

SEER:
**Orchestrating Regional Sustainability
through scholarly-practice.**

Hilary Bradbury Huang, Ph.D.
Research Associate Professor
USC, Center for Sustainable Cities: Los Angeles
ARSECC.net, Principal

My question...

*How to convene systems
collaboration,
so that future generations
not only survive but
thrive?*



*Center for Sustainable
Cities has 10 PhD's with
different disciplines.*

The Challenge: From Silo ----- To System

Waste



Synergy



Sustainability's "3 E's"

Ecology

- Ecological Health
- Species Diversity
- Natural Resource Protection
- Inherent Value

Equity

- Human assets/human needs
- Justice
- Participation
 - Access to resources
 - Green collar jobs

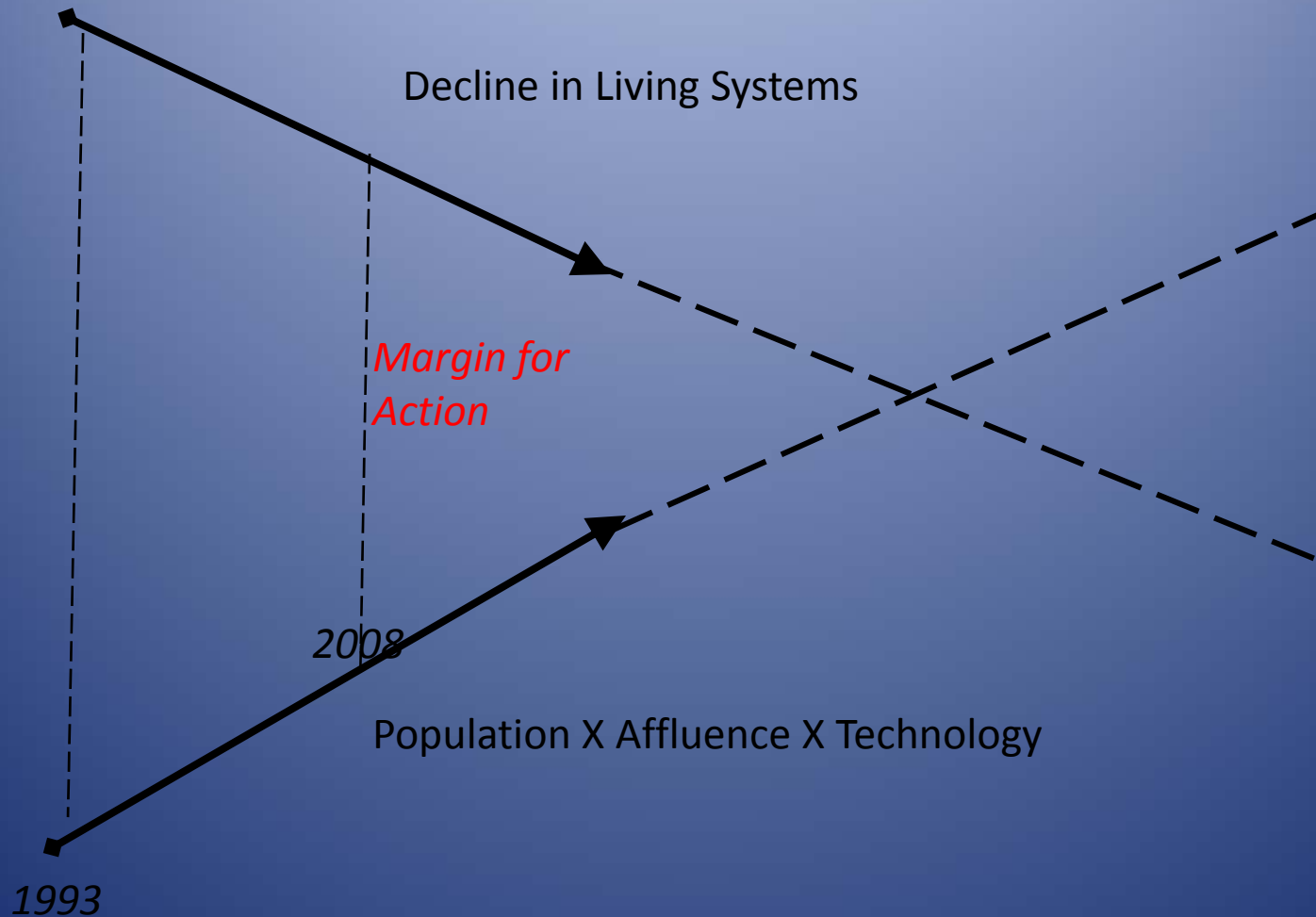
Economics

- Waste reduction
- Full cost accounting
- Valuing the Future
- Financial products

