



# Hazon Seal of Sustainability

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## 2018 Jewish Intentional Communities Conference



Pearlstone Center, MD

June 14-17, 2018



# Session Agenda

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1. Climate Change: Framing & Context
2. Sustainability: Framing & Context
3. Climate Change, Sustainability & Judaism
4. Hazon Seal of Sustainability
5. Activity: Values into Practice
6. Reflection & Closing

# Session Goals

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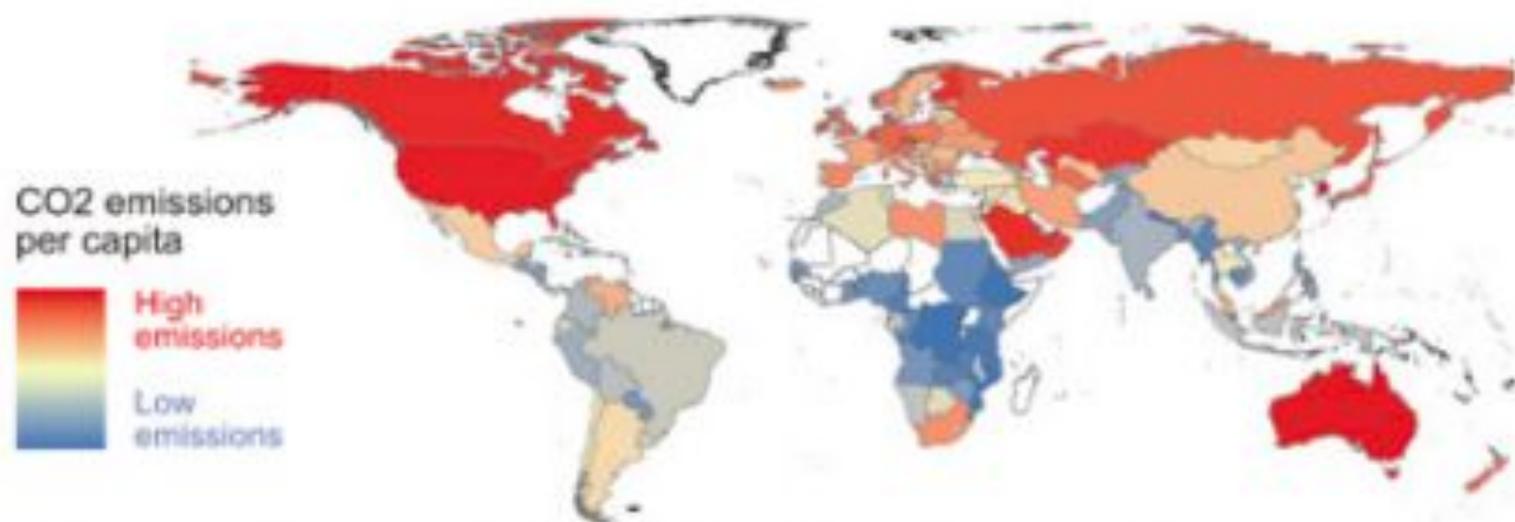
1. Introduce the Hazon Seal of Sustainability program
2. Learn why sustainability & climate change are relevant to us
3. Understand Judaism as a source of sustainable inspiration
4. Think about how we can become more sustainable communities

