scott was also present and gave us some constructive feedback to better improve our performance for the workshop session.

WORKSHOP DAY



For our first workshop, we developed a set of activities designed stimulate a dialogue about sustainability and small business in Savannah. We began with a timeline that included: presentation, posters explanation, dialogue and next steps. Our group also assigned roles including note taker, active participants, timekeeper and graphic recorder.

WORKSHOP DAY

ACTIVITIES



Part 1 – Introduction



Part 2 – Presentation



Part 3 – Posters



Part 4 – Discussion Session



Part 5 – Next Steps



Part 6 – Thank You

WORKSHOP DAY

ACTIVITIES

1. Presentation

Project Overview, Goals, Research Process

2. Present Insights

During the posters explanation, we were able to convey our key insights and share what we found during previous weeks of research. The present stakeholders were impressed with how much they related to each insight, especially the one about storytelling, giving us a chance to nurture further conversations about their wishes and future business possibilities.



3. Discussion Session

For the discussion session we established fundamental questions that would prompt participants to expand the conversation. Here is the list we developed:

- What surprised you about you just heard?
- What stood out from the information we shared?
- What would you change, adapt, expand, modify from what we shared?
- What's missing?
- What have you thought of or tried in terms of sustainable processes?
- What are the problems you faced and how did they affect you?
- What is your vision for the future of Savannah?
- What do you expect us to accomplish in the next 4 weeks?



5

VISUALIZING IDEATION



PRELIMINARY CONCEPTS

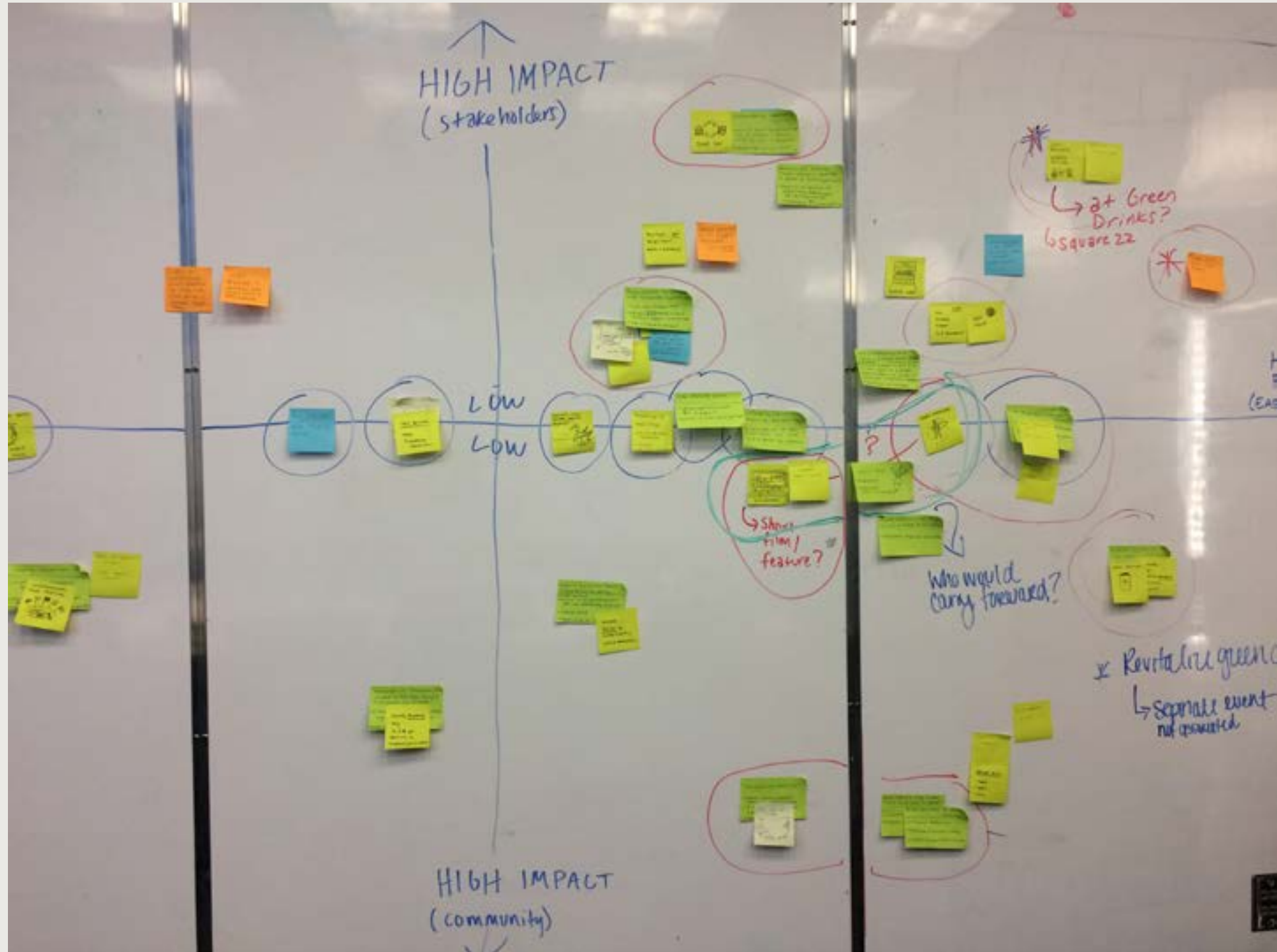
CRAZY 8'S

After our workshop session, we were eager to start our ideation process. We used the idea generation activity called "Crazy 8's". In this brainstorming session we quickly produced ideas for each "How Might We" statement, extracted from each insight. While we were generating the ideas, we also took into consideration our overall project goals. This allowed us to go even further to find the most suitable idea for the current challenge.

After we finished the ideation session, we created a 2x2 model which allowed us to visualize the main concepts that would most correlate with the project goal. Feasibility was also an important part of this process because although we were excited about our ideas, the implementation part needed to happen quickly.

