

Bilingual Leadership Academy

Energy Efficiency Pilot Program Report:

Latino Academy of Workforce Development, Sustain Dane & Elevate
February - December 2021

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Introduction

Overview

Latino Academy of Workforce Development (LAWD) partnered with Sustain Dane (SD) and Elevate to integrate energy efficiency education to their Bilingual Leadership Academy in order to pilot a program to train bilingual energy efficiency facilitators, as envisioned in the Climate Action Plan. This program, funded by the Clean Energy grant through Dane County Office of Energy and Climate Change has been successful as a model for building trusted, equitable and deeply collaborative relationships that lead to models of community based climate engagement and education.

Throughout the past year, we have co-created and piloted this curriculum. The bilingual leadership academy grew leaders who are inspired and equipped to engage their friends, families and neighbors in learning about energy efficiency and saving through home visits, assistance with ordering Focus on Energy Kits and helping kids and families learn about opportunities in the energy sector. We held 18 sessions between June-August with 10 graduates of the program. This report highlights key takeaways from the grant period, feedback and reflections from the teachers and students in the program, and recommendations for continuing this momentum.

Key Take-aways

- Partnerships need to be equitable and designed from the beginning with equal input and funding. Must be planning together (instead of after grant/program or priorities/plan already in place) at the table from the beginning and have shared, co-ownership with respect. Programs need to be collaborative from the start with curriculum design and adaptation by the community members who are teaching. This type of partnership does not often exist in Dane County. The specific organizations and their approach matter, which should be a consideration if/when there is an opportunity to expand this work. It is important to recognize this and support a shift to equitable partnerships for future Energy Efficiency facilitator long term expansion and success. With this foundation, we were able to:
 - Have highly successful pairing of leadership development and energy efficiency which prepares leaders for navigating more challenging conversations and engaging with their communities
 - Having trusted people in community to present information on energy efficiency
 - Ability to learn and speak in Spanish throughout program is valuable
 - Camaraderie, learning in community and building friendships is valuable
 - Family centered approach and importance of kids also learning alongside community leaders

- There is interest in future learning and project work in solar and renewables, in addition to more advanced energy efficiency measures
- There is interest from students in continuing career in energy efficiency and/or sustainability - planning for and building that into the program would be recommendation for future sessions
- It is important to link sustainability to other projects happening in the community
- Latinx communities already practice many sustainability behaviors, just don't label it as "climate action" or "sustainability"
- Lead with humility and respect. No one knows it all.

Why & How Program Developed

Focus on Energy (FOE) was formed in 2001 as Wisconsin's statewide energy efficiency and renewable resource initiative. They provide information about energy efficiency and rebates on a variety of energy saving upgrades. While Focus on Energy provides this information about their efficiency programs and incentives on their website and in mailings, the information often does not make it to residents of underserved communities. There are a variety of reasons for this including: language barriers, a mistrust of the utility, and programs and incentives that have been designed for building owners and not for renters.

For a diverse community of ratepayers to take advantage of the Focus on Energy incentives and learn about energy efficiency, mass marketing may not be the answer. It is helpful for the information to come from a trusted source in an active rather than passive way. This inspired the creation of a program that would center graduates of LAWD's bilingual leadership program using a family-centered, community-based model of spreading the message of energy efficiency. Empowering individuals to engage as educators themselves rather than just receiving it from the traditional energy efficiency experts (like FOE representatives, or other state connected programs) helps increase engagement within their communities.

The program was created to blend the existing framework of LAWD leadership development with energy efficiency education. Curriculum creation had to be collaborative between LAWD, Sustain Dane and Elevate in order to be successful. Participants learned about the variety of ways homeowners and renters could make simple and inexpensive upgrades to increase efficiency and comfort in their homes. They then reached out to their networks inviting neighbors and friends to learn about the upgrades and how to take advantage of the Focus on

Energy's Energy [Saving Pack incentive](#). Graduates worked as trusted community organizers, bringing people together to improve their homes' efficiency.

The pairing of leadership development, education and equipment like the energy efficiency packs is necessary for a successful program. It gives participants confidence, context, hands-on experience, and the ability to see directly how efficiency efforts impact energy use. Simply giving energy efficiency products away while tabling without context is a missed opportunity to engage folks who could be efficiency champions in their community.

This program lays the foundation for an inclusive and diverse energy efficiency program, which is a priority of the Dane County Climate Action Plan. Frontline community organizations have the wisdom and solutions to make change in their communities, but often lack resources for implementation. Funding and time are crucial for development activities (e.g. recruiting educators, providing education to leaders about the resources available, and working together to develop materials). Additionally, the educators should be compensated well for their time and equipped with materials to distribute at the gatherings. The fewer barriers there are, the more likely it is people will install the small upgrades that can improve their quality of life.

Program Review & Feedback

Throughout the 18 class workshop, students learned about leadership, sustainability and energy efficiency and conservation. The curriculum established a science-based framework for understanding sustainability, and included detail on home energy saving measures, while also focusing on the importance of developing as leaders. We collected feedback from the teachers and students to gain insight on future development of this program, and what was most valuable. The program concluded with a community project component where students taught others in their community about energy efficiency and sustainability. These were in the form of radio shows through Spanish radio stations La Sabrosa and La Movida, as well as home visits and presentations to families.

Bilingual Leadership Academy Reflections

From the instructor perspective, the most rewarding part about teaching this program was seeing how it empowered the students with knowledge, while helping them participate in conservation. It was impactful to see their leadership skills in action when they taught their relatives and neighbors and spread awareness of the importance of climate change and what we want to change for future generations.

We were able to keep students engaged by using graphics, videos and relatable examples of the topics covered. Students had the opportunity to participate and talk about their personal experience with each topic. For instance, each participant shared their experiences with sustainability in their own country of origin. One student shared that growing up their family used to catch the rain water to water plants, wash dishes, etc. The variety of concepts made it a dynamic class. From all the topics, students showed the most interest in conservation measures, rain gardens, recycling, and renewable energy. Students loved the free FOE packs and watching their efforts lower their energy bills. They were also engaged with developing their leadership and communication skills.

Throughout the class, we worked with the following partners who gave presentations:

- **Project Home, Elevate & Sustain Dane:** onsite demonstration of blower door test including infrared camera
- **Antonio Quintanilla:** Catholic Cultural Center; Community Environment program.
- **Mario Garcia Sierra:** Madison General Electric; Customer Engagement and Community Development

For the future, we imagine that this program could expand through additional partnerships and experiential learning. Ideas for future partnerships if continue the class includes:

- Hands on experience in weatherization
- Partnering with employers who are interested in providing information to their employees in regards to sustainability.