# Climate Change

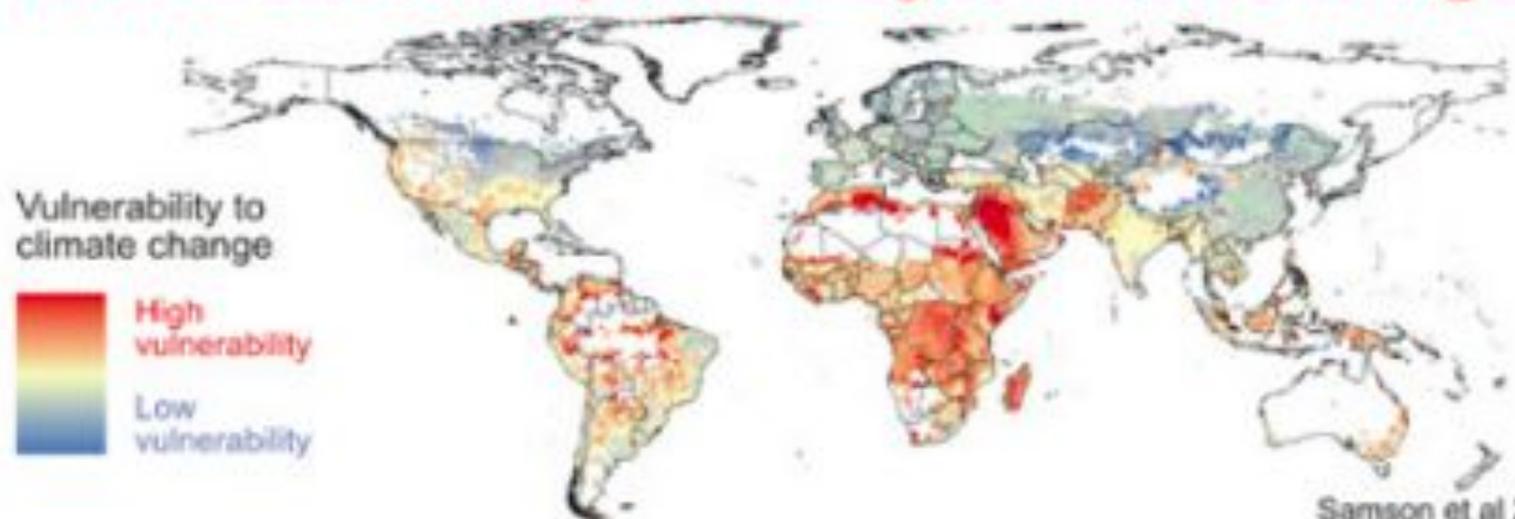
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- **Greenhouse Gases** – gases that trap heat in the atmosphere
  - **Global Warming** – rise in average temperatures near the Earth's surface
  - **Climate Change** – a significant change in the climate throughout an extended period of time
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The heating of the earth's surface causes a change in climate patterns



Those who contribute the least greenhouse gases  
**will be most impacted by climate change**



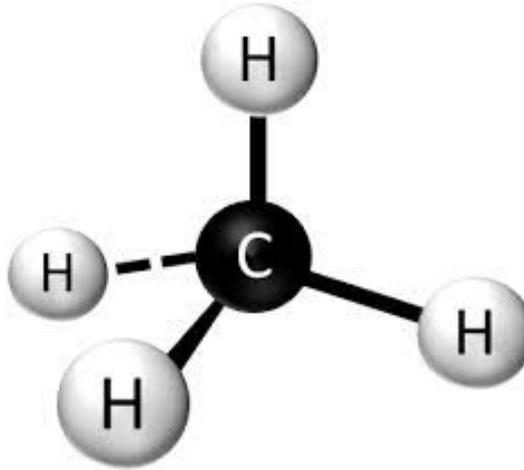
# Climate Change Quiz

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## QUESTION:

95% of wasted food in the US ends up in landfills and contributes to producing **this climate-change causing gas.**

**ANSWER:**  
Methane



# Climate Change Quiz

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## QUESTION:

**This everyday activity** reduces the amount of solid waste you produce ending up in landfills and provides you with natural fertilizer.

# ANSWER: Composting



# Sustainability

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- **Sustainability** – "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."  
*Brundtland Report for the World Commission on Environment and Development (1992)*
- **mid-20th century** – start of the environmental movement
- international teams of climate scientists, Earth Day, sustainable companies worldwide, etc.



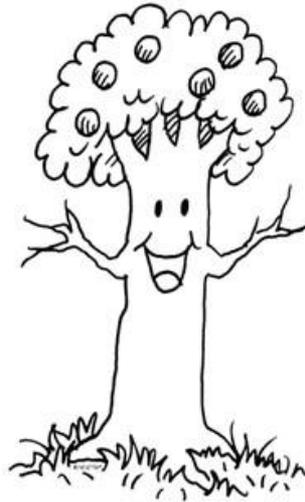
# Sustainability

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## QUESTION:

When is the best time to plant a fruit tree?