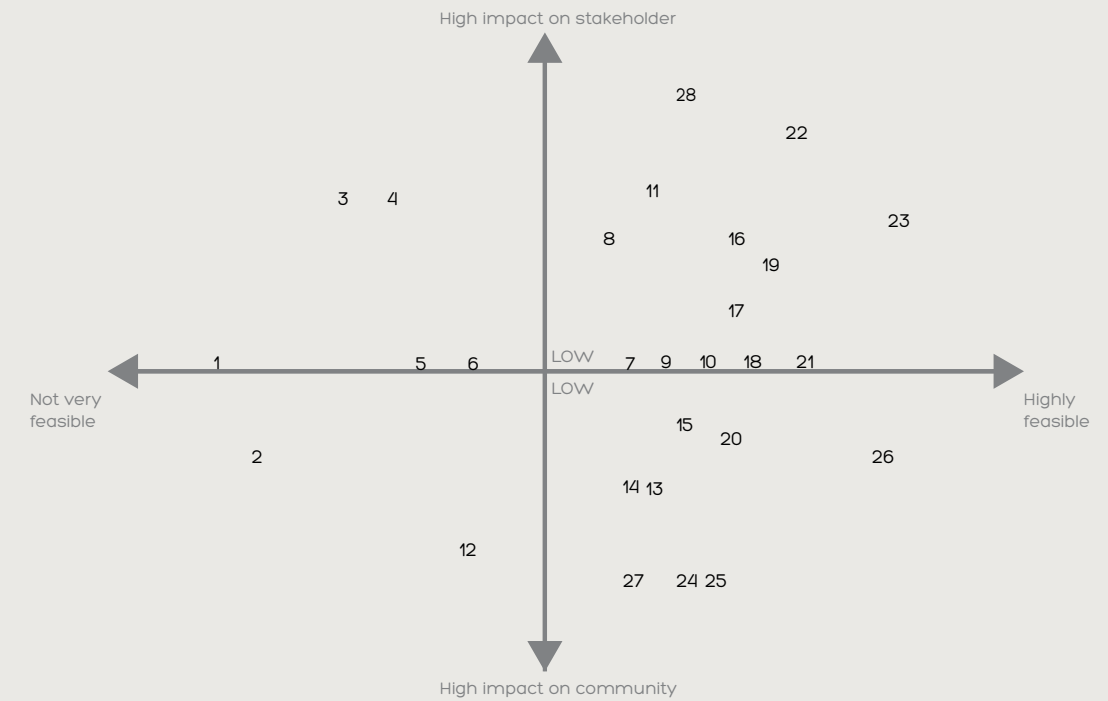
For our final concept selection we used a criteria matrix giving each idea a quantitative number based on several attributes we considered to relate more objectively to our class purpose.





2X2 IDEATION PLACEMENT

1. Become the "best in the world at one thing"
2. International Food Festival / Cooking Competition
3. Chalkboard in downtown Savannah for sustainable thoughts
4. Story projection including SCAD library for educating about sustainability
5. Less digital, more face-to-face
6. Trip Advisor
7. Highlight local nature beauty
8. Online platform for connect local sustainable suppliers
9. Roadmap to green map
10. Tree planting event
11. "Green Grammys"
12. Sustainable marathon-family 5k
13. SCAD sponsored sustainability lectures
14. Annual forum of sustainability world examples
15. Documentary
16. Feature week
17. Create campaign for "Donating to a Brighter Future"
18. Green superhero
19. SCAD CLC project
20. Carrot Mob Savannah
21. Art installation in local gallery
22. Sustainable business "speed dating"
23. Syllabus, proposal for next quarter
24. Build-Your-Own Workshop
25. SCAD Serve + local schools, teaching kids how to garden
26. Green Passport
27. Sustainability Kids Club
28. Sustainability Community Council



IDEA CRITERIA SELECTION

	Online Platform	Documentary	Green super hero	Carrot mob Savannah	Speed dating	Art installation in local gallery	Build-your-own workshop	Sustainability kids club	Toolkit
Interesting	3	5	5	3	3	5	4	4	4
Implementation	1	2	3	5	5	5	3	2	4
Feasibility	1	2	3	5	5	4	2	1	5
Empowers champions	4	5	4	3	3	3	2	3	3
Meaningful	4	4	4	3	3	4	3	4	5
Insight relevant	5	5	3	2	2	4	3	4	4
Long-term impact	4	4	4	2	2	3	3	4	5
Total	30	31	29	27	27	32	22	24	35
Pass on	4	5	3	4	4	4	2	2	5





OBJECTIVE

The objective of Green Speed Dating was to connect and create networking between green small businesses in Savannah. We had the opportunity to invite a selected group from the conducted interviews to prototype this concept with us. Once again, our class divided tasks and roles in order to most effectively empower the guests with activities designed to facilitate interaction. The result was a delightful event leading to possible referrals and future business opportunities.

GREEN SPEED DATING PROCESS

PLANNING THE WORKSHOP

Our timeline for this workshop was different from the previous one because this time we were focusing in one main activity, Speed Dating, along with smaller activities such as an Instagram Photo Booth. We also presented the latest version of the class sustainable companion, a guide for small businesses and individuals interested in becoming green. Here is the timeline description for this event:

TIMELINE

1. Icebreaker Activity
2. Project Overview
3. Green Map Overview
4. Introduction to the Companion
5. Speed Dating
6. Explanation of the Companion
7. Dating Cards Presentation Wall
8. Final Feedback
9. Next Steps

PREPARING THE WORKSHOP

The Green Speed Dating event took place at Cha Bella Restaurant. It started off with an amazing partnership between us and the Cha Bella owners. Our event team was responsible to bringing our ideas to life. Therefore, they invited our special guests and developed sustainable prompts that would enhance the Speed Dating experience in a greener way. Another rehearsal took place so that we would be prepared for this amazing event. We wanted to make sure that this activity would connect small businesses and hopefully spark great partnerships.



WORKSHOP DAY

WE DID A THING

The event space was arranged in a way that would allow our guests to feel comfortable sharing their ideas and their business goals. The first activity was an icebreaker game, making our guests more comfortable with this unknown territory.

The Companion was also an important part of this event because we were able to gain insightful feedback from actual users. During the Green Speed Dating activity, we observed both sides interacting in a very pleasant way by exchanging business cards and "force fitting" possible ideas between their business. These ideas were then written on "Dating Cards" that were then added to the Dating Cards Presentation Wall.

Another activity conducted at the event was the Instagram Photo Booth. The main objective of this photo frame was to bring awareness to our U.S.T. Instagram profile in order to gain followers by sharing their pictures in a social media platform.