Pairing Leadership with Sustainability Education:

The Leadership component of this program is a very important element for the personal development of our students. It is important that students recognize their abilities to develop leadership.

During the leadership component of the program, we talked about basic leadership styles such as directive leadership style, supportive leadership style, and participatory leadership style. We discussed how our self-esteem is strengthened through leadership. We reviewed the Four Agreements by Don Miguel Ruiz which are: Be impeccable with your words, Do not take anything personally, Do not make assumptions, Always do the best you can.

Students were motivated to work hard. Many of them thought they could never be leaders. Throughout this process, they learned to believe in themselves, to lose their fears, to face their challenges and ultimately were able to go into the community as leaders.

It was impressive to hear them share their experiences as they spoke with the community about sustainability. It was empowering to see them grow, and to have them talk in the community about a subject that sometimes seems foreign to many of our community members.

Summary of Student Survey Responses

Five participants (out of 10 participants who completed the program) completed an end of program survey. Survey respondents were all Latina women. Survey was provided in Spanish and respondents provided answers in Spanish. A translated summary is below. The survey requested feedback on the program and recommendations for the future. A summary of the survey responses include the following:

1. **Very good experience & would recommend** - All of the participants (100%) described their overall experience in the program as very good (the highest ranking) and they also all said that they would recommend the program to another person.
2. **Best parts** of the program were noted as increasing leadership, contributing to a better planet, and camaraderie. Notable quotes include:
 - a. "I learned to lead a better lifestyle with leadership and improve the quality by making better decisions and doing my small part for a better planet."
 - b. "I learned how to be a leader and how to contribute positively to those around me. I learned a lot about how to take care of the planet."
 - c. "The good explanations/information and the camaraderie/friendship."
3. **Improvements** - When asked about the worst parts of the program or parts that could be improved upon, two people mentioned that they would have preferred for the program to take place in person (instead of virtually). Two others did not have any suggestions. One person shared, "I would improve it by continuing with more levels of learning. The worst thing is that the program is over."
4. **Ideas to increase energy efficiency** - In response to the question about how the Dane County government could help improve energy efficiency, survey respondents shared ideas such as:
 - a. Giving the community LED lights
 - b. Make the fees/bills lower
 - c. Have more classes to raise awareness in people
 - d. They could send professionals to check the houses and let us know what we should change and improve.

5. **Teaching others** - How many other people did you talk to about the sustainability program? The five respondents talked to a total of 95 people as part of the outreach project portion of the class. Plus, one of the students did two La Movida radio programs, which reached thousands of listeners.

All five participants responded to the survey that they thought talking about the program to their family had resulted in changes in their energy consumption habits. In addition, one of the respondents shared that “I am interested in training to do awareness programs and campaigns in homes and in local businesses.”

Questions that other people had who learned from the students included

- i. How can we work with our neighbors to pass this information on?
- ii. The solar panels: where they are available and if they are very expensive
- iii. Solar panel costs, how to save electricity
- iv. Where to get the energy saving light bulbs, which is the ideal one, where to buy the thermostats, etc.
- v. They only expressed that the information was very interesting and that they would apply it in their home

6. **Focus on Energy Packs** - In terms of the Focus on Energy packs, only two out of the five requested them and only two have installed them with one saying they have noticed a reduction in their electricity bills. A second person also noted a reduction in their electricity bill however not related to the installation of FOE packs during the program as they had previously requested one.
7. **Career in Energy Efficiency** - Three of the students replied yes, they would consider studying/pursuing a career in sustainability or energy efficiency and the other two replied maybe and shared the comment, “I liked the class. I would like to continue learning.”

Graduation Translation of Presentations

The program included a graduation ceremony where program participants shared what they learned and what they focused their outreach projects on. Below are the transcriptions and translations of the presentations. The overall conclusions were incorporated and highlighted into the key takeaways section of the report.

Rocio Barrancas

Somos 10 compañeros que estuvimos en la clase que vamos hacer las voces para nosotros los latinos Este es el inicio de compartir nuestro conocimiento, empezamos en nuestro hogar, estoy convencida que Sustentabilidad es trabajar por nuestro bien y con la naturaleza, con el equipo, con la comunidad, compartir con los vecinos , a nivel mundial. Estamos trabajando con lo de la energía, hemos hecho algunos cambios, esto es mundial podemos compartir con nuestros familiares.

Visité a una familia de Antonio y Valery, nos mostró cómo recoger agua de la lluvia, de los jardines, la composta. Hice un video de esto, En Madison hay familias que reciclan, ellos reciclan el 70% de su basura. Invitar a todos los hogares a que puedan reciclar.

Aprendí a disminuir el costo de la electricidad, el recibo de luz viene menos, por las noches desconecto los tomacorrientes de luz que no se usan; revisar el filtro de la refrigeradora de la lavadora; nuestra meta es seguir motivando a las familias, la temperatura del aire y la calefacción. Tenemos un gran trabajo.

Experiencia en la radio, pudimos hablar en nuestro idioma y motivamos a la comunidad, seguimos siendo escuchados, ya que se pudo grabar la presentación y está en la media, me gustaría seguir con el proyecto para trabajar juntos. Seguir motivando a las personas y seguir con los proyectos de sostenibilidad. Muchas gracias a la Academia Latina.

Translation:

We were 10 partners in this class and we are going to be the voices for Latinos. This is the beginning to start sharing our knowledge. Let's start with our home. I am convinced that sustainability is to work for our wellbeing with nature, as a team with the community, share with the neighbors, and on a global level. We are working with energy, we've made some changes. We can share with our families that this is worldwide.

I visited the family of Antonio and Valery. They showed us how to collect rainwater from the garden, composting. I made a video about this. In Madison there are families that recycle 70 percent of their garbage. Invite all homes to recycle.

I learned to reduce the cost of electricity, the electricity bill becomes less. At night I disconnect the electric plugs that are not being used. Check the filter from the refrigerator and the washer. Our goal is to keep motivating the families. The temperature from the air conditioner and heater. We have a big job.

-Baltazar asked about the experience in the Radio- We were able to speak in our language and motivate the community. We are still being listened to, because the presentation was recorded and is in the media. I would like to keep this project and work together. We keep motivating people and keep with sustainability projects. Thank you to the Academic Latina.

Gimena Giachero.

