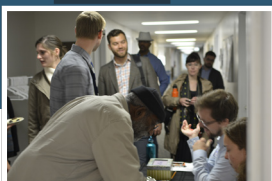


## INITIATIVES

PAGE 4



CSLN Hubs

PAGE 5



Creative Partnerships for Student Engagement

PAGE 5



ToP Around the Globe

## Message from the Executive Director



Editor's Note: This address is different than most; it is a transcript from Terry Bergdall's speech at the [solar launch this past September](#). Staff and colleagues were so moved by Terry's impassioned words and thought they should be shared with you.

Dear Friends, Neighbors, and Colleagues,

First of all, I would like to thank you all for attending the official launch of our solar panels. Also, a big, public thanks to all my staff. Yesterday our solar panels went live, and we are, in fact, using electricity that we are generating, as we speak. We have also been working a long time, for two years, to get a sign on the back of our building. As of yesterday at 4:30 p.m., it was finished. So if you haven't seen it, I hope you'll walk down Lawrence, take a look and check out the building.

Not only are our solar panels live, but, as of this morning, in our lobby we have a TV screen that shows [live monitoring](#) on [the energy] being generated. I am here to tell you that already there is a feature that says "[lifetime accumulative savings](#)" and as of right now we have saved a grand total of \$48.

Now all that is important, but, even though we love saving money, that's not why we did this solar project.

Continued on Page 2

## A Day to Celebrate: ICA GreenRise Goes Live!

After the successful installation of 485 solar panels on the ICA GreenRise building, an event was held to celebrate both the installation and the entire Uptown community. On September 24, a wide range of [Uptown organizations](#), local and sustainable food trucks, members of the community, and ICA colleagues all gathered at ICA GreenRise to welcome in the next phase of the building. The morning was filled with spirit as the [Old Town School of Music's Jam Band](#) played festive music and engaged the Uptown community members from the sidewalk in front of the building. Inside GreenRise, over 30 community organizations began to gather for the Uptown Share Fair in the newly-named Fifth City Room. The day commenced with an informative speech about the [ICA GreenRise building](#) given by building manager Lesley Showers, followed by a passionate address by ICA Executive Director Terry Bergdall, and concluded with words of affirmation and praise from the City of Chicago's Chief Sustainability Officer Karen Weigert and 46th Ward Alderman, James Cappleman.

After the ribbon cutting, guests and fellow Uptown neighborhood service providers mingled at the Share Fair. Uptown is richly populated with service organizations that aim to serve the community. However, even in close proximity to each other, service providers are not always aware of each other, and the variety of services provided in the neighborhood. In hosting the Share Fair, ICA aimed to gather these organizations and create a space for them to learn more about each other and build potential for inter-organizational collaborations, and make better referrals to their current clients. The organizations in attendance had a wide range of focus areas, including,



Continued on Page 3

## MESSAGE FROM ED CONTINUED...

We did it because of the crisis and peril that this globe is facing today in terms of global climate change, impacting how we live and function in this world. Therefore, we installed these solar panels to take a practical step on moving in that direction of caring for planet earth. I feel like this is the challenge that each and every one of us faces today -- finding the practical ways of doing that.

Now this was in fact challenging. We received a grant for \$359,000 from Illinois Clean Energy. That has been a very important part and we are really grateful for 359,000 dollars. That was the good news. The challenge was we had to come up with another quarter of a million dollars to finish the project. Like most nonprofit organizations, we do not just have a quarter of a million dollars lying around to be used in a creative way of caring for the earth. We were faced with that challenge, and what we have done is identified and invited a number of social investors to raise the money do this, and will be sharing the savings we get from this project with those social investors.

The important thing here is, it is built on an entirely different perspective about return on investment. Our return on investment is long term. It is caring of the earth, and changing our mental images of what return on investment means is part of the challenge. Because, to be quite frank, I heard someone say, if you want an immediate return of investment in the way most people talk about investing, you would be talking about fracking. We are about something else, and we are out to demonstrate that kind of thing. When we talk about the GreenRise, that's what it's about.

This demonstration complements what we have done for the last fifty years as an organization starting here in Chicago and doing community development work. Because our focus has always been in enabling people to take new relationships with what is happening and to find practical ways so that they can become agents of their own development and make a difference. Lord knows that the challenges that this world faces are big, and we need contributions at all levels. We put our emphasis on local communities solving and addressing the challenges themselves built on their own resources, their own gifts, and their own talents. That's what we call a cultural approach to doing development. It means celebrating, emphasizing, and rehearsing values and building community to get that kind of work done. It seems appropriate to me that this is the kind of event we would do to celebrate the launch of our solar panels. This event is a manifestation of thinking globally and acting locally.

Finally, I just want to leave you with one last image. Part of what we have done in terms of cultural and community development, the other image is a social pioneer. What I mean by social pioneer is looking at the challenges, the issues, the dysfunctions that are happening within society and finding practical ways that we can address those issues. It is, quite frankly, playing a leadership role, a role that is not typical. I feel our social investors who have a different perspective on return of investment are taking a path less traveled. That's what we have to do in order to address the issues that are facing the world today. Ultimately that's what we mean by the sign in the back of our building. It says, ICA Greenrise Uptown Learning Laboratory. It's a learning laboratory of being social pioneers of caring for this earth for future generations. Thank You.

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### STAFF PROFILE: Joseph Taylor



Joseph Taylor leading a tour of a Rooftop Garden

#### **How long have you been working at the ICA?**

About 3 years—I started as an intern in the 2011 Summer Youth Program.

#### **What is your role at the ICA?**

I wear many hats at the ICA. Primarily, I coordinate the urban agriculture projects at the ICA—meaning that I oversee and maintain the food systems at ICA GreenRise. This system extends from plant growth in the aquaponic and hydroponic systems, the recently installed rooftop garden, and the compost system in the greenhouse.