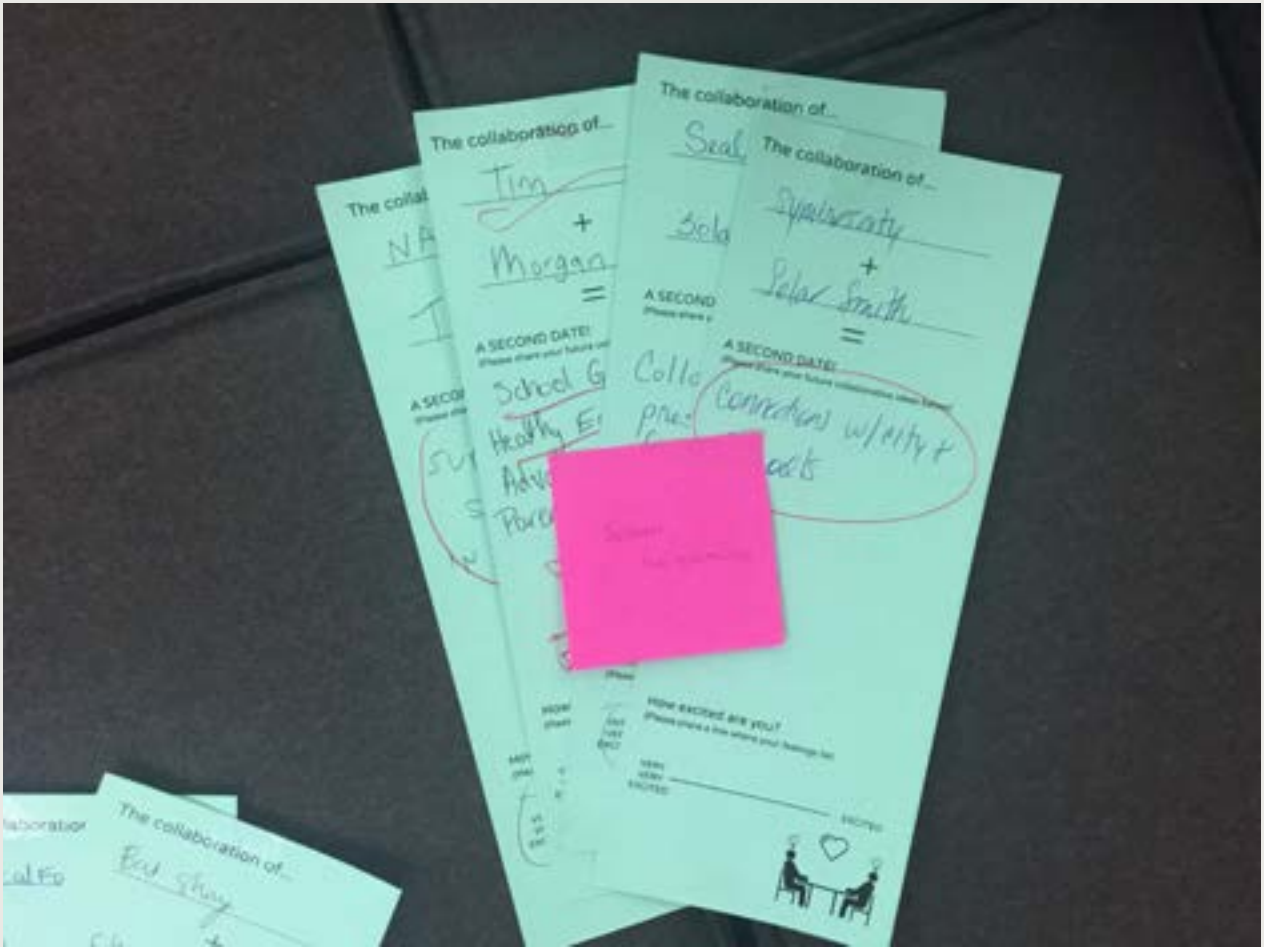
POST EVENT

It was important for us to look back to our guest's "dating cards" and find some commonalities among the ideas that came to life. After this small but interesting affinitizing process, we found some interesting and promising sustainable concepts that were based on these three main buckets:

POST EVENT

School Outreach Initiatives

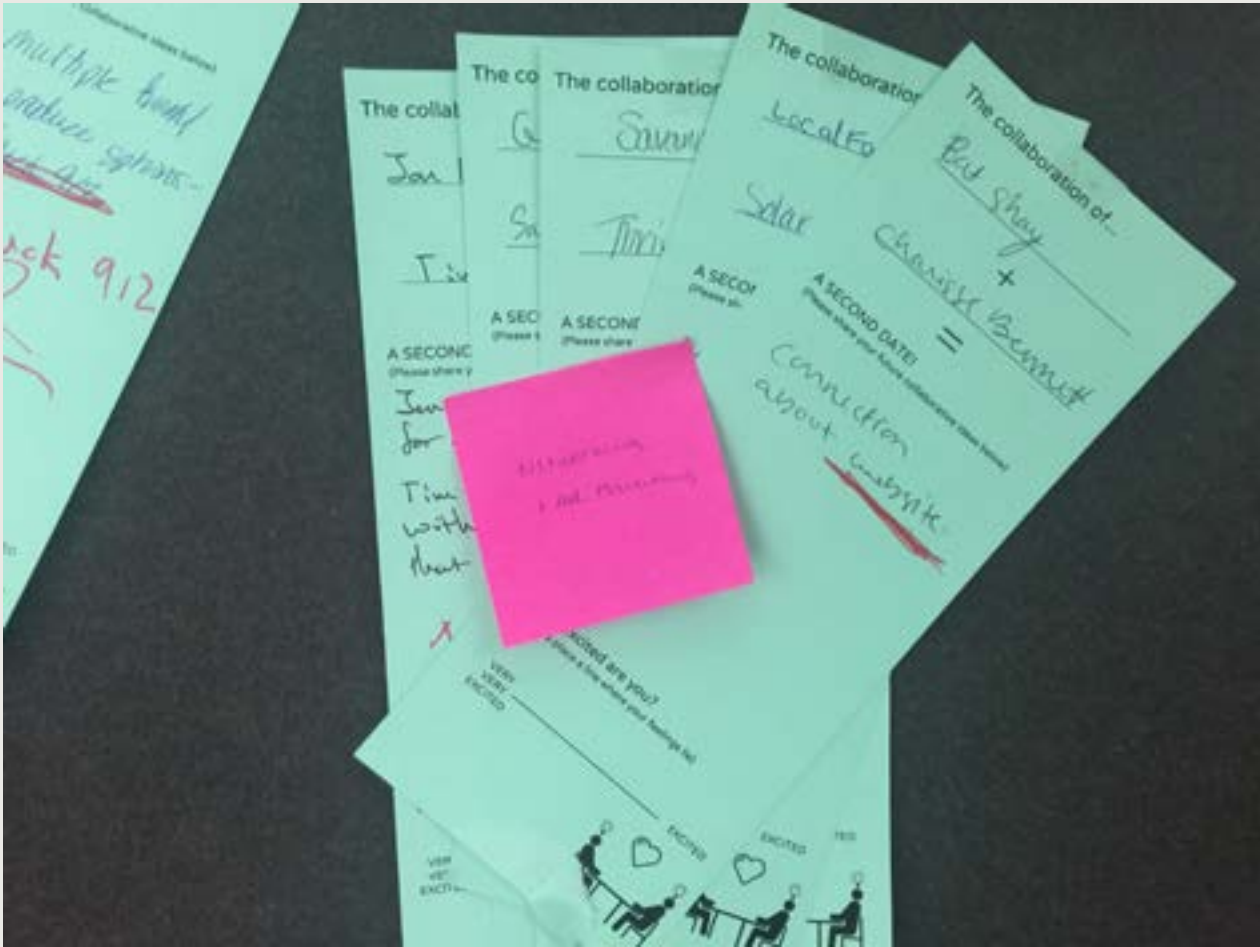
- Connections with city + schools
- Collaborate on a presentation for schools to promote possible solar careers, host parents/students event to introduce them to renewable energy
- School garden to educate about healthier eating in class, parent / school community night out
- Support a STEM change in classes