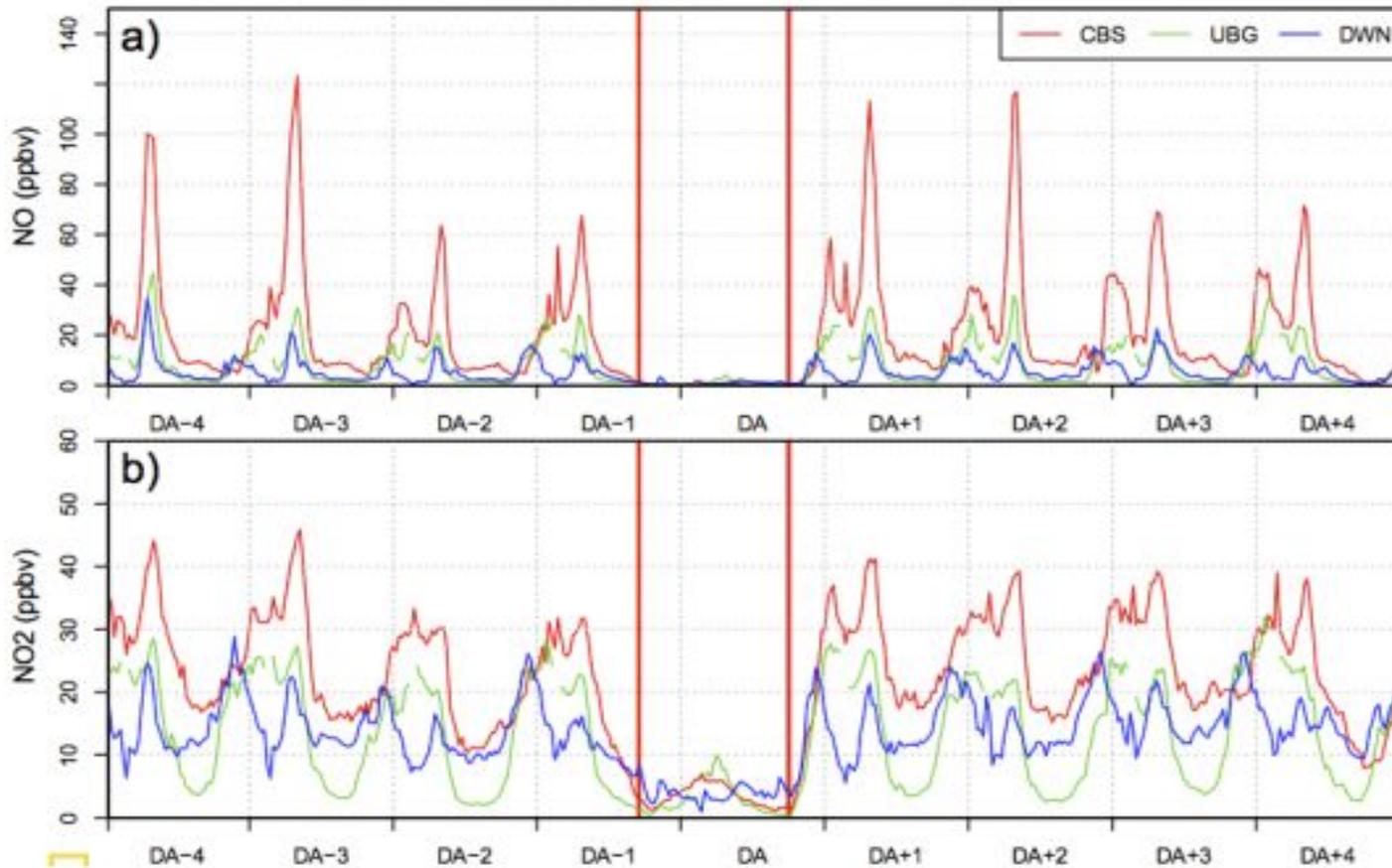
**ANSWER:**  
10 years ago



© Walder



# Emissions & Days of Rest



Composite mean for the days before, during and after DA of 1998e2012 for NO (a), NO<sub>2</sub> (b). [CBS in Red is the Central Bus Station in Tel Aviv; UBG in green is an "urban background" reading in north Tel Aviv; DWN in blue is "down wind" of Tel Aviv in the town of Modi'in]



# Moral Obligations

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- Do we have moral obligations (“duties”) to mitigate (reduce) our climate change impact?
- Why would this be important or relevant to us:
  - as individuals?
  - as community members?
  - as a Jewish population?



