



Changing habits today, conserving resources for tomorrow.

Using Place-Based Efforts to Reduce the Consumption Footprint of the United States Department of Agriculture Forest Service

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<http://www.fs.fed.us/sustainableoperations/>

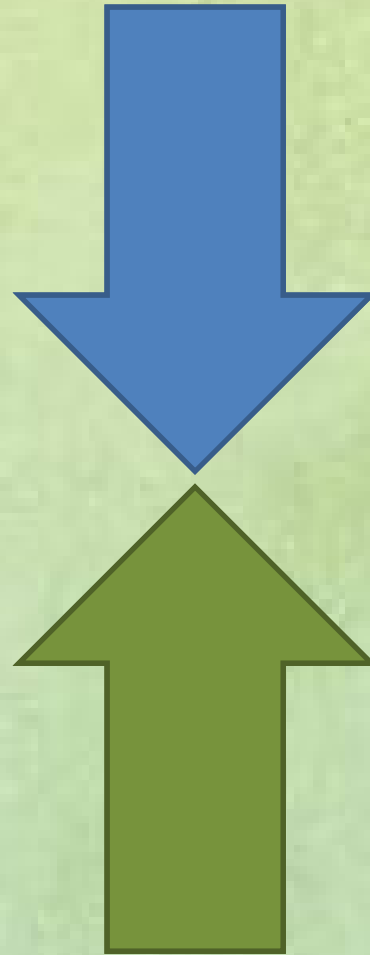
Creating a Connected System to Reduce Consumption

U.S. Government executive direction, policy & metrics to reduce consumption

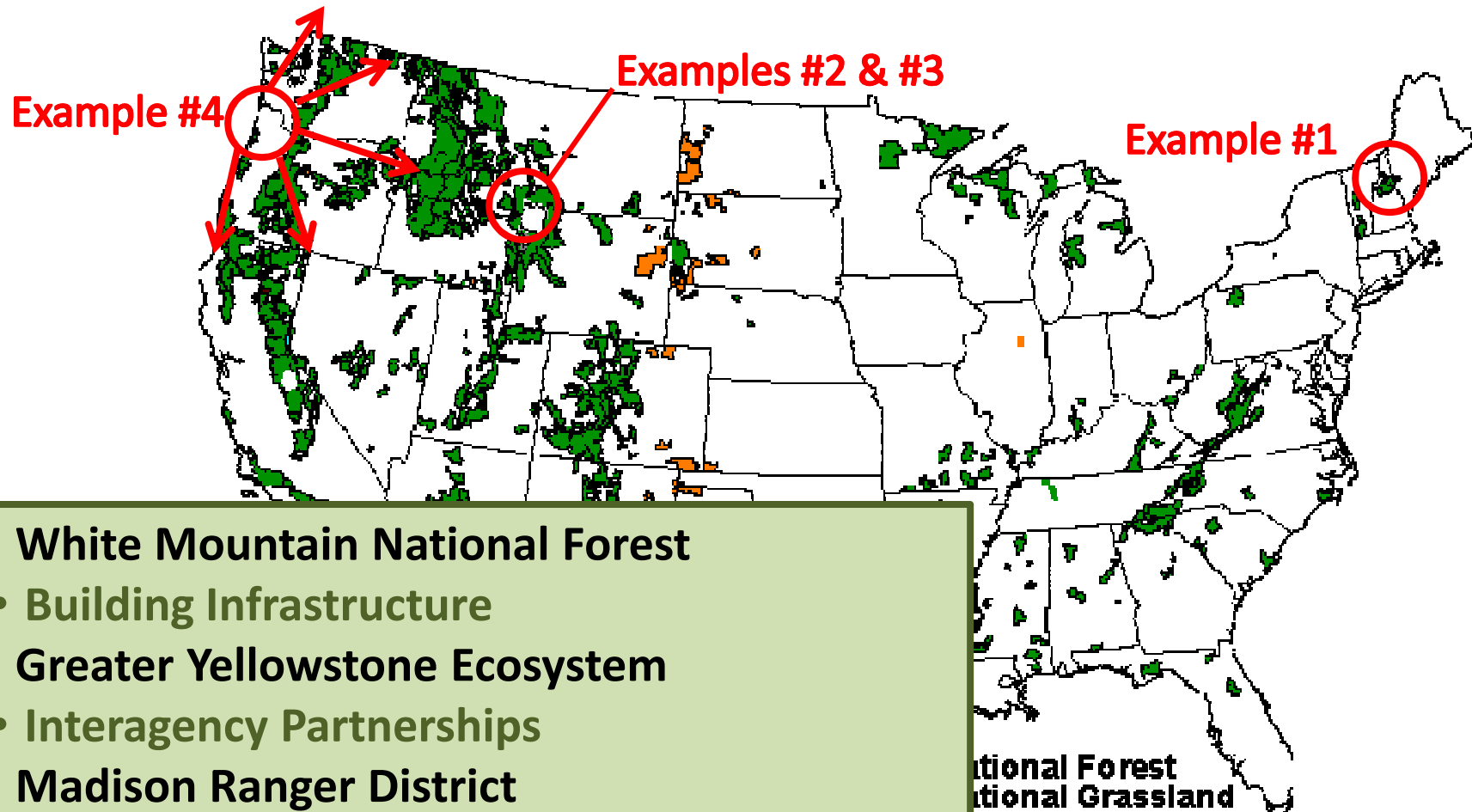
National tools to measure & monitor progress