POST EVENT

Networking Opportunities + Referrals

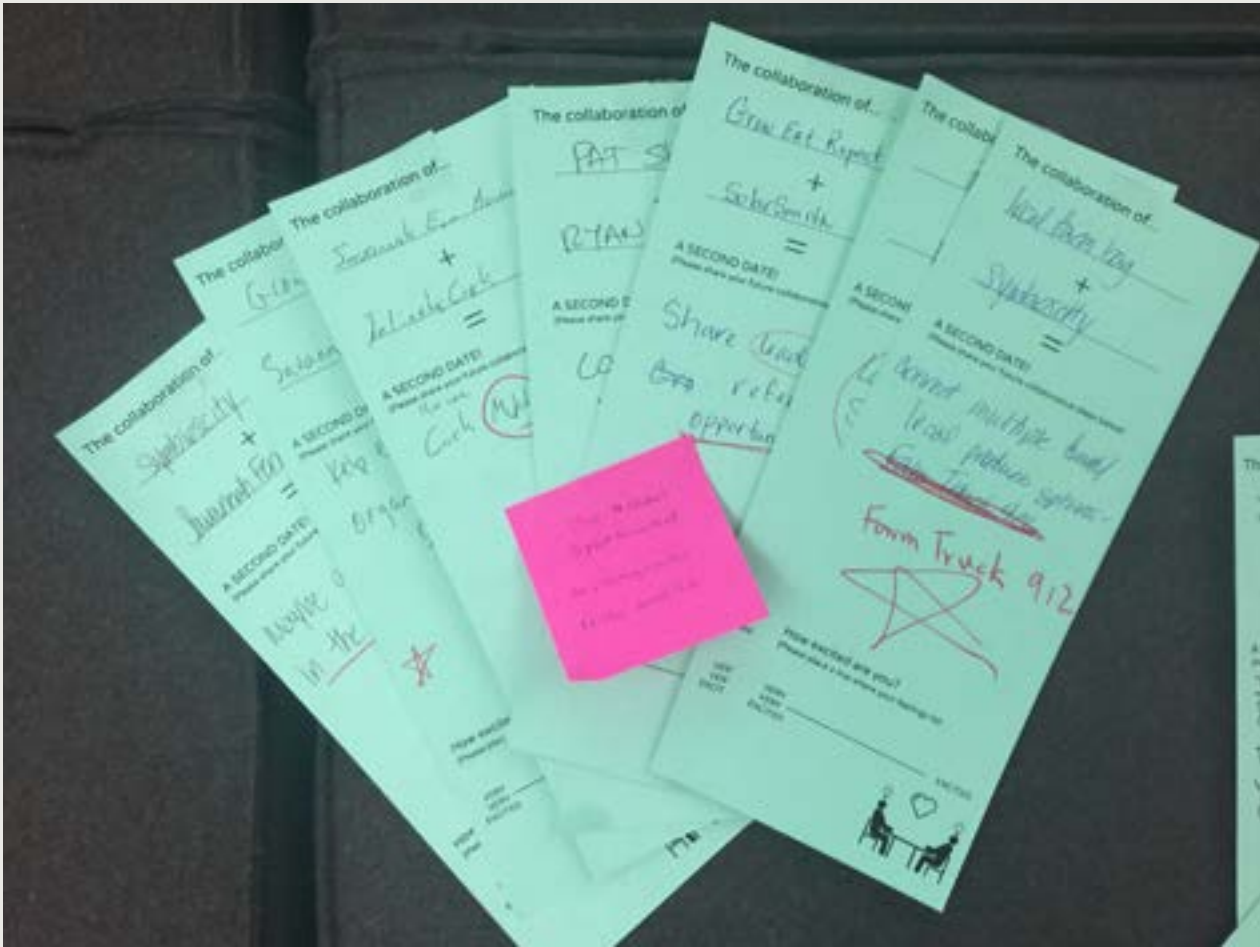
- Connection about websites
- Advertising: relieve the fear of eco-friendly companies
- Recommendations to others about sustainable services
- Exchange names, develop network
- Recommendations and Referrals



POST EVENT

Collaborative Initiatives

- Create a "Farm Truck 912" to connect more fresh produce
- Solar-powered kitchen
- Various collaborative business opportunities
- Cork exterior with insulation on office
- Re-use cork mulch
- Compost tea together (leaves + food waste)
- Living fence (plants)





WHAT IS GREEN MAP?

A TOOL FOR ENGAGEMENT

The Green Map is a snapshot of the green economy in Savannah. It is an evolving visualization of every sustainable venture, useful resource, and natural treasure available in a given location. The map is a tool to form networks to further the cause of sustainability in Savannah.

It is our hope that Savannah's Green Map will continue to grow in the future and serve as a valuable networking tool, creating partnerships through sustainability.

GREEN MAP BENEFITS

The infographic is titled "GREEN MAP BENEFITS" at the top center, with a small globe icon. Below the title are two main sections: "OPEN GREEN MAP" and "LOCAL GREEN MAPS".

OPEN GREEN MAP: This section features a map of Savannah with various green icons representing sustainable businesses and resources. Below the map, it says: "Interact with Open Green Map, our online mapping platform".

LOCAL GREEN MAPS: This section shows a grid of various Green Maps from different locations, including "BLITON" and "GREEN MAP". Below the grid, it says: "Explore hundreds of Green Maps created locally in 65 countries".