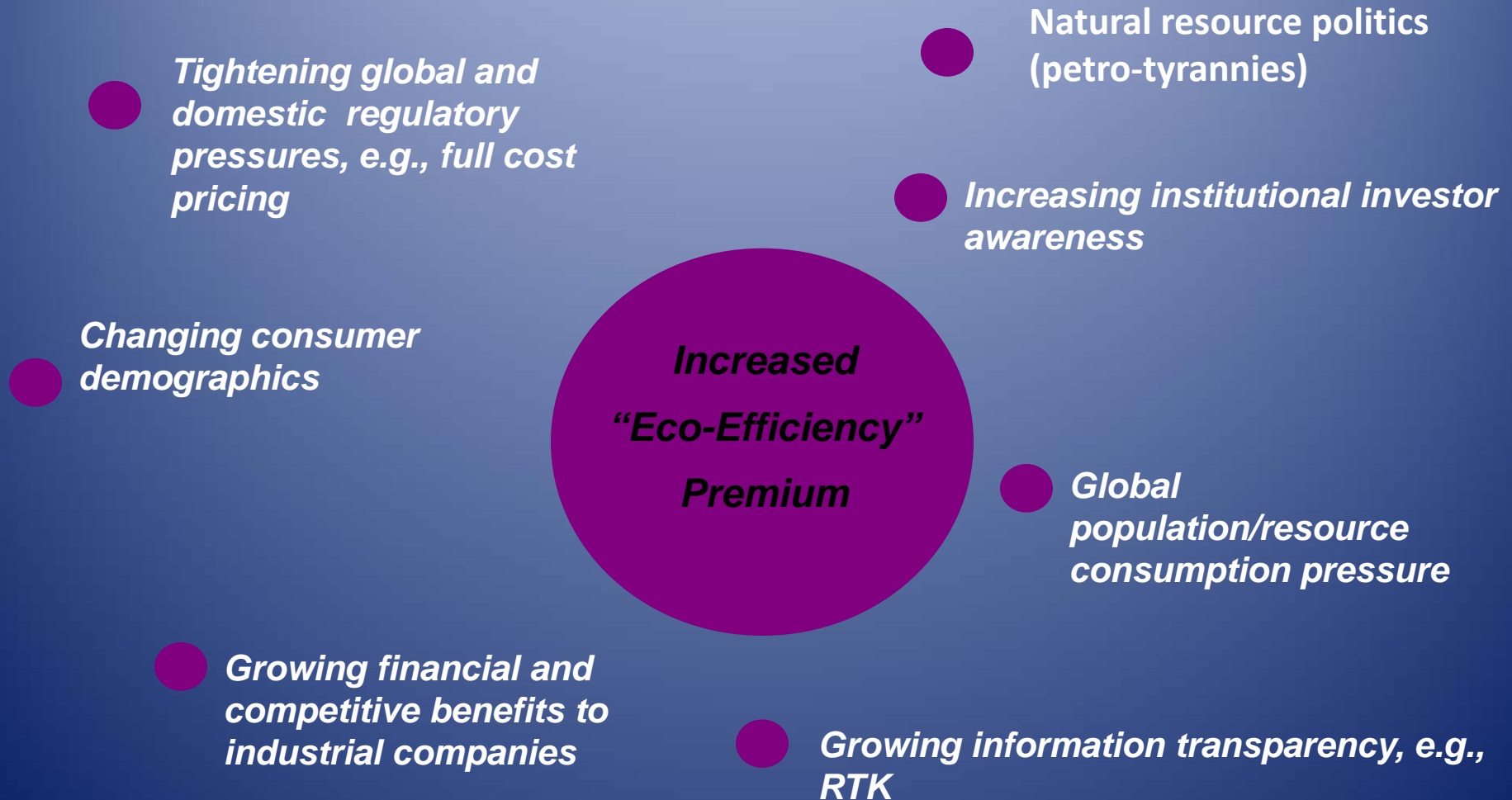
e.g., "Purchase Power Agreements."

“SUSTAINABILITY: Meeting present needs without reducing the capacity of future generations to meet their needs.”