Me gusto muchisimo el curso porque estoy en una etapa donde mis hijas están creciendo es muy importante que aprendan el significado de la palabra reciclaje el medio ambiente donde vivimos, el grupo sigamos creciendo como equipo.

He compartido con familiares de Argentina y vecinos el tema de sustentabilidad ; la importancia es que usamos mucho el carro debemos caminar en vez de usar mucho el carro. Reciclar las botellas de agua y ahorrar energía. Las personas están interesadas en el tema y quieren aprender más.

No encontré obstáculos cuando hablé con las personas porque una palabra lleva a la otra y es algo que la otra persona quiere saber porque es algo muy intrigante y muy interesante.

Translation:

I like the course so much because I am in a stage where my daughters are growing up and it is very important that they learn the meaning of the word recycling and the environment where we live. The group keeps growing as a team.

I have shared with families from Argentina and neighbors about the topic of sustainability. The important thing is that we use the car too much, we should walk instead of using the car too much. Recycle bottles of water and save energy. People are interested in the topic and they want to learn more.

I didn't find obstacles when I talked to people because one word takes you to another and is something that the other person wants to know because it is something intriguing and very interesting.

Lina Insall

La importancia de la sostenibilidad consiste en nosotros tratemos que consumir menos electricidad porque eso produce mucho carbono con las personas que hablé le pedí que traten de reducir su consumismo en casa cómo podemos mejorar cada mes ver la factura de la luz, buscar los mejores electrodomésticos no tienen que ser los más caros, que tengan menos contaminación en el ambiente. Debemos mejorar y tratar de cambiar los focos de luz, pero que tengan menos contaminación; podemos cambiar la refrigeradora por las que consumen menos luz pueden ser un poco más caro pero va beneficiar en reducir el consumo de luz.

La importancia de reciclar la basura, cómo podemos reciclar nosotros mismos; hacer mantenimiento de los electrodomésticos, como el aire acondicionado cambiar los filtros. Tomar conciencia de no dejar los carros prendidos en el calor o el frío, cuando entramos a la tienda, no es bueno seguir contaminando. Les he pedido que no hagan eso, les animé a que usen menos el carro.

Tuve una experiencia que me dice que escucharon las noticias que nosotros consumimos en el hogar es 10 % del consumo y que las grandes compañías grandes consumen y contaminan más- los millonarios. La segunda experiencia, no dejar el carro prendido, y me dijo que en el invierno tenemos que dejar al menos 10 min prendido el auto porque sino se arruina el auto.

Tuve una pregunta: ¿Qué están haciendo al respecto, sobre las grandes empresas del estado o a nivel mundial para la sostenibilidad? ¿Qué están haciendo acerca de los carros?

De aquí al 2030 tendremos creo que van hacer más carros electricos

Fueron solo esas dos preguntas que no he sabido cómo responderles -le animado primero empezar en su hogar, cambiar focos a LED, revisar puertas y ventanas.

Translation:

The importance of sustainability is that we try to consume less electricity because that produces too much carbon. With the people I talked to I asked them to reduce consumption at home. How can we get better each month - check the electricity bill. Look for better electrodomestics; they don't have to be the most expensive, just the ones with less contamination to the environment.

We have to get better and change the light bulbs, but the ones with less contamination, we can change the refrigerator for one that consumes less energy. It may be more expensive but it can be beneficial and reduce the energy consumption.

The importance of recycling garbage, how we can recycle ourselves. Do maintenance to the electrodomestics like the air conditioning, change the filters. Minding not to leave the cars on in

the heat or cold when we go in the store. It's not good to keep contaminating. I ask them not to do that. I encourage them to use the car less.

I have an experience with someone- they said that they listened to the news that at home we consume less than 10 % and the big companies or millionaires consume and contaminate more. In the second experience, don't leave the car on and they said "no, in the winter we have to leave the car on at least for 10 minutes otherwise it gets ruined,".

Alejandra Muñoz.

Nos enseñaron cosas que desconocía, aprendí a liderar y la palabra sostenibilidad, aprender a cuidar nuestro mundo- para poder pasar la información a nuestras generaciones, Muchas cosas que no sabía, nos enseñaron demasiado, lo disfrute mucho enseñar a hablar sin miedo. Nos enseñaron mucho, aprendí cosas que desconocía. Me ha ayudado en mi trabajo, Me han enseñado a perder miedo, cómo ayudar al medio ambiente. Donde podemos aplicar para obtener nuestro paquete de ahorro de energía.

He conversado con mi familia y otras personas de como ahorrar energia
A veces es difícil hablar del tema pero seguiré intentando hablar con mi familia
Hablar del ahorro de energía y poder pasar la información.
Gracias a la academia.

Translation:

They taught us things I didn't know. I learned to lead and the sustainability work is to take care of our world to be able to pass this information to our generations. Many things I didn't know, they taught us so much. I enjoy it so much. Taught to speak without fear. This helps me alot in my job. They taught me to let go of fear. How to help the environment. Where to apply to get our energy saving pack.

I've talked to my family and other people about how to save on electricity. Sometimes it is hard to talk about the topic but I'm going to keep trying to talk to my family.
Thank you to the academy.

Maricruz Silva

La Clase fue interesante; aprendí cosas que no sabía; mi experiencia al contactar a mi familia de México pude observar la diferencia cultural, en México reciclan todo cuidan el agua y les llega poca agua a veces dos veces por semana; reciclan el agua con que lavan los platos; para usarlo en los baños. Nosotros podemos poner nuestro granito de arena, apoyando a mejorar nuestro planeta con estas charlas; para dejar un mejor planeta a nuestros hijos. Voy hacer muchos cambios en mi casa. Agradecemos a los que apoyan con los fondos para que se realice este programa. Felicitamos a las compañeras por su participación.

Translation:

The class was interesting, I learned things I didn't know. In my experience talking with my family in Mexico I was able to observe the cultural differences. In Mexico they recycle and take care of the water because they get little water sometimes just twice a week. They recycle the water they use to wash dishes and use it in the bathrooms. We could put our grain of sand by supporting to better our planet with these talks. To leave a better planet to our children. I'm going to make lots of changes in my home. We thank all that supported this program. Congratulations to the classmates for their participation.