Empower local champions and Green Teams to provide place-based solutions

Track meaningful activities, share stories and identify implementation challenges



U.S.D.A. Forest Service



#1 White Mountain National Forest

- Building Infrastructure

#2 Greater Yellowstone Ecosystem

- Interagency Partnerships

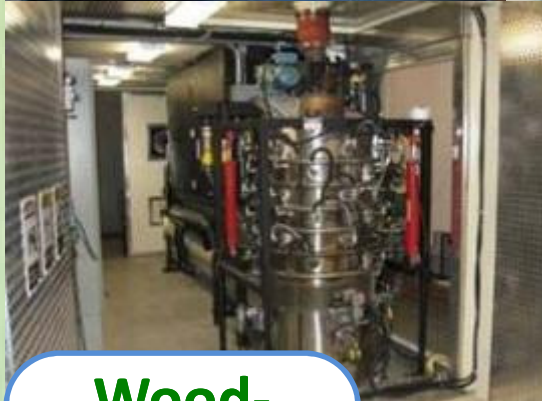
#3 Madison Ranger District

- Behavior Change & Community Influence

#4 Sustainable Operations Summit

- Creating a Virtual Community of Practice

Example #1 – White Mountain National Forest Headquarters



**Wood-
generated
heat and
electricity**



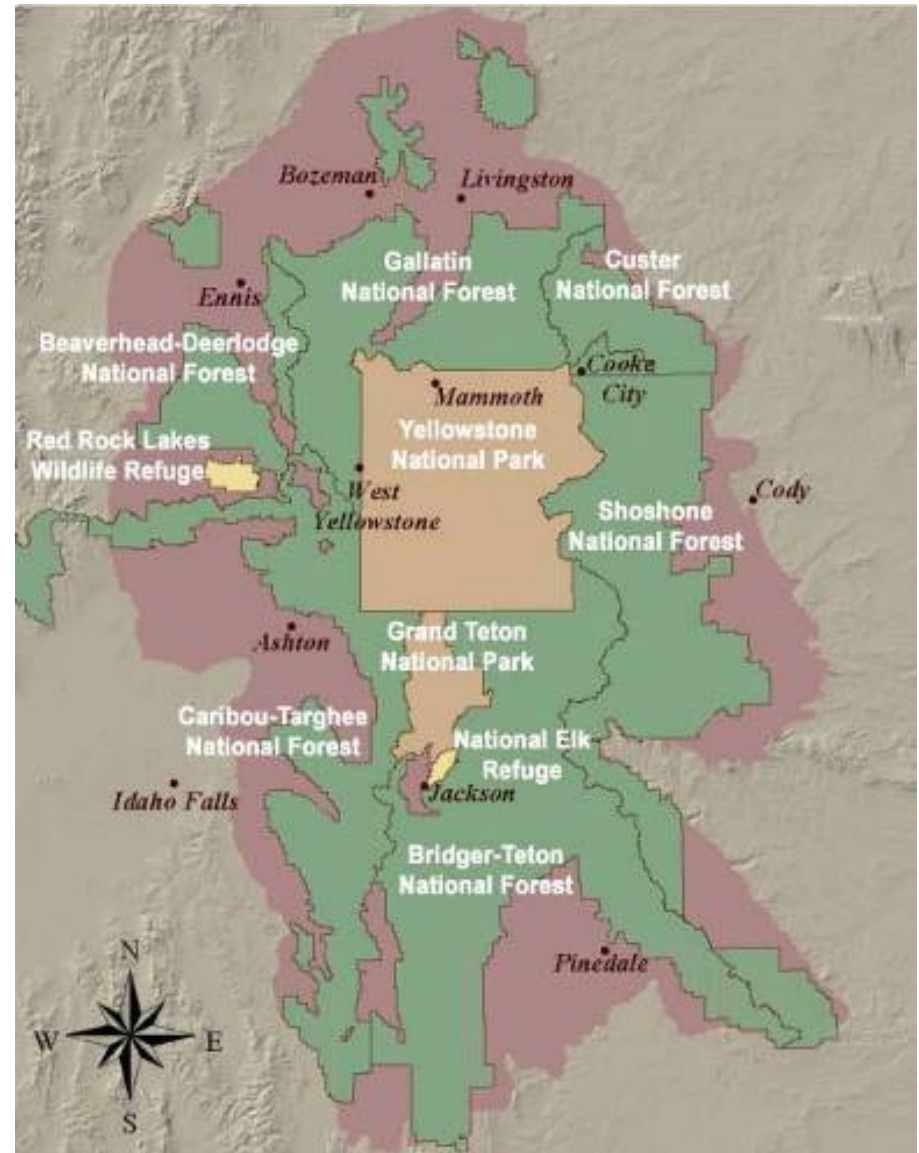
Example #1 – White Mountain National Forest Headquarters