**Provides a clear roadmap** to enable Jewish institutions to **become healthier and more sustainable** through education, action, and advocacy.



# U.S. Seal Sites



# Global Hakhel Communities



The Jewish Intentional  
Communities Incubator  
2018 Communities Around the World



# Hazon Seal – by the Numbers

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- **>13** U.S. states
- **500+** energy efficient light bulbs installed
- **120,000** pounds of waste diverted
- **10+** garden beds planted
- **>4,500** children participated in Jewish environmental programming
- access to informational webinars
- mini grant
- international network
- resource bank



# Seal Organization Requirements

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- 1) Add section to Hakhel Work Plan about Hazon Seal of Sustainability
  - set one target area around environmental sustainability & make **meaningful** progress on your goal
- 2) Discuss sustainability goal with your consultant & share work plan with [seal@hazon.org](mailto:seal@hazon.org)
- 3) Eligible for additional mini-grant funding – USD \$250-\$500 – upon review
- 4) Submit sustainability efforts in report for Hakhel program; eligible for certification in 2019



# Pearlstone Center

RETREAT • FARM • LEARN • CELEBRATE!

## PEARLSTONE SUSTAINABILITY

# Department of Community Sustainability

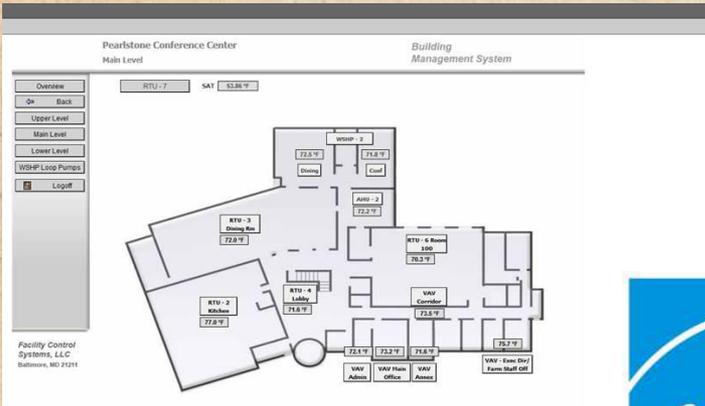
## Community Sustainability

- Community engagement
- Pearlstone Sustainability Coalition
- Environmental advocacy
- Large scale solar with Baltimore Jewish Federation
- Green loan fund administration

## Pearlstone Sustainability

- Operational efficiency (e.g., energy, water, waste)
- Green Wellness Team
- On-site solar
- Programs, education, and guest sustainability
- Sustainability Strolls

# Energy



# Building



- Four season 2-story 4-bedroom home
- Conventional stick framed 1260 sq. ft. cabin
- Clay plaster walls and recycled denim/recycled newspaper insulation

# Waste Prevention



# Call Me!

Joan D. Plisko, PhD  
Community Sustainability  
Director

410-500-5378

[iplisko@pearlstonecenter.org](mailto:iplisko@pearlstonecenter.org)



# Kibbutz Detropia

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- Community center in Detroit, Michigan
- Green Team Leader: Sky Brown
- Fall 2017 Hazon Seal of Sustainability Site
- 2018 Hakhel Cohort 3 community
- Located in Detroit
- Planned projects:
  - 1) obtaining a solar powered pump
  - 2) getting off the grid
  - 3) install new efficient windows OR get chickens and goats













NATIONAL  
WILDLIFE  
FEDERATION

NATIONAL WILDLIFE FEDERATION  
**CERTIFIED WILDLIFE HABITAT**

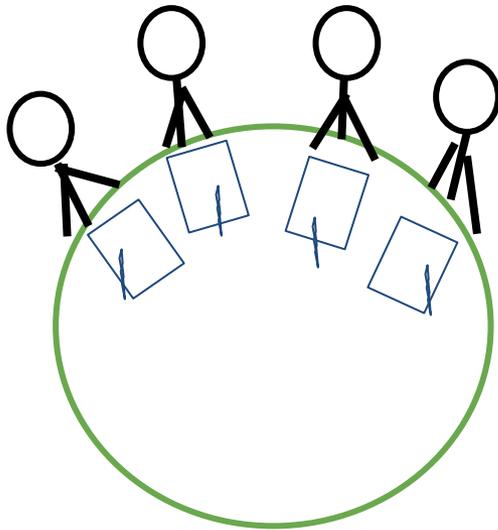
THIS PROPERTY PROVIDES THE FOUR BASIC HABITAT  
ELEMENTS NEEDED FOR WILDLIFE TO THRIVE: FOOD,  
WATER, COVER AND PLACES TO RAISE YOUNG.





