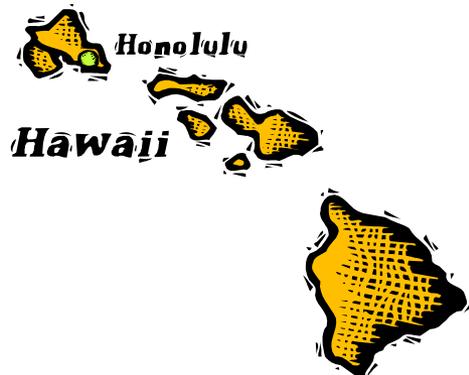


Green Building Stakeholder Roundtable

Build and Buy Green Hawaii

May 10, 2013



Purpose

- To discuss opportunities for organizations* seeking to improve the quality of life through influencing the built environment to cooperate and build collective impact.
- * Non-profits representing professionals/trades in the design/construction industry.

Agenda

- Roundtable Introductions
- What is Collective Impact? (Presentation)
- What could Collective Impact do for Hawaii's built environment? (Discussion)
- Communication: the First Step Towards Collective Impact (Presentation)
- Ways to get and stay connected (Brainstorming & Prioritizing)
- Takeaways & Next Steps
- Audience Comments

Collective Impact

Rules for Interaction	Description	Benefit
Common Agenda	All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.	Creates intentionality; enables all participating organizations to see solutions and resources through similar eyes.
Shared Measurement	Collecting data and measuring results consistently across all participants ensures efforts remained aligned and participants hold each other accountable.	Enable participants to learn and react consistently with the common agenda to emerging problems and opportunities. (With the larger common lens, they see more opportunities than they would otherwise.)
Mutually Reinforcing Activities	Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.	
Continuous Communication	Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.	
Backbone Support	Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.	Supports fidelity by the various cross-sector players to both the common agenda and the rules for interaction.

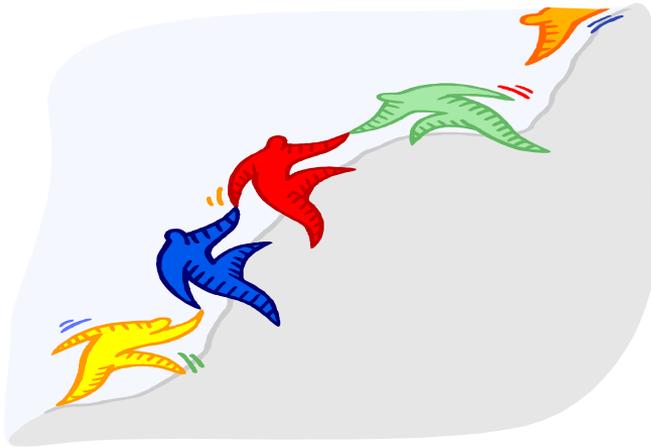
Effective Change Derives from Learning

Traditional

- Assumes each organization learns its own lessons and finds its own solutions that are then diffused over time throughout the sector.

Collective Impact

- Learning happens nearly simultaneously among all relevant stakeholders, and as a result many organizations develop and respond to new knowledge at the same time.



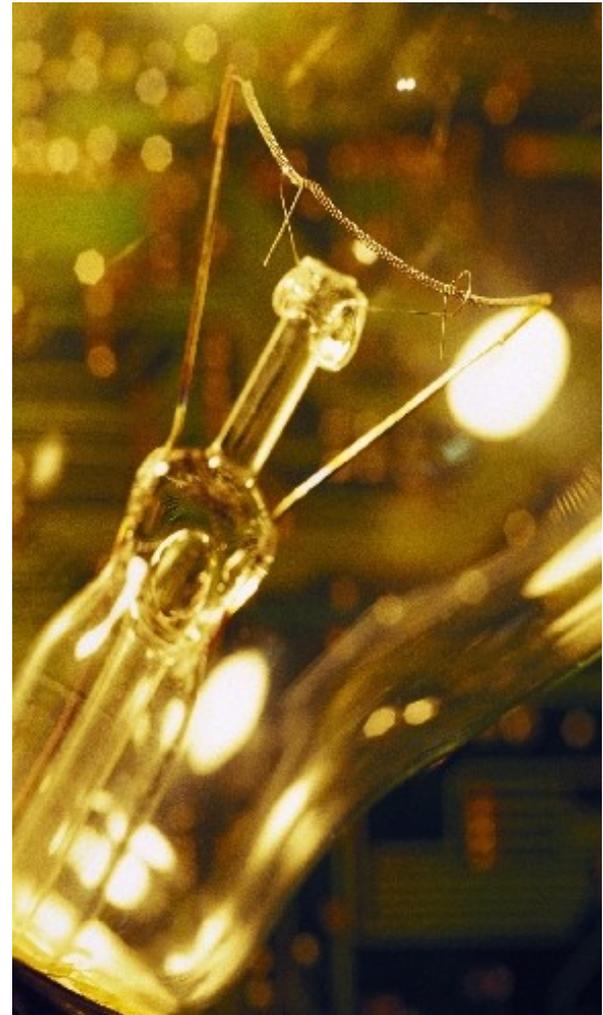
Consequences of Collective Impact

- New solutions emerge that bridge the needs of multiple organizations or are only feasible when organizations work together.
- Simultaneous adoption of a solution