**Water
savings=
190,000
liters/year**



Example #2 – Reducing Greenhouse Gas Emissions in the Greater Yellowstone Ecosystem



Example #2 – Greater Yellowstone Definition of Success

1. Setting and meeting a collective, realistic and credible ecosystem-wide GHG reduction goal



2. Ensuring the capacity and leadership intent to meet the goal



3. Developing/documenting a methodology for GHG accounting and reduction that serves as a model for other footprint areas, other agencies, and the public



Example #3 – Madison Ranger District Green Team



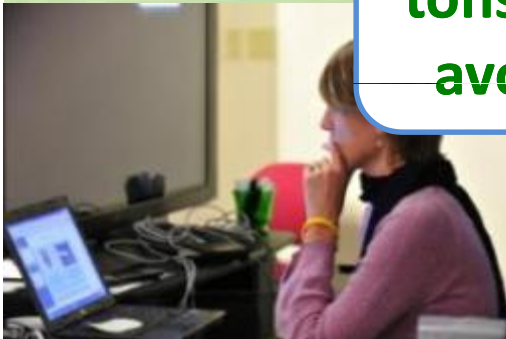
**15% PV
power; 40%
energy use
reduction**



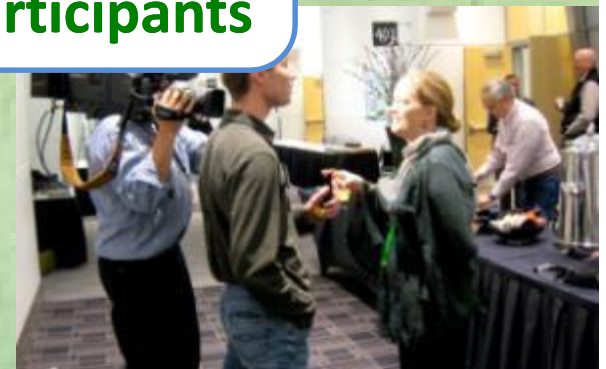
Example #4 – Sustainable Operations Summit



267 metric tons CO2e avoided



80 on-site & 500 virtual participants



Lessons Learned

- **Recognize innovation exists at all levels and places. Do what you can to support it.**
- **Place-based actions can identify barriers not seen from other scales.**
- **Empower behavior changes along with technological solutions.**
- **Place-based efforts are most effective with top-down resources (time, funding and acknowledgement).**



Lessons Learned

- **Don't wait for the perfect top-down system because...
...you'll be waiting a long time.**
- **Never underestimate the power of a positive local example, and supportive shared-learning because...
... a single example can change a whole community.**



Lessons Learned

- **The process of implementation is as important as quantifying the reductions in consumption because...
...the goal is to change attitudes, not just numbers.**
- **Stories tell more than single metrics because...
...stories provide context that numbers can't. They speak to the spirit.**



“What future do we
want to create...

...not the future we think
is do-able, or the one
we would settle for...

... but what do we
really want?”

- Donella Meadows



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