# Activity: Values into Practice

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## Instructions:

(15 min)

- review the texts on handout pg 1
- pick 2-3 texts to discuss in pairs (discussion questions on pg 2)

(15 min)

- fill in pg 2 for your own community
- if you have time, explore pgs 3 & 4
- fill in pg 3 with your community



# Reflection

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- share features of your ideal sustainable JIC
- what are some limitations?
- what do you hope to gain from becoming a sustainable community?

*As individuals what each of us can do to address climate change is a drop in the bucket. But as **communities working together** we can fill the bucket.*





**Questions?**

**Contact:**

**[seal@hazon.org](mailto:seal@hazon.org)**

**212-644-2332 x 363**



# Sample Seal Site Projects



**Moishe House in Boulder, CO** led a learning series for young Boulder Jews promoting biking as a sustainable form of transportation. The series included a “Bike for Beer” event in partnership with a local brewery, an event on bike safety and maintenance, and a “Tour de Boulder” which included a tour of the city to encourage biking.

**Hillel Day School** (Farmington Hills, MI) is expanding their garden to provide fresh produce throughout the winter to supply their salad bar and feed the entire school population. Students and staff are working together to assemble the protected winter garden as a community-building exercise. The school received a mini-grant from Hazon to buy the necessary equipment, including seeds, soil, and pots and is receiving guidance with a nearby farm. The fruits of their labor will hopefully include local, organic spinach, lettuce, radishes, and even strawberries.

**Hannah Senesh Community Day School** (Brooklyn, NY) began their first-ever school recycling and composting program. Middle school students collect food waste at lunch and are responsible for processing the compost on site in a rotary composter in their back garden. Through the Hazon Seal, they are also working on creating a second, food-bearing garden to incorporate into their elementary and middle school curriculum.



**Adat Shalom Synagogue** (Farmington Hills, MI) changed all the lights in their main sanctuary to LED bulbs, saving money, energy, and carbon emissions. To continue the upgrade, they will be swapping out the older energy-intensive lights on their *Yizkor* memorial wall to energy-efficient LEDs.



# Sample Seal Site Projects



**Colorado State University Hillel** (Fort Collins, CO) is working to source the majority of its food, including eggs, from local farms -- and their own backyard. They built a small vegetable garden and received a donated CSA share. Students are participating in trainings to prepare for building a chicken coop and raising egg-laying hens, with guidance from the Jewish Initiative for Animals (JIFA). Over 300 students benefit from this more sustainable food served at Hillel meals...and the scraps end up in Hillel's new composter.

**B'nai Jeshurun** (Manhattan, NY) started hosting regular Green Kiddushes after Saturday morning services. They purchased reusable tablecloths, silverware, and dishware, which will save thousands of dollars and prevent the use of 26,000 disposable paper plates, 5,800 single-use tablecloths and 24,000 pieces of plastic cutlery from going to the landfill annually. The purchase of the reusable items was funded by their sustainability-themed #GivingTuesday campaign, which was designed with input from Hazon staff. B'nai Jeshurun also completed an LED lighting upgrade.

**Hebrew Institute of Riverdale's** (Bronx, NY) green team researched eco-friendly, chemical-free options in renovating their kids' play areas. They provided their youth department with resources about purchasing green playground equipment, toys, and art supplies. They also hosted an e-waste collection event to help congregants responsibly dispose of toxic electronics and lightbulbs.

**Oshman Family JCC** (Palo Alto, CA) purchased all compostable utensils across campus, and created consistency among all garbage and composting receptacles. After learning about the importance of signage on a Hazon Seal webinar, staff and campers created catchy signs that encourage recycling and composting. These changes will allow them to properly dispose of compost during large-scale events on campus.