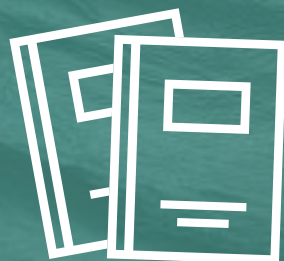
At the bottom, there are two sub-sections: "THINK GLOBAL MAP SOCIAL" and "THINK GLOBAL MAP LOCAL".

A green banner at the very bottom states: "With unique global icons and adaptable tools, Green Map System has engaged communities worldwide in mapping green living, nature and cultural resources since 1995. Green Maps chart a sustainable future! Explore and get involved."

The Green Map is a living database. New businesses and ventures will be added to the map over time as it grows.

8

COMPANION



SUSTAINABLE ADOPTION COMPANION

OBJECTIVE

This companion booklet may be used to aid small businesses interested in adopting more sustainable practices. It is our hope that our design frameworks will help small businesses to adopt sustainability with purpose and meaning. We believe by sharing this information with them and others, your business can achieve a more sustainable outcome.

PROCESS

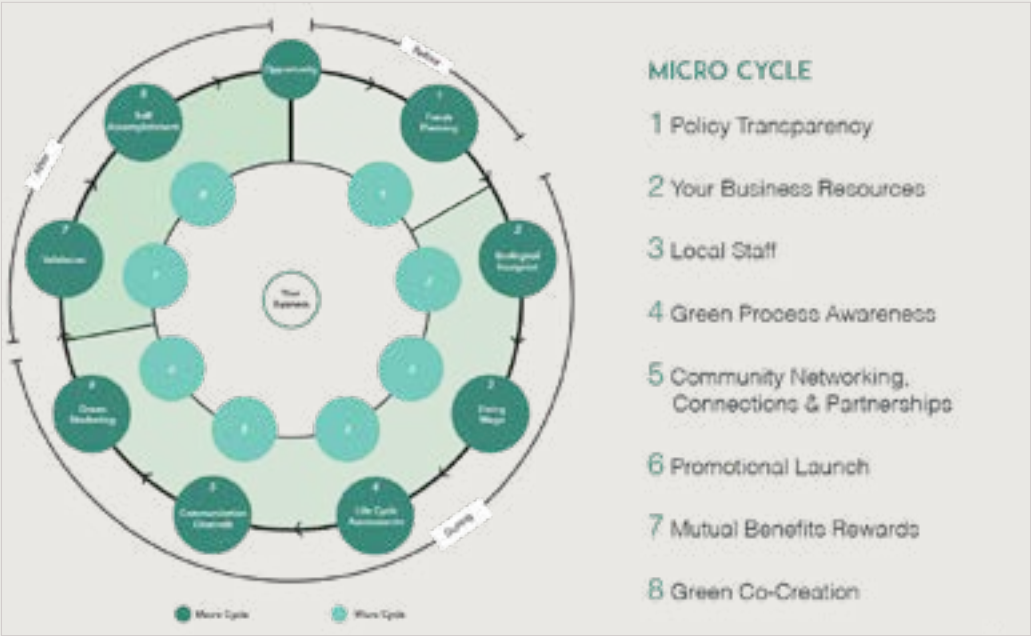
FOUNDATION

This Companion was created after the first Prototype session where our stakeholders expressed their wish to have a tangible guide to leverage the small business awareness to a sustainable strategy. In order to make this happen we started of by creating a journey map mapping out their main touch points from the beginning of their business opportunity until they formed a complete cycle of what we called Steps for Success.

Our compelling insights – Thriving Through Sustainability, Gaining Support Through Personal Stories, Creating Mutual Benefits, Recognizing Problems and Evaluating Solutions, Overcoming Obstacles to Achieve a Brighter Future – were used as the foundation of the Companion. Using data from credible open source information, articles and frameworks that were specifically developed for small business, this Companion is a starting point for a potential toolkit. This would allow the Companion to become part of a bigger tool for endurance, empowering small businesses to achieve sustainable success.

Scan the QR code below to download the Sustainable Companion:





INTERESTING FACT

Depending on your business focus, you might want to consider earning a Carbon Trust Certificate.

The Certificate - helps businesses and the public sector adopt more sustainable, low-carbon operational models by measuring and certifying the resource footprints of organizations, supply-chains, products and services against recognized international standards.

Learn more about them at the following site: carbontrust.com/certification

An illustration of a green footprint on a light green globe. Inside the footprint, there are several small icons: a factory, a car, a cow, a tree, a leaf, and a fish.

CARBON

GLAZING

FOREST

FISHING GROUNDS

CROPLAND

BUILT-UP

Represents the amount of forest land that could sequester CO2 emissions from the burning of fossil fuels, excluding the fraction absorbed by the oceans which leads to acidification.

Represents the amount of grazing land used to raise livestock for meat, dairy, hide and wool products.

Represents the amount of forest required to supply timber products, pulp and fuelwood.

Calculated from the estimated primary production required to support the fish and seafood caught, based on catch data for marine and freshwater species.

Represents the amount of cropland used to grow crops for food and fiber for human consumption as well as for animal feed, oil, crops and rubber.

Represents the amount of land covered by human infrastructure, including transportation, housing, industrial structures and reservoirs for hydropower.