Liliana Silva

Agradezco a la Academia Latina por la clase que fue muy interesante, donde he aprendido bastante, me voy con mucho conocimiento. He tenido la oportunidad de compartir con algunas familias lo aprendido y me he quedado sorprendida que algunas familias ya están tomando la acción de reciclar, usando el termostato inteligente, haciendo conciencia de cuidar el planeta. Yo era la que estaba perdida era yo. Los jóvenes están tomando conciencia, en no tirar la basura en la calle, reciclar, usando las bicicletas, tenemos que aprender de ellos, realmente a mi me hacía falta aprender de esta clase. Seguiré haciendo cambios y estudiando.

Translation:

I thank the Academia Latina because the class was very interesting, here I learned a lot. I leave with a lot of knowledge. I had the opportunity to share with some families what I learned. I was surprised that some families are already taking action to recycle, using smart thermostats, and being aware of taking care of the planet. I was the one who was lost. Young people are aware of it; not to litter the streets, recycle, and use bicycles. We have to learn from them. Truly I needed this class to learn. I'm going to make changes and keep studying.

Building Momentum: Recommendations for Additional Funding

The Latino Academy of Workforce Development is excited to see how this program can evolve to include more leaders in the sustainability and energy fields, and reach more families with knowledge on energy efficiency. Ideas for continued growth in the future include:

1.) Continuation of leadership academy program

Expand on the leadership academy to have two levels, involvement from graduates of this year's program, and exploring additional focus areas like region specific information (ex: rural areas of Dane County). Many students expressed interest in helping with the program if it was run again next year, as well as wanting to learn more in a more advanced session of the program.

We plan to use feedback from the graduates to make changes to the curriculum based on that feedback. The curriculum should meet the needs of the community as much as possible. Future curriculums could include an in-depth discussion of how to access and interpret utility bills and the process for accessing LIHEAP (Low-Income Home Energy Assistance Program).

Funding needed: LAWD would need \$75,000- \$100,000 to successfully run this program. This would include compensation for facilitators (graduates from this year) to help instructors with teaching the level 1 course, while also attending a level 2 course and being engaged in the community.

2.) LAWD to support other BIPOC led groups in exploration of similar collaborative learning and leadership model

The model of this program was very successful, and could be used to help other organizations lead similar leadership educational programs. It is important that these programs are led by people of color and for people of color.

There needs to be enough funding to support the time it takes to build relationships and work collaboratively from the beginning to build and tailor a program to fit the needs and relevance of the audience. It is important to have time to adjust and tailor the program to the specific organization that is running it. Another valuable component of this model is the engagement of funders in the process. It was valuable to have the county be part of the process in attending program events and helping give feedback on the program. This model of engagement with the County was valuable to the success of the program and seen as a collaborative partnership.

Other local organizations who could be potential partners in sharing and developing this model:

- Freedom Inc.
- Lussier Community Center (Located near Memorial High School)
- Goodman Community Center

Funding needed: \$15,000-\$25,000 to explore partnership with other community organizations, sharing program models, gauging interest, and exploring curriculum creation.

3.) Funding for community energy guides to do home visits:

Trained energy guides (graduates of the Bilingual Leadership Academy program) would do home visits to help neighbors, friends and other community members learn how to apply for and install Focus on Energy kits, learn about home energy savings and center family-based approach to learning and engagement.

Funding needed:

- 20 hr/week at \$25/hr for 26 weeks (6 months)= \$13,000 per community energy guide
- \$13,000 x 5 for cohort of 5 guides = \$65,000
- LAWD & Sustain Dane = \$5,00-10,000 for home visit framework and support

4.) Job creation & workforce development:

Further growth of this program would include building a pipeline to getting people to work in the energy sector through partnering with companies to provide paid internships that would lead to employment at that company. This would require commitment from partner organizations, and a training program to link graduates from this program to internships that would lead to employment.

Companies to explore partnership:

- MGE
- Alliant
- Solar companies

Conclusion

It will be important to build on our momentum from this program to provide additional funded opportunities for continued engagement for leadership academy graduates, and share this collaborative model with other community based organizations. As seen through the success of this program, it is important to create a culturally relevant curriculum and teach in the language that students are most comfortable learning in. Learning and leading within a trusted community is essential. A neighborhood focused outreach with trusted members of a community is important to build trust and interest from community members learning about energy efficiency from leaders. We are excited for the potential of the bilingual leadership academy program to lead to employment opportunities in the energy sector for the Latinx

community in Dane County. The opportunity our organizations had in piloting this approach to growing bilingual energy efficiency leaders was a critical step to growing an inclusive and diverse network of energy leaders in Dane County.

Appendix

- Schedule of classes
- Curriculum slides - Sustainability
- Curriculum slides - Leadership
- Agenda for radio presentation



ACADEMIA BILINGUE DE LIDERAZGO AGENDA

Sostenibilidad y Liderazgo 2021

Martes 8 de Junio 2021

Inicio del entrenamiento de la Academia de Liderazgo.

- 6:00 pm Bienvenida al programa (Fechas,horarios de las clases)
- 6:10 pm Rompe hielo (saludo)
- 6:20 pm Presentación de los participantes
- 6:50 pm Concepto de Sostenibilidad y Liderazgo/ propuesta de proyecto
Énfasis en el principio de las 7 generaciones y paralelo a los principios
Inca, Maya y Azteca- Slides (1 a 12)
- 8:00 pm Cierre

Jueves 10 de Junio 2021

Proyectos para el entrenamiento.

- 6:00 pm Bienvenida
- 6:10 pm Reforzamiento de los conceptos de Sostenibilidad y Liderazgo
(LLuvia de ideas)
- 6:30 pm Liderazgo sin título
- 7:00 pm Cambio Climático. Causas y porqué es importante. Slides (13 a 16)
Climate Change
- 8:00 pm Cierre

Martes 15 de Junio 2021

- 6:00 pm Bienvenida
- 6:10 pm Rompe hielo (¿Qué lugar hubieras elegido para vivir)
- 6:20 pm Preguntas/ revisión de algo importante
- 6:30 pm Soluciones al Cambio Climático Plan de desarrollo sostenible
propuesto por Naciones Unidas
Climate change solutions
- 7:30 pm El poder de la meditación.
- 8:00 pm Cierre

Jueves 17 de Junio 2021

- 6:00 pm Bienvenida
- 6:10 pm Primer Acuerdo (27 a 30)
- 7:00 pm Plan de sostenibilidad de la ciudad de Madison Metas locales
- 8:00 pm Cierre

Martes 22 de Junio 2021

- 6:00 pm Bienvenida
- 6:10 pm El líder que no tenía Cargo (Capitulo 3)
- 7:00 pm Salud y Cómo afecta el cambio climático la salud
Justicia Ambiental
Climate change and Health
Environmental Justice (35-44)
- 8:00 pm Cierre.