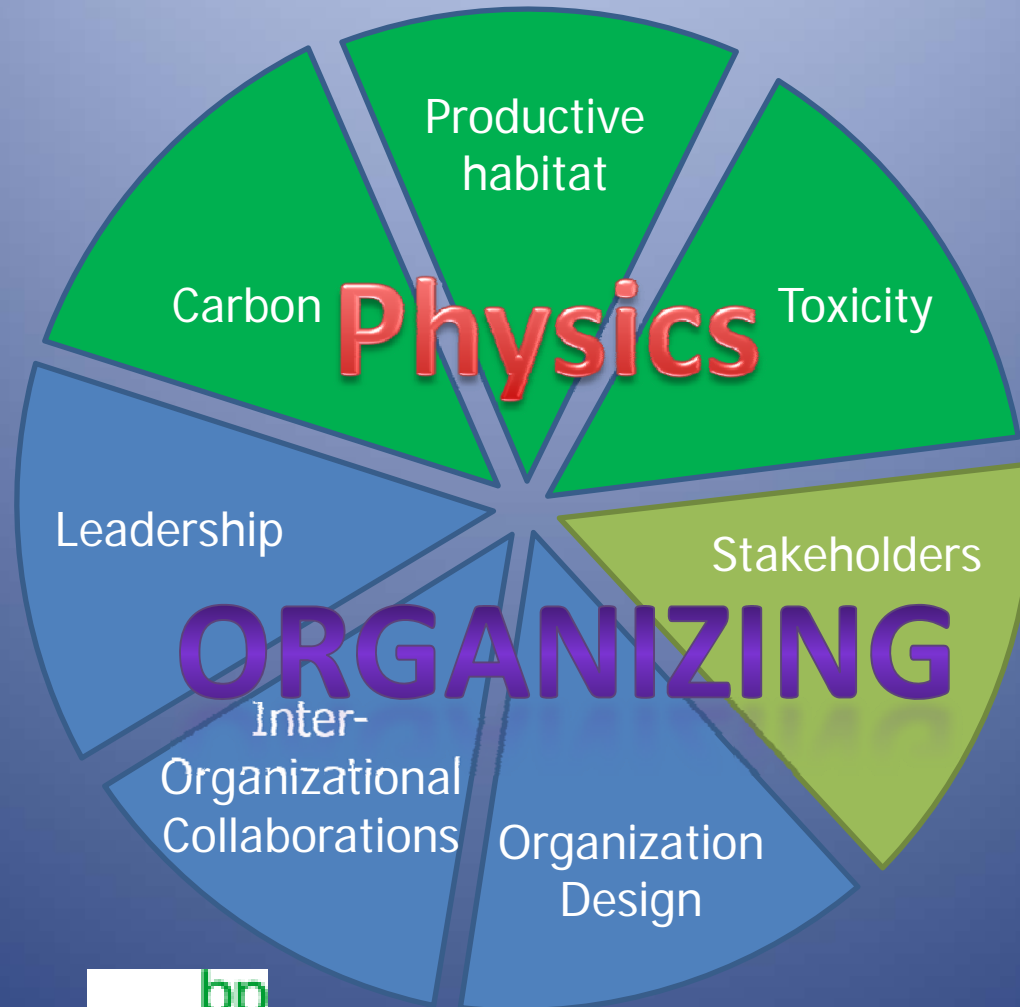
--Gro Bruntland UN Commission, 1987



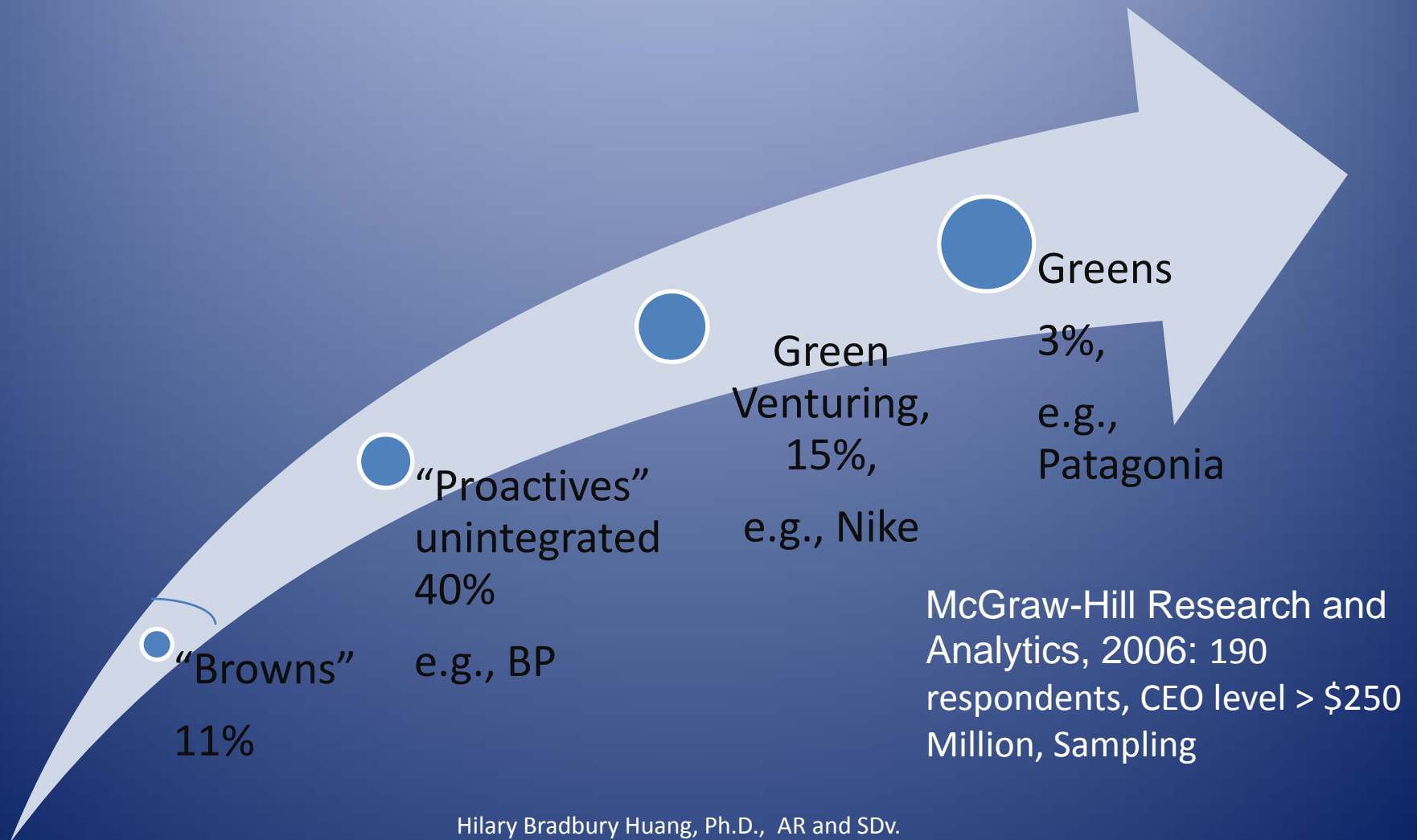
Sustainability concerns economic (re)development



Operationalizing Sustainability

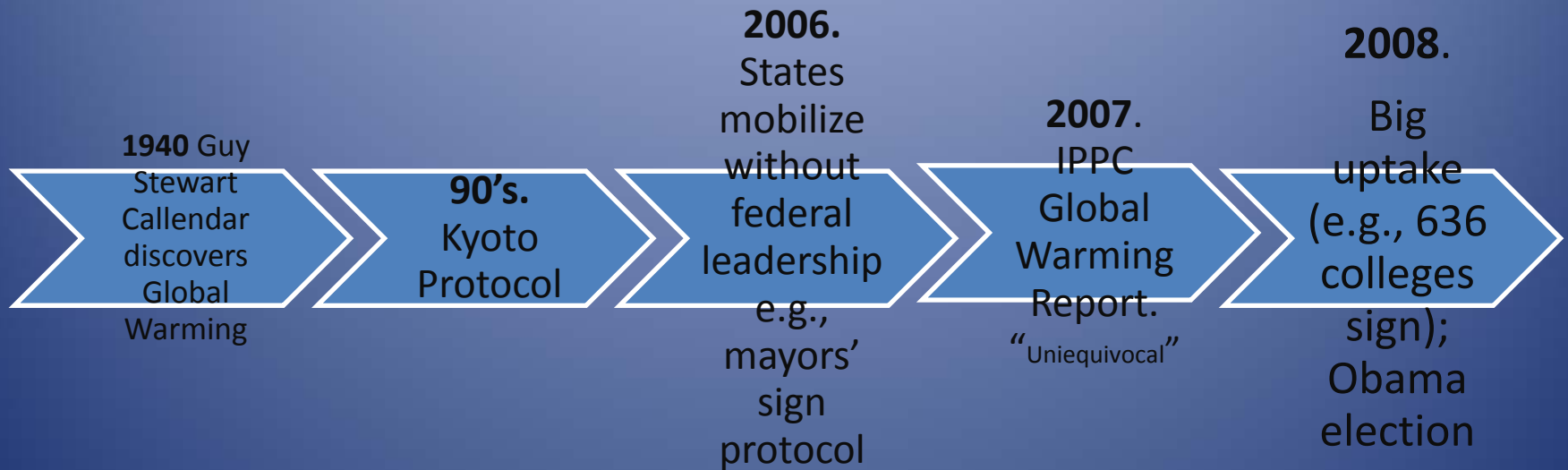


Stages toward sustainability



McGraw-Hill Research and Analytics, 2006: 190 respondents, CEO level > \$250 Million, Sampling

US Response to Climate Change



Challenge of Dynamic Coordination

- Technical
- Behavioral
- Strategic
- Regional



Market Dynamics (not philanthropy!)