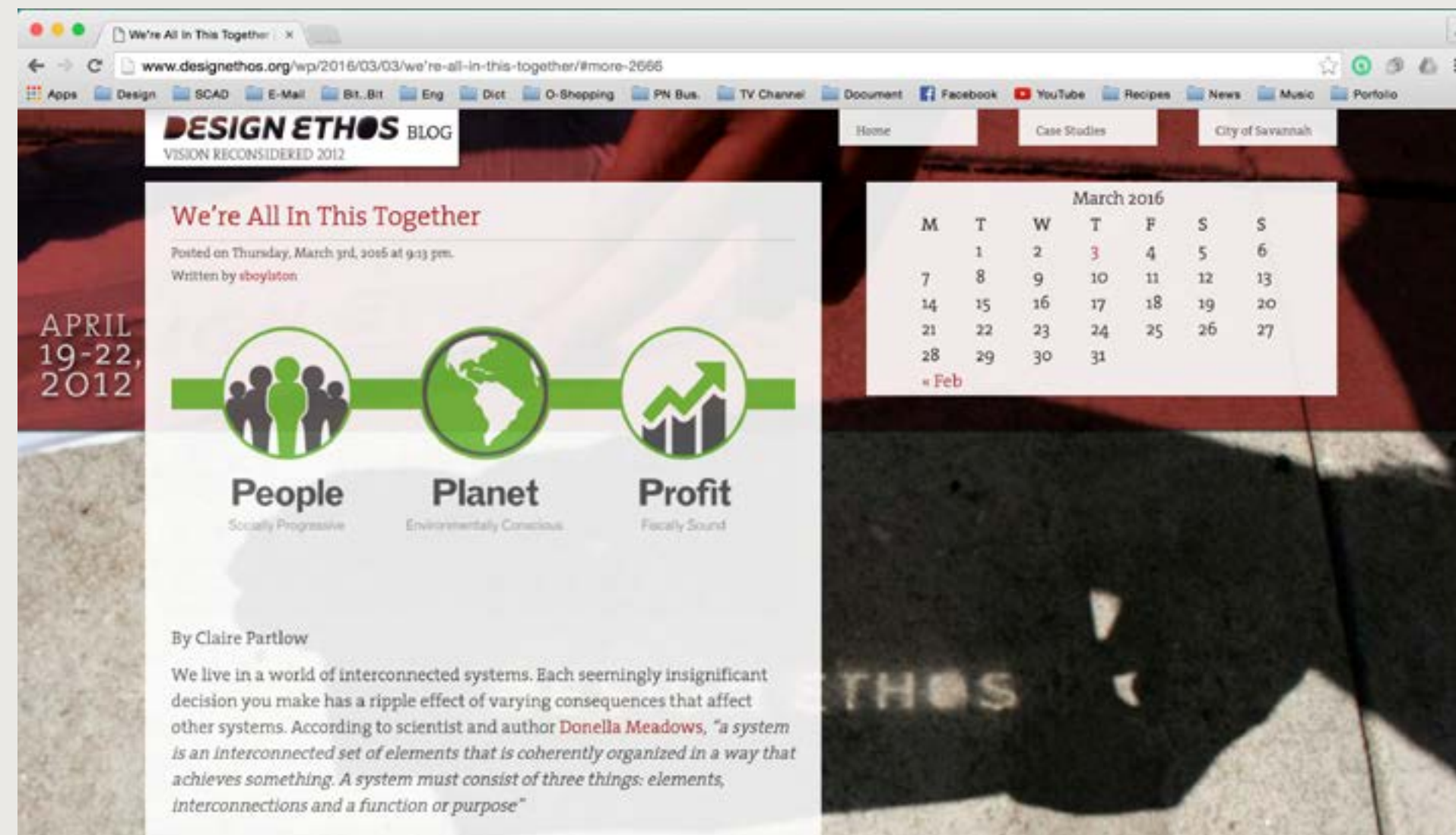
STEP 2 - ECOLOGICAL FOOTPRINT

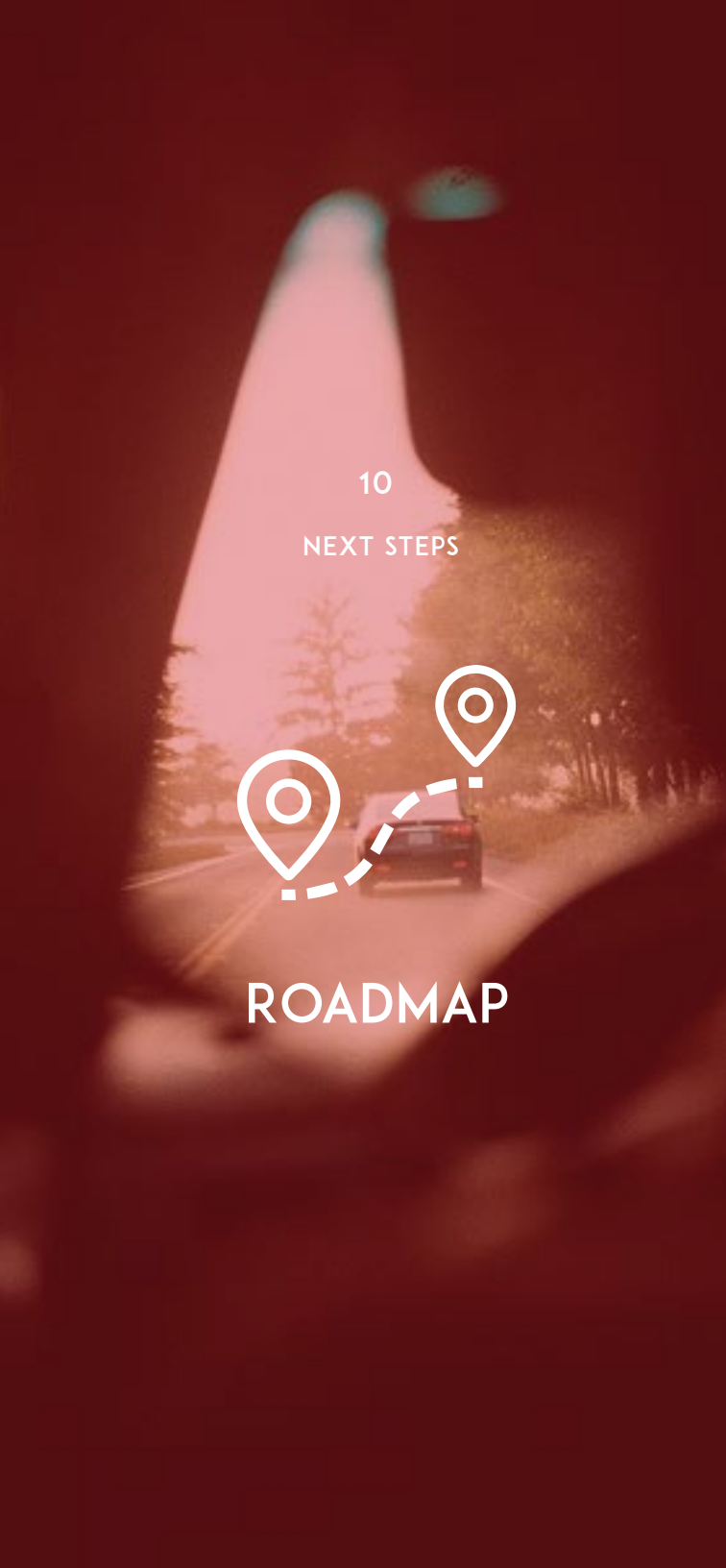


FINDING OUR VOICES

OBJECTIVE

The purpose of contributing to the Design Ethos blog is to promote awareness about social and environmental issues, as well as sharing information about small businesses in Savannah. We believe blogging brings like-minded people together. By using these kind of resources, we can help find people who are desperately looking for answers and solutions, as well as to share their opinions and thoughts.