Jueves 24 de Junio 2021

- 6:00 pm Bienvenida
- 6:10 pm Rompe hielo (Saludo)
- 6:20 pm Energy Efficient Homes -EPA standards Slides (47-50)
- 7:20 pm Segundo acuerdo
- 8:00 pm Cierre

Martes 29 de Junio 2021

- 6:00 pm Bienvenida
- 6:10 pm **Community Guest**
Invitado de la comunidad (Antonio Quintanilla)
Experiencia y liderazgo, cuidando el medio ambiente.
- 7:10 pm Cuarto Acuerdo (35 y 36)
- 8:00 pm Cierre.

Jueves 01 de Julio 2021

- 6:00 pm Bienvenida
- 6:10 pm Cambios sencillos para mejorar la eficiencia de energía en casa
LED Slides (53-58) (Pedir un medidor de consumo de energía-Biblioteca)
- 7:30 pm Estrategias para aplicar en liderazgo
- 8:00 pm Cierre

Martes 06 de Julio 2021

- 6:00 pm Bienvenida
- 6:10 pm Rompe hielo (frutas preferidas)
- 6:20 pm Renewable Energy/ Energia Renovable
- 7:30 pm Multiculturalismo.
- 8:00 pm Cierre.

Jueves 08 de Julio 2021

- 6:00 pm Bienvenida
- 6:20 pm Como se hace una Auditoría Profesional de energía
a las casas. Escapes de energía.
Energy Efficiency audit - How to -leaky home slide 44-52
- 7:30 pm **Invitado**
- 8:00 pm Cierre

Martes 13 de Julio 2021

- 6:00 pm Bienvenida
- 6:10 pm Rompe hielo (Un electrodoméstico que tenían en casa cuando tenías 5 años)
- 6:20 pm Do-It- Yourself cómo puedo detectar escapes de energía en mi casa
- 7:30 pm Liderazgo Comunitario. ¿Qué líder comunitario conoces?
- 8:00 pm Cierre.

Jueves 15 de Julio 2021

- 6:00 pm Bienvenida
- 6:10 pm Rompe hielo
- 6:20 pm Mejoras y remodelación de casa para mejorar eficiencia de energía Home Upgrades
- 7:30 pm Cómo elaborar una fiesta de Sostenibilidad.
- 8:00 pm Cierre

Martes 20 de Julio 2021

- 6:00 pm Bienvenida
- 6:10 pm Visita a la Academia Latina demostraciones - entrega kits de focus on energy
- 7:30 pm Recursos de la comunidad en general
- 8:00 pm Cierre.

Jueves 22 de Julio 2021

- 6:00 pm Bienvenida
- 6:10 pm **Guess speaker (Mario Sierra)**
Energia renovable, energia solar,
- 7:00pm Desarrollo del programa.

Martes 27 de Julio 2021

- 6:00 pm Bienvenida
- 6:10 pm Rompe hielo
- 6:20 pm Recursos focus-on-Energy - Ayudas
Resources relief on energy bills-
Efficiency program Navegador
- 7:30 pm Oportunidades de Trabajo en Sostenibilidad
Career Opportunities and Sustainability
- 8:00 pm Cierre.

Jueves 29 de Julio 2021

6:00 pm Bienvenida
6:10 pm Rompe hielo
6:20 pm Propuesta de proyectos.
7:00 pm Planeamiento de los nuevos líderes.
8:00pm Cierre

Martes 03 de Agosto 2021

6:00 pm Bienvenida
6:10 pm Rompe hielo
6:20 pm Presentaciones de las presentaciones de los nuevos líderes
7:30 pm Open
8:00 pm Cierre.

Jueves 05 de Agosto 2021

6:00 pm CLAUSURA
6:10 pm Palabras de Baltazar de Anda
6:20 pm Representante de Fitchburg.
7:30 pm Cena
7:50 pm Cierre

SOSTENIBILIDAD

La sostenibilidad está basada en el principio de que todo lo que necesitamos para nuestra supervivencia y bienestar depende directa o indirectamente de nuestro medio ambiente y naturaleza. Para buscar sostenibilidad es crear y mantener las condiciones en que los humanos y la naturaleza puedan existir en armonía y soporte de la generación del presente y las generaciones futuras.

Fuente: Environmental Protection Agency

Consumerism = Consumismo

¿Es ético? ¿Es ecológico? ¿Es solidario?

El Consumo Responsable empieza por hacerse preguntas y decidir de manera informada sobre aquello que consumimos. ¿De verdad lo necesito? ¿Puedo pedir prestado? ¿Cómo fue hecho? ¿Qué haré con él cuando se estropee?

Consumerism is a term that is often used to refer to the idea that prosperity, comfort and satisfaction is correlated to the amount of material possessions purchased. Consumption in this way becomes the central driver of the society [\[1\]](#). This term is also often associated with capitalism.

Los tres componentes de la sostenibilidad

NATURALEZA

COMUNIDAD

Economía

¿Qué causa el cambio Climático? Calentamiento global

La quema de combustibles fósiles.

Gases de invernadero

**Incremento the dióxido de carbono en 40% desde
1700s**

Consecuencias del Cambio Climático

- Extremos en altas temperaturas - se alarga el verano
- Sequias
- Aumento en Lluvias intensas
- Aumento en Inundaciones
- Derretimiento de los glaciares -nevados
- Aumento del Nivel del mar y aumento de su temperatura
- Aumento incendios forestales
- Aumento frecuencia e intensidad de Huracanes

Contaminación del ambiente debido
a gases de invernadero y
combustibles fósiles afecta nuestra
salud

Smog - Ozono

Una comunidad
unida con un
desarrollo
sostenible
beneficia la salud
y el medio
ambiente





¿Qué acciones podemos tomar para reducir emisiones de carbono?

¿Qué puedo hacer para reducir Emisiones de carbono?

- Desarrollo Sostenible

- Reducir Huella de Carbono

- * Compra local

- * Transporte

- * Consumo de Energia

- * Medidas para mejorar Eficiencia

Energética de la vivienda Casa o
apartamento

Recomendaciones para reducir huella de carbono en transporte

Hacer mantenimiento al carro/coche

Mantener las llantas del auto/coche infladas apropiadamente

No Idling -- No dejar el carro prendido cuando está en el estacionamiento

Espera a tanquear el auto o Cortar el césped hasta después de las 6:00 pm

Considera auto hibrido o electrico

Carpooling / compartir auto/coche

Reducir el consumo de energía ayuda a reducir emisiones de carbono.