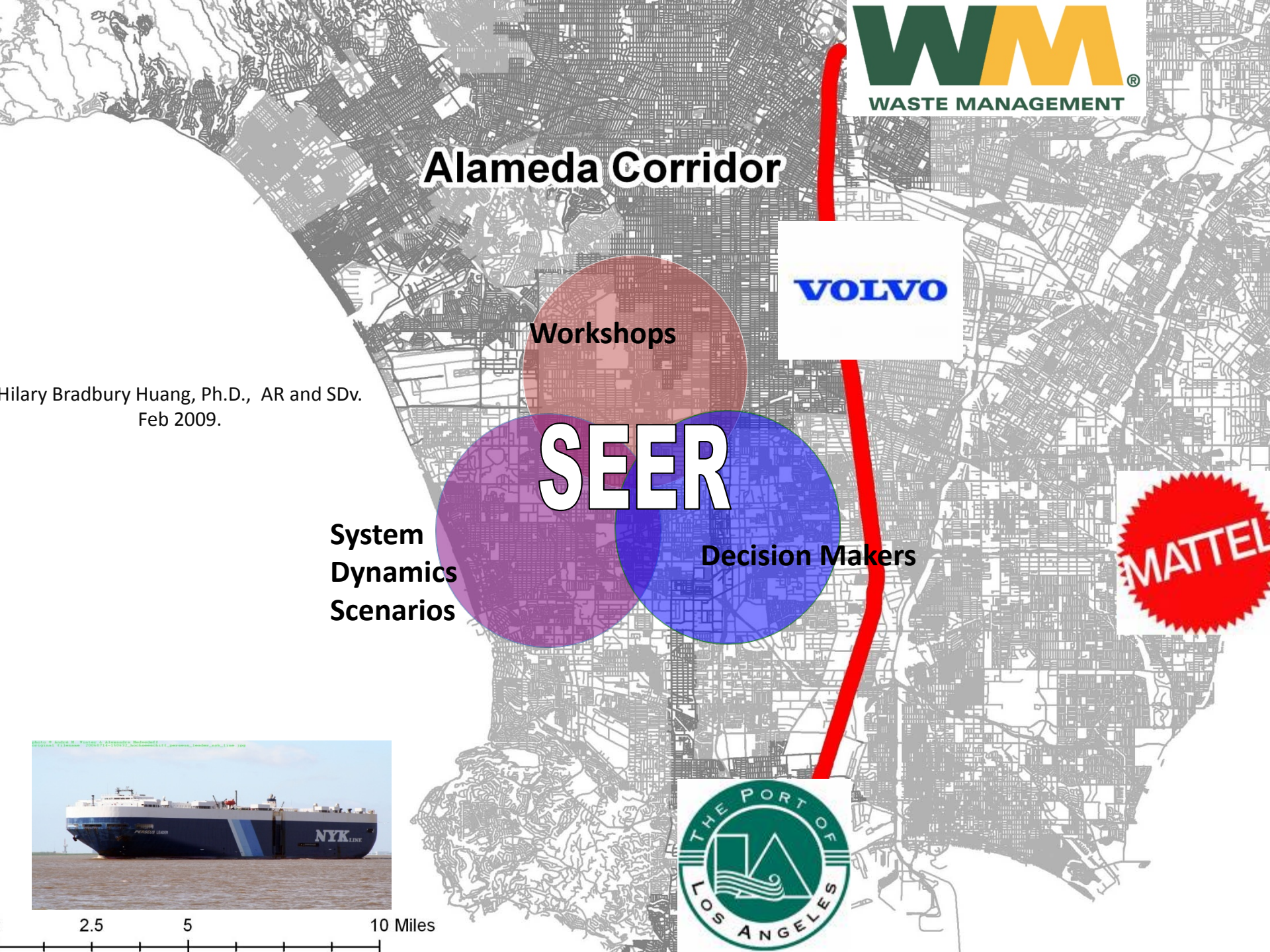


Hilary Bradbury Huang, Ph.D., AR and SDv.
Feb 2009.



Hilary Bradbury Huang, Ph.D., AR and SDv.





Alameda Corridor

VOLVO

Workshops

SEER

**System
Dynamics
Scenarios**

Decision Makers



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Feb 2009.