10
NEXT STEPS

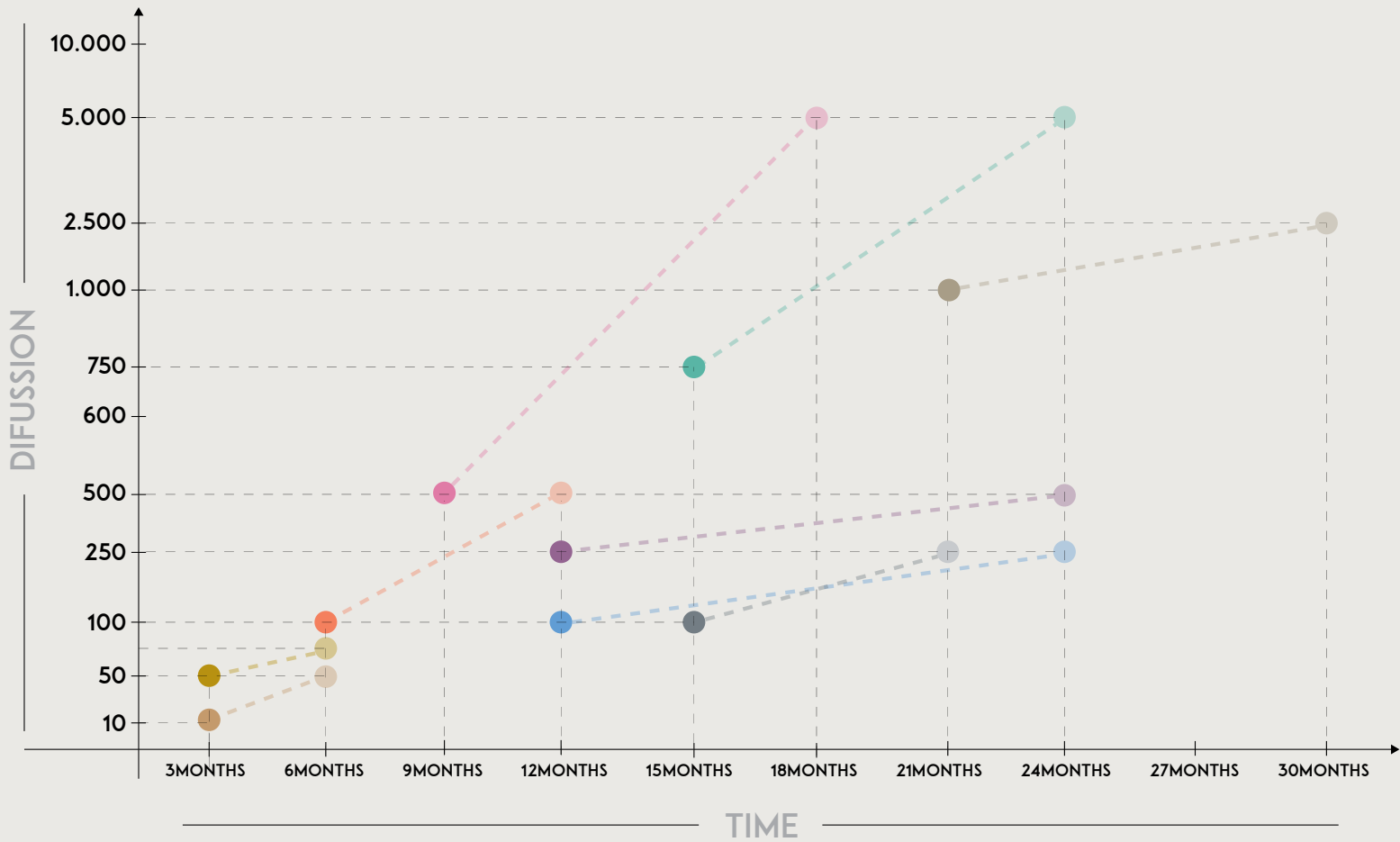


ROADMAP

THE PIPELINE

These are the other insightful ideas for possible projects you may wish to take into consideration. We placed them in a Roadmap framework indicating how long it would take to implement each idea, as well as the anticipated diffusion rate (the rate of adoption by people).

ROADMAP



CURRENT	EXPECTED	PROJECTS	CURRENT	EXPECTED	PROJECTS	CURRENT	EXPECTED	PROJECTS
<div></div>	<div></div>	TOOLKIT	<div></div>	<div></div>	APP (SUPPLIERS)	<div></div>	<div></div>	DOCUMENTARY
<div></div>	<div></div>	SPEED DATING	<div></div>	<div></div>	WORKSHOPS	<div></div>	<div></div>	SUSTAINABILITY KIDS CLUB
<div></div>	<div></div>	CARROT MOB	<div></div>	<div></div>	GREEN SUPERHERO	<div></div>	<div></div>	ART INSTALLATION



WHAT WE LEARNED

HOW TO DRIVE SUSTAINABILITY

Our class was able to discover compelling insights about the landscape of sustainable small business in Savannah. We also initiated networking and new dialogue between small business owners and sustainable champions in Savannah. Most importantly, we learned the best way to thrive is through sustainability. Achieving the balance between people, planet and profit is part of our core and we must unite for a sustainable tomorrow.

We hope that these tools for endurance aid in creating brighter futures for small business owners and the communities they live and work in.





APPENDIX

REFERENCES

SUSTAINABLE ORGANIZATIONS

Business Alliance for Local Living Economies: BALLE
www.bealocalist.org

ICLEI: Local Governments for Sustainability
www.iclei.org

The Green Map
www.greenmap.org

The Big Green Opportunity
www.biggreenopportunity.org

BOOKS & READING MATERIALS

The Necessary Revolution -Peter Senge

Senge, P. (2008). The Necessary Revolution. New York: Broadway Books.

Thinking in Systems -Donella Meadows

Meadows, D. H. (2008). Thinking in Systems. Chelsea Green Publishing.

Sustainist Design Guide -Michiel Schwarz & Diana Krabbendam

Schwarz, M., & Krabbendam, D. (2013). Sustainist Design Guide: How Sharing, Localism, Connectedness and Proportionality are Creating a New Agenda for Social Design. Amsterdam: The Beach BIS Publishers.

The Fifth Discipline -Peter Senge

Senge, P., Ross, R., Smith, B., Roberts, C., & Kleiner, A. (1994). The Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organization. New York: Doubleday Dell Publishing Group.

The Social Labs Revolution -Zaid Hassan

Hassan, Z. (2014). The Social Labs Revolution: A New Approach to Solving Our Most Complex Challenges. San Francisco: Berret Kohler.