¿Cuánta energía consumimos en Casa?

El primer paso para mejorar la eficiencia energética de tu hogar es comprender tu consumo de energía, y el mejor lugar para comenzar a entenderlo es en tus facturas de energía.

- Saber cuánto consumes,
- qué tarifas estás pagando
- cómo se calculan tus facturas

son factores importantes para administrar eficazmente tus costos de energía.

Revisa la Cuenta de Energía-

¿Qué Mes/ Meses es más costoso?

MGE

Alliant Energy

Puedes revisar tu cuenta de energía Online!

Ejercicio- cuánta energía consumen tus electrodomésticos

- Medir la energía que consumen los electrónicos y electrodomesticos
- Preste un medidor de energía portátil de su biblioteca local.
- <https://www.mge.com/saving-energy/for-homes/tips/portable-energy-meter>

Cambio Pequeño Gran beneficio

Cambio de bombillas por LED
Usa 85 % menos de energia

[Packs \(focusonenergymarketplace.com\)](http://focusonenergymarketplace.com)

Ahorro de agua y energía

- Substituir la regadera por una flujo lento
- Instala Aireadores en las plumas de agua
- Previene problemas de humedad prendiendo el extractor durante la ducha y unos minutos después.
- Duchas de menos de 10 minutos

Lavadora

**Usar agua fria para lavar.
Carga completa por lavada.
Ciclo corto (quick cycle)**

Wash your laundry with cold water whenever possible. To save water, try to wash full loads or, if you must wash a partial load, reduce the level of water appropriately.

Washing full loads can save you more than 3,400 gallons of water each year.

Secadora de la ropa.

No hay necesidad de sobre secar

Limpiar el filtro

Carga completa

Ciclo corto/ colgar medio húmeda (hang damp)

Don't over dry your clothes. If your dryer has a moisture sensor that will automatically turn the machine off when clothes are done, use it to avoid over drying. Remember to clean the lint trap before every load. Dry full loads, or reduce drying time for partial loads.

The lint trap is an important energy saver. Dryers work by moving heated air through wet clothes, evaporating and then venting water vapor outside.

Refrigerador

Hacerle mantenimiento al refrigerador reduce consumo de energía

Aspirar la tubería en la parte trasera o por debajo

Revisar que el sello de la puerta esté en buena condición.

Reemplaza refrigeradores viejos por uno certificado EnergyStar (más de 15 años)

Aire Acondicionado

Hacerle mantenimiento
a la unidad de Aire
Acondicionado

Cambiar filtro de Aire cada 3 meses

Un filtro sucio incrementa costo de
energía y no limpia polución que
entra a su casa.

Power Strip

Conecta electrónicos a un power strip para que lo puedas usar fácilmente.



Termostato inteligente- Smart Thermostat

Ahorra energía con un termostato inteligente.

Obtiene un descuento de \$50 dólares comprando en

[Focus On Energy Marketplace | Energy Efficient Products Marketplace](#)

Reto! Challenge!

En el Verano

- Sube la temperatura del Aire acondicionado 2 grados en el verano
- En la noche sube 4 grados

En el Invierno

- Baja la temperatura del termostato en el invierno al menos 2 grados.
- En la noche baja 4 grados

Electrodomésticos y Electrónicos

- Desde electrodomésticos pequeños hasta calentadores de agua busca el sello ENERGY Star .
- 25-50% más eficientes y ahorran energía y dinero

Busca el sello Energy Star



Mejora la eficiencia energética
evitando fugas de aire en tu casa

Cuando hay problemas de escapes

- Alta cuenta de energía
- La temperatura nunca es cómoda ni en invierno o verano.
- Humedad excesiva
- Un área de la casa se siente muy fría
- Fibra de aislamiento se siente húmeda (ático)
- Formación de hongos en paredes
- Falta de circulación de aire en el ático

Lugares comunes de escapes /Common Household Air

Leaks

- Ventanas y puertas
- Puerta al ático en el techo
- espacios donde entran el cableado eléctrico
- Caja donde se encuentra la bombillas (recessed lights)
- ductos del aire acondicionado y calefacción
- En el sótano las uniones donde empieza el concreto y marco de madera

Inspeccion visual - exterior -

- Inspeccionar las áreas donde dos materiales de construcción de diferente clase se unen
- no debe haber orificios o espacios entre las uniones
- Las esquinas
- Alrededor de coneccion de llaves de agua
- Uniones del "siding " en la chimenea
- Uniones en general

Inspección visual - dentro de la casa

Inspeccionar estas áreas buscando grietas o espacios entre uniones, el aire se escapa por ahí.

- Tomas de corriente Electrical outlets
- Caja de encendido de luces Switch plates
- Marcos de puertas y ventanas Door and window frames
- Sello plástico (weatherstripping) entre puerta y marco (puerta al exterior o al garage)
- Entrada de gas y electricidad
- Puertilla al atico Attic hatches
- A/C de pared o ventana Wall- or window-mounted air conditioners.
- Cable de tv y telefono Cable TV and phone lines
- Salida del conducto de la secadora Where dryer vents pass through walls
- Entradas del aire vents
- Tambien examina weatherstripping(sello plastico) and caulking (silicona) esta en buenas condiciones

Sellado y aislamiento de la casa

Sella grietas usando caulking (calafateo o silicona) .
Escapes alrededor de las ventanas y puertas se pueden sellar usando Weatherstripping (burlete) y Caulking

Si la casa se siente muy fría necesita mas colchon de aislamiento

Door Sweep

En la puerta de entrada y la de garaje



Apartamento o construcción antigua

AC de ventana o Pared

Ponle una cubierta en el invierno en exterior e interior de la unidad

Ventanas problemáticas

Una forma económica y rápida es aislar las ventanas con plastic film o bubble wrap

Focus on Energy: Energy Efficiency Packs



www.focusonenergymarketplace.com/free



Presentación de la clase de Liderazgo

Rosario Angulo

CONCEPTO DE LIDERAZGO

"El liderazgo implica aprender a moldear el futuro. Existe el liderazgo cuando las personas dejan de ser víctimas de las circunstancias y participan activamente en la creación de nuevas circunstancias. El liderazgo implica crear un ámbito en el cual los seres humanos continuamente profundizan su comprensión de la realidad y se vuelven más capaces de participar en el acontecer mundial, por lo que en realidad el liderazgo tiene que ver es con la creación de nuevas realidades".