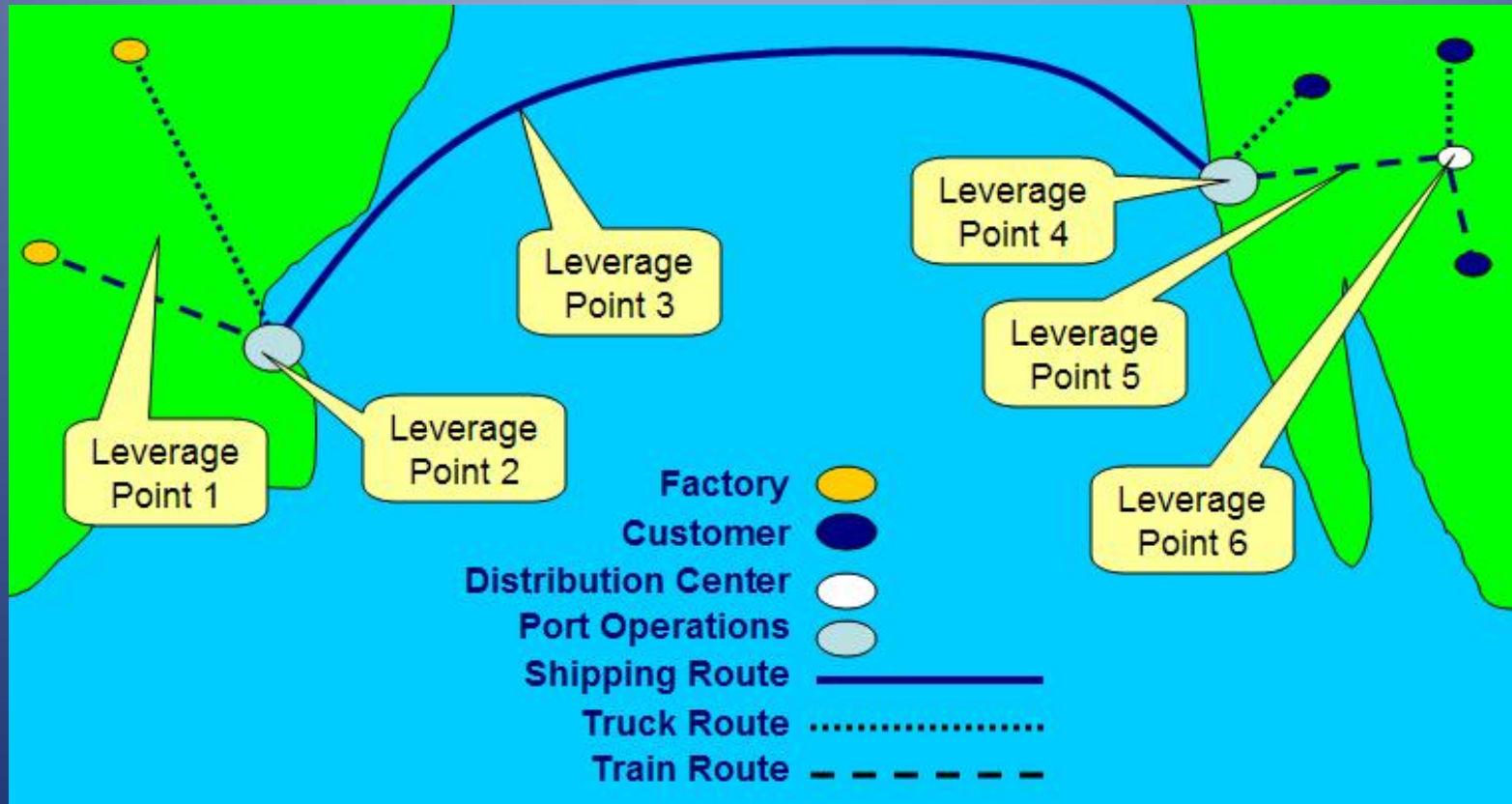


2.5 5 10 Miles

Leverage Points

“Carbon paper,” Newell, Bradbury et al.

Download from ARSECC.net



'Centers for Excellence':

Institutionalizing best practices

USC Center for Collaborative Governance, (Mark Pisano)

3rd person /Infrastructure for institutionalization

- University based learning structure with formal feedback loops to policy making

