

A time for fundamental change

Based on a presentation by David Gershon
at: http://www.empowermentinstitute.net/lcd/lcd_files/LCDslideshow2.6_web.pdf

**THE IMPETUS FOR CHANGING OUR
WORLD IS GROWING**

**OUR SOCIAL SYSTEMS ARE
BECOMING UNABLE TO MEET THE
STRESSES PLACED UPON THEM**

**AND ARE BEGINNING TO
BREAKDOWN.**

TRADITIONAL SOCIAL CHANGE:

- **LEGISLATION**
- **TAXATION**
- **PROTEST**

**WHILE ESSENTIAL,
ARE NOT DESIGNED FOR
FUNDAMENTAL TRANSFORMATION.**

DESIGN PRINCIPLES

EMPOWERMENT

SOCIAL CREATIVITY



UNITIVE

TRANSFORMATIONAL

SCALABLE

EMPOWERMENT

**ENABLES INDIVIDUALS TO TAKE
PERSONAL RESPONSIBILITY TO
ADOPT THE NEW BEHAVIORS
NEEDED
FOR THE SOCIAL CHANGE**

SOCIAL CREATIVITY

**ENCOURAGES INDIVIDUALS
TO
DEVELOP INNOVATIVE
SOLUTIONS**

UNITIVE

**BRINGS ALL THE PLAYERS
TOGETHER,**

**AVOIDS SETTING UP
AN 'OTHER'**

TRANSFORMATIONAL

CREATES AN EXPERIENCE

OF A NEW POSSIBILITY

CAPABLE OF CHANGING THE GAME

SCALABLE

**DEVELOPS A
REPLICABLE SOLUTION**

**DESIGNED TO
ACHIEVE A TIPPING POINT**

CREATING A TIPPING POINT

**TO DIFFUSE A SOCIAL INNOVATION
TO A LARGE POPULATION**

**REQUIRES A STRATEGY
WHERE**

**DISPROPORTIONATE INFLUENCE
CAN BE LEVERAGED.**

DIFFUSION OF INNOVATION

EARLY ADOPTERS – SEEK OUT NEW, HIGH TOLERANCE FOR EXPERIMENTATION, TIPPING POINT (FIRST 15%)

EARLY MAJORITY – WAIT FOR INNOVATION TO BE PROVEN, WANT TO BELONG (NEXT 35%)

LATE MAJORITY – RESISTANT, BUT COME ALONG WHEN EVERYONE IS DOING IT (NEXT 35%)

LAGGARDS – WILL NEVER PARTICIPATE (LAST 15%)

DIFFUSION STRATEGY

**NEIGHBORHOOD DELIVERY PLATFORM WITH
NEIGHBOR TO NEIGHBOR SELLING POINTS:**

- 1. ENVIRONMENTAL IMPROVEMENT FOR CHILDREN**
- 2. GET TO KNOW EACH OTHER AS NEIGHBORS**
- 3. BUILD SENSE OF COMMUNITY**
- 4. CREATE PEER SUPPORT GROUPS IN “ECO TEAMS”**

SOCIAL CHANGE

**GOVERNANCE - FROM CITY AND CITIZEN AS
ADVERSARIES TO CITY AND CITIZEN AS PARTNERS**

**NATURAL RESOURCE MANAGEMENT- FROM
WASTEFUL USE OF NATURAL RESOURCES TO
ENVIRONMENTALLY SUSTAINABLE LIFESTYLES**

**COMMUNITY - FROM RESIDENTIAL ISOLATION AND
ALIENATION TO LIVABLE NEIGHBORHOODS**

**CITIZENSHIP - FROM ENTITLEMENT AND CRITIC TO
EMPOWERED PARTICIPANT IN SOCIAL CHANGE**

Grand Strategy from Al Gore:

START WITH PERSONAL CHANGES

**WHEN THIS IS DONE, PUSH FOR
GOVERNMENT POLICY CHANGES**

**WHEN THE U.S. DOES THIS, IT WILL
MAKE IT MORE LIKELY THAT CHINA
AND INDIA WILL FOLLOW**

TIPPING POINT STRATEGY

**EMPOWER AMERICANS,
AS THE PLANET'S LARGEST
CONTRIBUTORS TO
GLOBAL WARMING,**

**TO TAKE LEADERSHIP
TO TURN THE TIDE.**

BEHAVIOR CHANGE RESULTS



IN U.S. 20,000 PEOPLE ACHIEVED THE FOLLOWING
ANNUALIZED REDUCTIONS

40% -- SOLID WASTE

32% -- WATER

12% -- ENERGY

8% -- VEHICLE MILES TRAVELED

15% -- CO2 EMISSIONS (Internationally reduced 1 billion
pounds)

\$255 FINANCIAL SAVINGS