Peter Senge

"El líder es la persona que produce el cambio más efectivo en el rendimiento de un grupo".

Cattell.

HABILIDADES

- **Comunicación.**
- **Creatividad.**
- **Eficiencia emocional y empatía.**
- **Trabajo en equipo**
- **Gestión.**



Tipos de liderazgo

Ahora conozcamos algunos de los tipos de líderes que pueden existir en la comunidad...

Directivo:

Informa a los integrantes del grupo lo que espera de ellos y ellas, da guías específicas de cómo realizar el trabajo y presenta cómo hacerlo.

Apoyador:

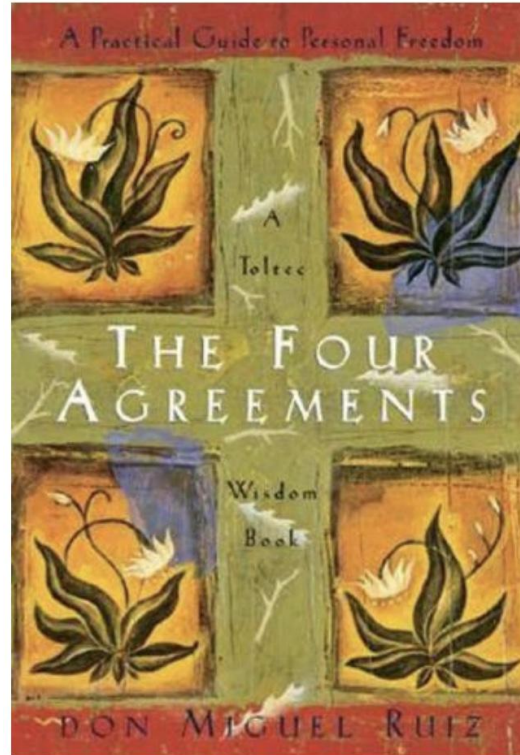
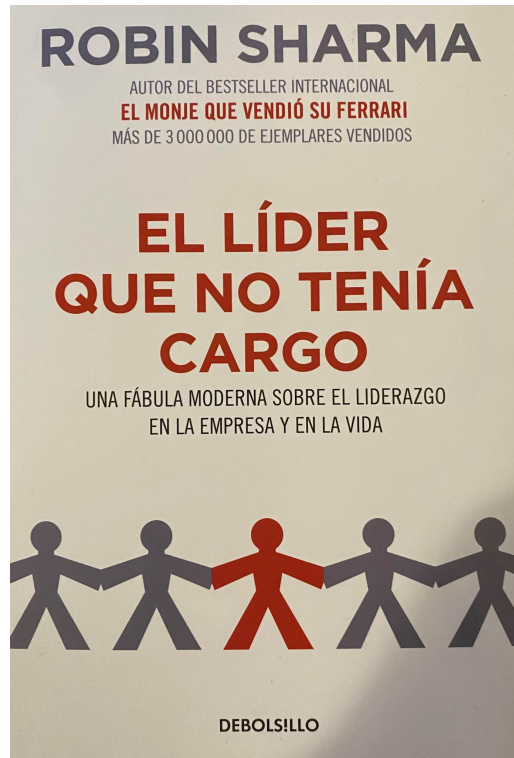
Es amistoso/a, accesible, con iniciativa, es cercano a las necesidades de los demás.

Participativo:

Consulta con los demás del grupo, pide sugerencias, toma en cuenta las opiniones, antes de tomar decisiones.

Orientado hacia los logros:

Pone los retos, busca el mejoramiento continuo, proporciona confianza a los y las demás para que asuman responsabilidad, busca mayores retos.



Elementos importantes para desarrollar el Liderazgo

EL LIDER QUE NO TENIA CARGO/ ROBIN SHARMAN

Desarrollar el talento de Liderazgo, fortalecer las capacidades individuales. Todos deben asumir el liderazgo, debe de haber liderazgo en todos los niveles.

“Sí cada uno barriera la puerta de su casa el mundo estaría limpio” (**Madre Teresa de Calcuta**).

El liderazgo es la cualidad más importante que hay que dominar para tener éxito, practicarlo todos los días, cuidar nuestra salud, finanzas, comunidad, cuidarse a uno mismo. Encontrar el centro de la fuerza en uno mismo. El liderazgo no es solo para algunos elegidos estudiados en Harvard. En el teatro ningun papel es pequeño; “Todos llevamos el líder en nuestro interior” Excelencia de trabajo y desenvolvimiento.LSC (Líder sin Cargo)

“No hace falta tener un cargo para ser un líder”

“Quien siembra vientos cosecha tempestades”
(siempre obtendrás lo que mereces).

IMAGE

INNOVACION (innovar siempre para disfrutar de lo que realizas)

MAESTRIA (Aspira a la maestría en lo que realizas)

AUTENTICIDAD(Se tu mismo no te dejes llevar por los demás)

GRAN VALOR (Tener la fortaleza de seguir adelante, cuando los demás se han rendido)

ETICA (donde la excelencia se cruza con el honor, lo más valioso es mantenerse fiel a los propios valores y proteger nuestro buen nombre.

EL LIDER QUE NO TENIA CARGO/ ROBIN SHARMAN

SPARK: Chispa, tener una propia Luz

SINCERIDAD (una cosa es ser sincero, pero siempre con respeto) (palabras de ánimo)

PRIORIZAR (Se mantiene siempre centrados en lo que de verdad importa) 80/20

ADVERSIDAD (crea oportunidad de un bien) (cuando una puerta se cierra otra se abre, esa puerta es una oportunidad)

RESPONDER (recuerda que cuando llegue las dificultades lo que hay que hacer es responder y no reaccionar)

Kudos (inspirar a los demas)

SERVE:
SER SERVICIAL

ESCUCHAR

RELACIONARSE

VALORAR LA DIVERSIÓN

ESTIMAR Y CUIDAR

Los Cuatros Acuerdos por Miguel Ruiz (Los Toltecas)

El Primer Acuerdo consiste en:

“SER IMPECABLE CON TUS PALABRAS”

Parece muy simple, pero es sumamente poderoso. No son sólo sonidos o símbolos escritos. Son una fuerza; constituyen el poder que tienes para expresar y comunicar, para pensar y, en consecuencia, para crear los acontecimientos de tu vida. El poder de las palabras.