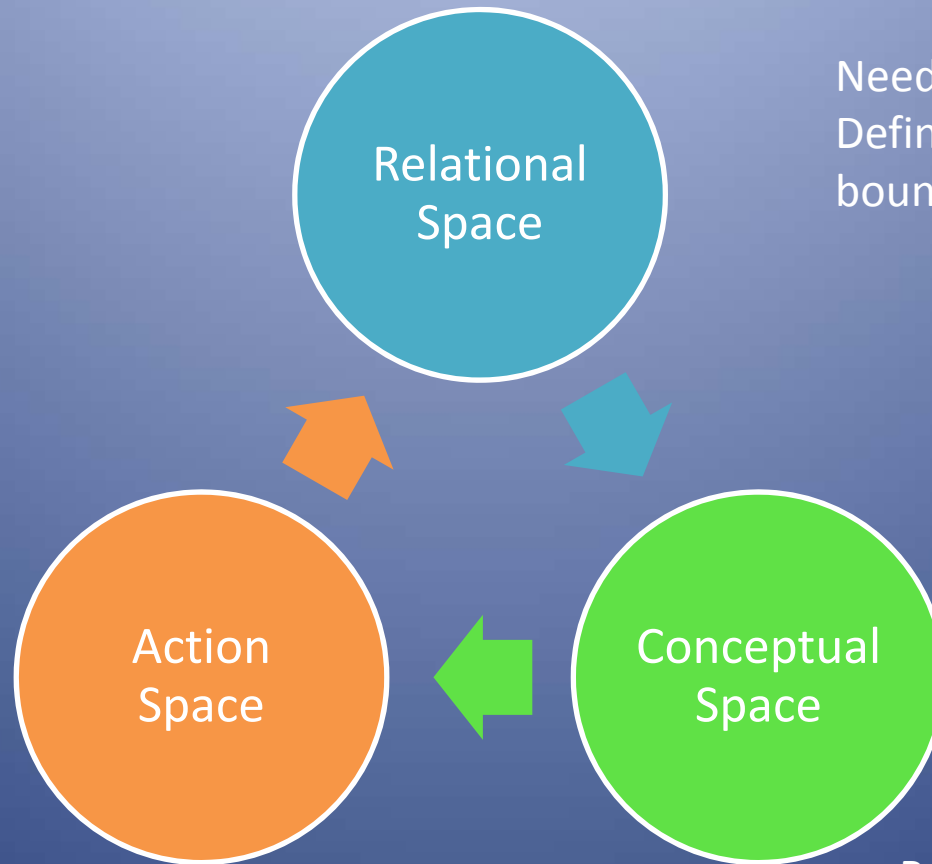
2nd person/Facilitation of collaborative learning

- Collaborative learning effort among regional business leaders, supported by researchers, with implementation agreements in home organizations. Policy is formalized.

1st person/Capacity development: the foundation of learning

- Capacity building of business leaders (around sustainability outcomes).

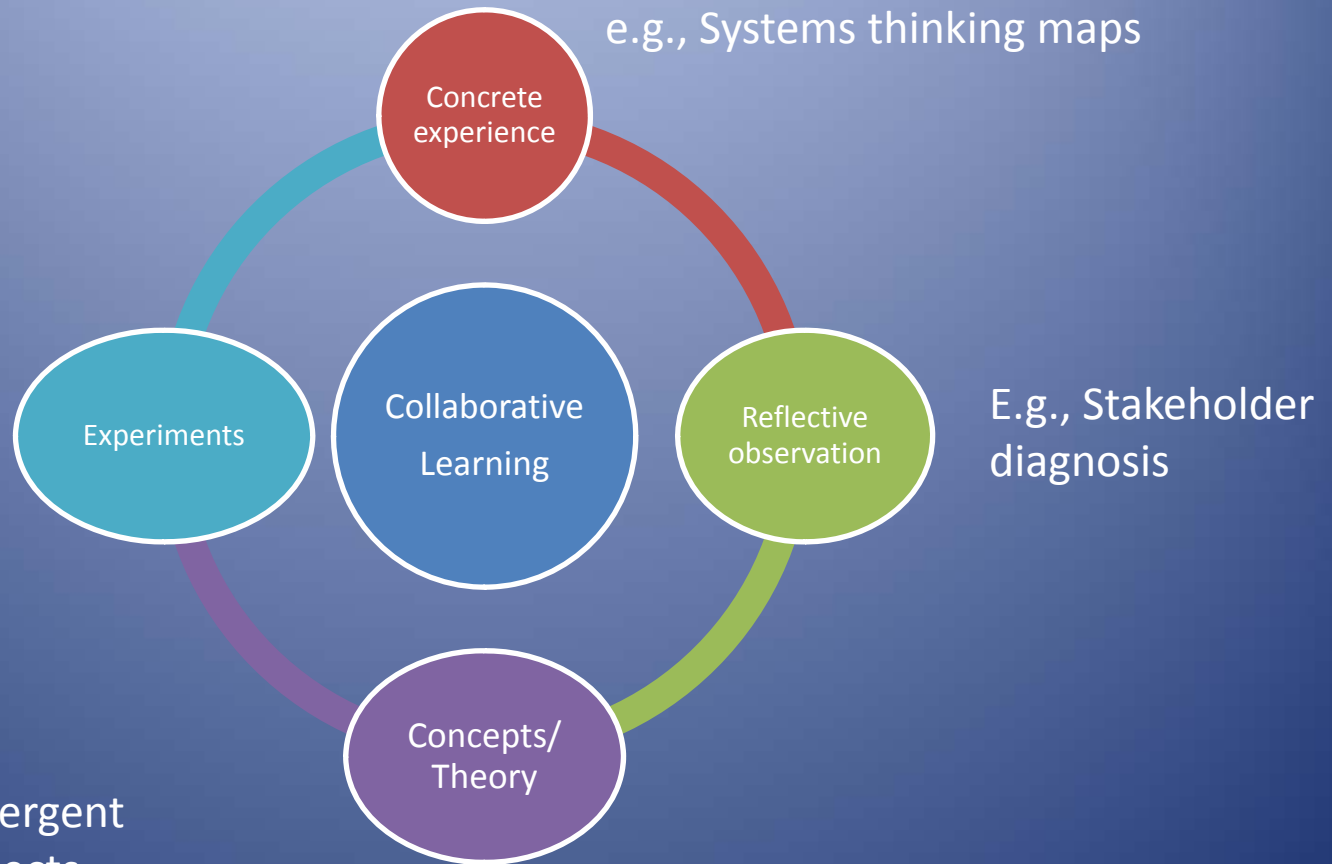
Forming: A 'neutral' space of practice based scholarship