New Opportunities Emerging From Collective Impact

- Previously unnoticed evidence-based practice, movement, or resource from outside the community is identified and applied locally.
- Local individuals or organizations begin to work together differently than before and there find and adopt new solutions.
- A successful strategy that is already working but not applied systematically is identified and spread more widely.

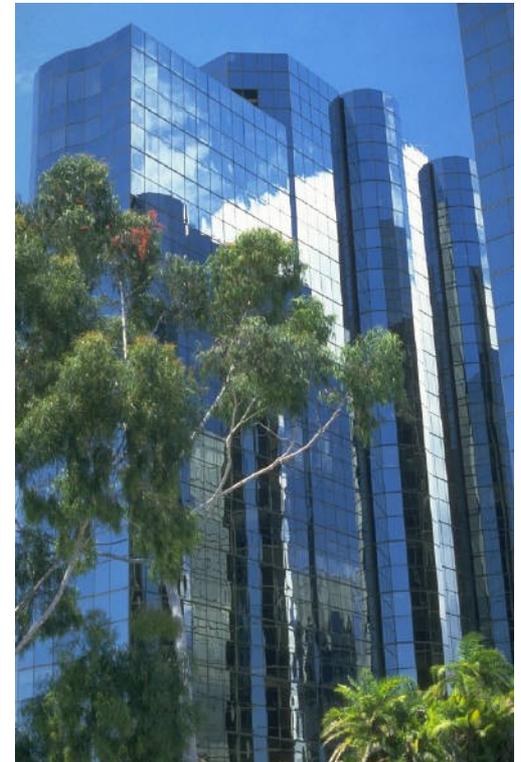


Collective Seeing, Learning, Doing in a Complex Environment

Case Study: Building Skyscrapers

Project management software identifies and summons the right people together to collectively solve the problem. The software doesn't prescribe the solution; the people themselves figure out the solution.

The software acts as the “backbone” for the skyscraper “initiative.”



What if we had a party and
everyone came?



Communication: The First Step Towards Collective Impact



Example: Shared Calendar

Events from the following groups are displayed:

- Sustainability Association of Hawaii
- SustainableUH: <http://sustainable.hawaii.edu>
- Kupu - Rise: <http://www.risehi.org>
- Kanu Hawaii: <http://www.kanuhawaii.org>
- Sierra Club - Oahu Group: <http://www.sierraclubhawaii.com>
- Surfrider Foundation - Oahu: <http://ww2.surfrider.org/oahu/>
- Transit Oahu: <http://www.transitionoahu.org/>

Today ← → **May 2013** ▼ Week Month Agenda ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28 9am Kaehu Beach Clea	29 7pm Complete Streets	30 6:30pm Complete Stree 6pm The Greener Read	May 1 3:30pm Mānoa Sustaina 6:30pm Complete Stree 7pm Surfrider Oahu Ch 7pm Surfrider Oahu Ch	2	3 6pm "Hi Shine" Green	4
5 Cinco de Mayo 1pm Community Seed	6 5:30pm Complete Stree	7 8am First Tuesday @ D 12pm SAH General Boa 5:30pm Green Drinks H 6:30pm Complete Stree	8	9 7pm Complete Streets	10 Build and Buy Green 6:30pm "Seeds of Hope"	11 8:30am Kako'o 'Oiwi Cor 9am Malama Maunaula
12 Mother's Day	13 9am Sustainability beh	14 9am Sustainability beh 12pm SAH Checklist Co	15 9am Sustainability beh	16	17	18 9am Farm work day an 9:30am Fermentation 1 10am 10-12 Kailua Bea 1:30pm Fermentation 1
19 8:30am May Sweat Lodg	20	21 12pm SAH Events Com	22	23	24	25

10:15 PM
5/8/2013

Example: Regular Roundtables



Let's Get Connected



Takeaways & Next Steps



Thanks to:

- Kania, J. & Kramer, M. “Embracing Emergence: How Collective Impact Addresses Complexity,” Stanford Social Innovation Review, 2013.
- Gawande, A. The Checklist Manifesto, cited in Kania & Kramer, above. (For the skyscraper example)