El Segundo Acuerdo consiste en:

“ NO TOMARTE NADA PERSONAL ”

Suceda lo que suceda a tu alrededor, no te lo tomes personalmente. Si todo lo que te digan y te lo tomas personalmente es porque estás de acuerdo con cualquier cosa que se diga. El motivo de que estés atrapado es lo que llamamos «la importancia personal». La importancia personal, o el tomarse las cosas personalmente, es la expresión máxima del egoísmo, porque consideramos que todo gira a nuestro alrededor. yo yo yo.

El Tercer Acuerdo consiste en:

“NO HACER SUPOSICIONES”

Tendemos a hacer suposiciones sobre todo. El problema es que, al hacerlo, creemos que lo que suponemos es cierto. Juramos que es real. Hacemos suposiciones sobre lo que los demás hacen o piensan. Hacemos una suposición, comprendemos las cosas mal, nos lo tomamos personalmente y acabamos haciendo un gran drama de nada.

El Cuarto Acuerdo consiste en:

“HAZ SIEMPRE LO MÁXIMO QUE PUEIDAS” Bajo cualquier circunstancia, haz siempre lo máximo que puedas, ni más ni menos. Pero piensa que eso va a variar de un momento a otro. Todas las cosas están vivas y cambian continuamente, de modo que, en ocasiones, lo máximo que podrás hacer tendrá una gran calidad, y en otras no será tan bueno. Lo máximo que puedas será distinto cuando estés sano que cuando estés enfermo. Tu rendimiento dependerá de que te sientas de maravilla y feliz o disgustado, enfadado o celoso.

EL PODER DE LA MEDITACIÓN

LLEVA TU VIDA A OTRO NIVEL

ESPÍRITU

Establece una profunda conexión con la vida

Aumenta el autoconocimiento

Desarrolla la presencia, Aquí y Ahora

Ayuda a valorar más estar contigo mismo

Desarrolla la compasión

Agudiza la percepción sensorial

Favorece la autoestima

Aumenta la energía

Rejuvenece

Estabiliza la presión arterial

Mejora el sistema digestivo

Refuerza el sistema inmunológico

Reduce el riesgo de enfermedades cardíacas

CUERPO

Alivia el dolor

Aporta FELICIDAD, PAZ Y ARMONÍA interior

Alivia la depresión

Reduce el estrés y la ansiedad

Calma el insomnio

Estimula el pensamiento creativo

Fomenta la positividad

Mejora las relaciones

Desarrolla el potencial personal

Desarrolla la inteligencia emocional

Favorece la concentración

Amplia la calidad en la ejecución de tareas

Ayuda a focalizar el pensamiento

Mejora la memoria

MENTE



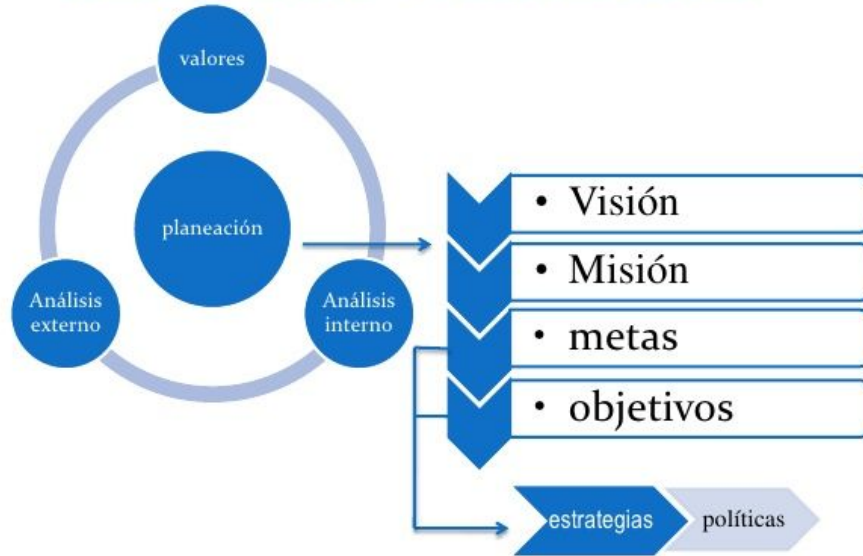
Úrsula Calvo
CENTER

Elementos importantes para desarrollar el Liderazgo

Pensamientos que te ayudan a sentirte mejor



PLANEACIÓN ESTRATÉGICA



Vision: (Que queremos hacer)

Hacia dónde se dirige y qué es aquello en lo que pretende convertirse a largo plazo.

Misión: (Cómo lo vamos hacer)

Se define a las necesidades a satisfacer, la misión puede ser concreta, motivadora y posible para mejorar la calidad de servicio.

Metas: (Que se quiere lograr)

Son principios que guían el proceso de toma de decisiones, hacia dónde se quiere llegar para lograr el éxito.

Objetivos: (Cómo se logra las metas)

Son específicos, medibles son pequeños pasos para alcanzar la meta.

¿Cómo logramos ser líderes comunitarios?



Características del Líder Comunitario





[Recursos de Social Worker](#)

Programa de radio Academia de LIDERAZGO y SOSTENIBILIDAD

Agosto 13, 2021

Participantes: Rosario Angulo, Cristina Carvajal ;
Rocio Barrancas , Alejandra Muñoz.

- Introducciones de cada participante
- Hablaremos del programa de Liderazgo enfocado en Sostenibilidad.(Cristina) Sponsor Dane County, la Asociación de La Academia Latina, Sustainedane, Elevate.
- El público puede llamar si tiene preguntas, o comentarios.

Presentación del Slide; empezando Rocio Barrancas

- Definición de Sostenibilidad
- Consumismo.
- Cambio climático
- Consecuencias del cambio climático
- Reducción de las emisiones de carbono
- ¿Qué puedo hacer para reducir emisiones de carbono desde el transporte?
- Consumo de energía renovable
- Tips para mejorar y reducir el consumo de energía en nuestra casa
- En el baño
- La lavadora/secadora
- Aire acondicionado/power strip
- Termostato inteligente/ bombillas
- Refrigerador

- Tips donde pueden checar el uso de energía y como pedir su kit
- Mejorar la eficiencia energética evitando fugas de aire en tu casa.

“Esperamos que se sientan motivados para ahorrar energía”

“Cambios pequeños, grandes beneficios”

Damos gracias a la audiencia por escucharnos.

Si necesitan una plática, pueden comunicarse con la Academia Latina al 608-310-4573