SIGNED CONSENT FORMS

EMAIL TO INTERVIEW TEMPLATE

[illegible][illegible][illegible][illegible][illegible]

NCIB
National Council on Intergovernmental Cooperation

I, James Earl Smith, of the State of Tennessee, do hereby certify that the foregoing is a true and correct copy of the original as the same appears in the records of the County of Shelby, Tennessee, in relation to the above described matter.

James Earl Smith
County of Shelby, Tennessee

I, James Earl Smith, do hereby certify that the foregoing is a true and correct copy of the original as the same appears in the records of the County of Shelby, Tennessee.

Witness my hand and seal of office this 10th day of April, 1964.

James Earl Smith
County of Shelby, Tennessee

I, James Earl Smith, do hereby certify that the foregoing is a true and correct copy of the original as the same appears in the records of the County of Shelby, Tennessee.

James Earl Smith
County of Shelby, Tennessee

NAME

I am now going to participate in an information gathering activity in the form of the "Round Robin" of the participants' reflections and the development of a class agreement. John, John, John is going to initiate the sharing discussion for today.

Johnny, David,
Johnny, David, David,

I understand that the members of this class will:

(List your own ideas)

1. consider each other's ideas respectfully, respectfully
2. be respectful of each other's opinions and ideas
3. be participants in the discussion process
- 4.
- 5.

I have participated in the discussion for the remainder of the class, and in the class agreement, I have _____, and members of this class have _____.

Agreement for this class discussion for the class members: to be active in discussion.

I understand that my thoughts reflected in regard to my ideas are unique and different from the other class members' ideas. I have _____.

Michael, Michael, Michael, Michael
Michael, Michael
Michael, Michael

MCSE
Microsoft Network Plus

I, James David, in accordance with the provisions of the
Microsoft Policy of the University, understand and acknowledge that I have
received the MCSE John Doe in order to enable the following
department to serve:

Learning Services
Learning Services Area

I understand that the foregoing includes any action
concerning the matter:

a. Academic credit, grade, transcript, diploma, certificate
b. The issuance or non-issuance of a diploma or certificate
c. The participation in a 3rd departmentation
d.
e.

I agree and understand that the above information is for the use of the receiving institution and is not to be
used for other any purpose of other than educational
information for the data submitted from the above institution. In the event of a department
action.

I understand that my knowledge submitted is subject to the review and approval of
the Microsoft and that I agree that I will continue to keep the above record of
the MCSE

Michael Jackson 12/1/12
12/1/12

Built Environment + Urban Planning			Service + Retail		
DIRTT	Prof. Scott		Haberdashery		ashleykubley@gmail.com
Trident Sustainability (Tommy)	transcribed	tommy@tridentsustainability.com	Nourish		swalker@nourishsavannah.com
Symbiocity (Denise)	transcribed	dgrabowski@symbioscity.com	Salacia Salts (Cari)	transcribed	cari@clarkcreativedesign.com
Judge Realty (Laura Judge)	transcribed	lori@judgerealty.com	Savannah Bee Company		
Savannah Green Dirt Design			Starlandia (Clinton)	transcribed	clinton.edminster@gmail.com
Southern Pine Company		rkhaliid@bellsouth.net	Grow.Eat.Repeat (Andy)	transcribed	andy.schwartz37@gmail.com
Melaver and Associates		mmelaver@melaver.com	Savannah Eco Mowing Services (Nate)		AThrelkeld@SavannahChamber.com
Healthy Savannah (Paula)	transcribed	paula@healthysavannah.org		transcribed	nate@savannahecomowing.com
Greenbridge Farms (Mike)	transcribed	mmaddox@planters.net	Visit Savannah (Joe e Jeremy)	transcribed	jmarinelli@VisitSavannah.com JHarvey@visitsavannah.com
Metropolitan Planning Comission (Jackie)	transcribed	jacksonj@thempc.org	Savannah Downtown Business Association (Ruel)	Prof. Scott	ruel@24estyle.com
Solar Smith (Julian)	transcribed	julian@mysolarsmith.com	Savannah Economic Development Authority (Brynn)	Prof. Scott	
Food			Community + Design		
Cha Bella (Candice)		chabellacatering@gmail.com	The Creative Coast (Bea)	transcribed	bea@thecreativecoast.org
Green Truck Pub (Josh)	transcribed	yatesjoshua@gmail.com	Jelinek Creative Spaces (Megan)	transcribed	mdh@jelinek.com
The Sentient Bean (Kristin)	?	kristin@sentientbean.com	Oxform Studio		bm.oxform@gmail.com
Thrive Catering (Wendy)	?	thrivegourmet@gmail.com	Oolaloom		oolaloom@gmail.com
WellFed (Rene)	transcribed	rene@wellfedsavannah.com	Forest and Fin (Laura)	transcribed	lara@forestandfin.com
Hunter Cattle		grassfed@huntercattle.com	Connect Savannah (Jessica)	transcribed	jll@connectsavannah.com
Perc Coffee			Savannah Morning News (Bill Dawers)	Prof. Scott	
Local Farmbag	?	info@localfarmbag.com	City of Savannah Sustainability (Nick and Ashley)	transcribed	NDeffley@Savannahga.Gov
Plantonics (Claude Galipeault)	transcribed	cgalipo@aol.com	City of Savannah Development (Patty)	transcribed	PMcIntosh@Savannahga.Gov
Asi Tea			Tybee Island County Comission (Paul)		tybeeduo@bellsouth.net
Gunn Meyerhoff Shay (Pat Shay)	?	PShay@GMSHay.com	Charisse Bennet	transcribed	charisse.bennett@gmail.com
Verdant Kitchen (Howard)	Prof. Scott	howard@lebanonplantation.com	Southern Pine Resin (Ashley)	transcribed	ashley@southernpineresins.com
Victory Gardens (Kerry)	transcribed	Kerry@Savannahvictorygardens.com			
Forsyth Farmers Market (Teri)	?				
Emergent Savannah (Tom)	?				
Step Up Savannah (Susan)					
Small Business Association	Ask Bea				
Buy Local Savannah	Ask Paula				
Emergent Savannah (Tom)					
Brynn Grant (SEDA)					
Savannah Morning News (Bill Dawers)					
Hannah Solar (Grant)					
Savannah Downtown Business Association (Ruel)					
Dirtt (Laura)					
Savannah Bee Company					
City of Savannah Nick & Ashley					
Savannah Chamber of Commerce					

YES / NO DIAGRAM