Needs based:
Defining the system
boundaries

Req: Invitation to
partnership among
champions from standard
setting companies

Norming: Co investment in Collaborative Inquiry and Advocacy



Req:
Vision and goals

Facilitation of emergent collaborative projects

Collaborative investments

Storming

Organizational Culture

- *Business participants are too busy.*
- *Practitioners' normal mode is 'pay for service'*
- *Individuals learn*

University Culture

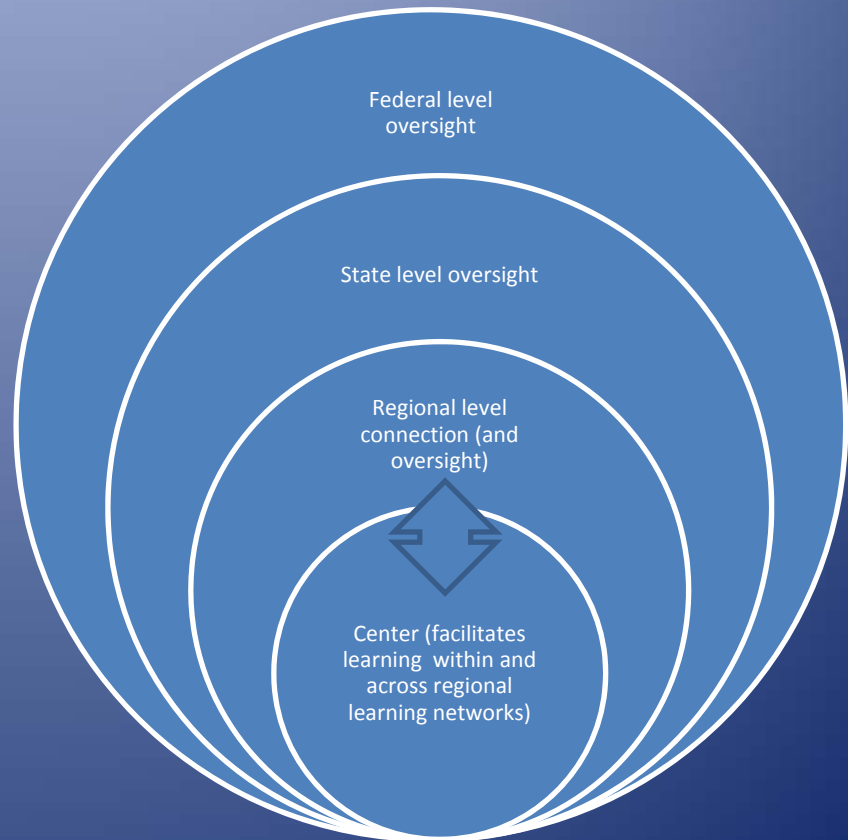
- *Universities do not support the development of actionable knowledge*
- *Academic habitus: internalized disdain*
- *Individuals learn*

Governance: feedback between organizations and regulators

Discrete learning networks



Loops of Networks



“details”

Financing

- Strategy/R&D budgets
 - Company sponsored
- Federal grants that pay for work of faculty for research, validation, facilitation and dissemination
 - University sponsored
- Public agencies

Human capital

Inside university

- Developing researchers
- Gathering diversity expertise

Inside network

- Capacity building
 - Leadership development.