#### **What are your favorite things about the ICA?**

I really appreciate the sustainable values within the ICA GreenRise. I generate an abundance of unconventional ideas, but I couldn't see them to fruition without the support of my community and colleagues.

#### **An Interesting Fact?**

I was born on Thanksgiving. After a slow 9-month roast, I arrived into the world just in time for dinner. These origins probably explain my affinity for cooking.

## ICA GreenRise Goes Live!, continued

social justice, community health, cooperative grocery, immigrant services, and alternative housing communities. ICA staff learned of a few collaborative projects that were sparked by the event and anticipates many more to come! Following with this momentum, ICA is continuing to work with Uptown organizations to build community health and wellness.

Following the morning of celebration and mingling, guests toured the ICA's space, assisted by staff and student volunteers from [Truman College](#). For many, these tours were the first exposure to the building. Community members were especially intrigued by the sustainable installations, such as the window aquaponic system, repurposed toilet planters, and banana plants. Viewing building retrofits, such as the sustainable community kitchen, rooftop garden, and solar installation on the same tour as historic marvels, like the Guild Suite, encapsulated the ICA's mission regarding sustainability. By preserving the craftsmanship and legacy of a landmark building, the ICA promotes sustainable redevelopment and keeps the spirit of the past alive. Current students from the Fifth City preschool also came to the event, and regaled the crowd with time tested songs that promoted the idea of a new self image.

Key to the ICA's success in the solar launch was sharing its story and progress with a retrofitted, sustainable building. In addition to visitors on the day of the launch, ICA worked with public relations and videographer partners to document its story and engage the broader community. One staff member jokingly stated that ICA received 50 years worth of media coverage in one week. All of the media from the day and the weeks leading up to it are available on ICA's website. Spreading the ICA's work and mission, though, is imperative to its continued success as a voice for sustainability and symbol for Chicago. ICA aims to capture momentum from its increasing public presence as it builds new relationships and inspires collaboration.



## ToP around the Globe



Around one-third of registrants for US [Technology of Participation \(ToP\)®](#) courses from Jan - Aug 2014 were from out of state participants. Not only do people travel from all over the country to get access to ToP methods, ToP trainers and facilitators also provide their services and mentoring to people all over the world. Notably, many ToP facilitators and ICA colleagues traveled to Ukraine for a peace summit this past July. The following is an excerpt describing the summit from an article written by Larry Philbrook and Svitlanta Salamatova featured in the August 2014 addition of the [Winds and Waves](#).

“Ukraine’s mass media is filled with talk about the need to decentralise power to bring peace and stability. This was also the subject of the recent public forum in Kiev organised by [ICA Ukraine](#). The [Public Engagement And Civic Empowerment \(PEACE\)](#) summit was held at the Hilton Kiev on July 4-5. Its goal was to promote peace through a dialogue on decentralization involving stakeholders from across the regions, and to outline a plan of action.

The idea of holding such a discussion using the Institute of Cultural Affairs’ ToP (Technology of Participation) techniques was raised by ToP facilitators Richard and Irina Fursman from Minnesota, US. This was supported by the ICA Ukraine team and other ToP facilitators such as Larry Philbrook ([ICA Taiwan](#)), Martin Gilbraith ([ICA UK](#)), Lorraine Margherita (France), Michael Pannwitz ([ICA Germany](#)), Judith van den Boogert and Simon Koolwijk ([the Netherlands](#)) and others.

The summit format provided opportunities for personal dialogue, sectoral conversations and regional work on options and strategies. It culminated in an action plan drafted by individuals committed to implementing it.

There were five sessions to the summit: The first session began with presentations. Then participants shared their experiences on three topics with others at their table. They discussed stories about what they valued while growing up and what energized them after work hours. Each table was then asked to select the key values that would help Ukraine work towards peace and decentralization. The key words from their responses were displayed in a word cloud.

Continued on Page 5



## Chicago Sustainability Leaders Network Hub Activities



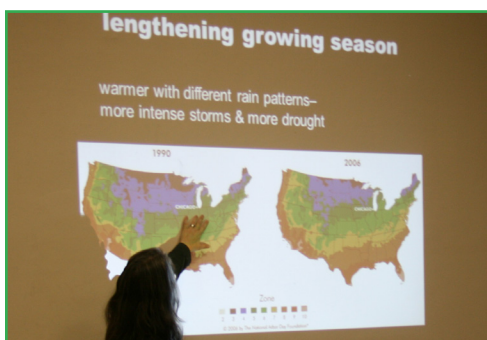
Just Space participant

In October 2014, the [Chicago Sustainable Leaders Network \(CSLN\)](#) celebrated its one year anniversary as a network. During its first year, the network has grown immensely in its ability to define itself, expand its reach and engagement, and create spaces for collaboration across the city.

One of the great ideas that has come from the network this past year is the the defining and promotion of CSLN joint activities, also known as 'hub' events. A CSLN activity, or hub event, 'draws on network resources to forward CSLN's vision of holistic community sustainability - connecting environmental health, human well-being, social justice, robust civic engagement, and community vitality. A CSLN activity brings together people from communities, organizations, civic institutions and other places by creating 'in-between spaces' where expertise from within the community and outside the community meet and interact.'

More specifically, a CSLN activity:

- Is a collaboration among at least 3 network members representing a variety of backgrounds (professional, geographic, ethnic/race, topic expertise), to offer diversity of perspectives and ensure accountability and quality
- Addresses issues from multiple technical and cultural perspectives
- Has been shared with CSLN members for input during planning
- Is documented and reported back to CSLN (highlights, learnings, impact, effectiveness)



Presenter at Rooftops, Raised Beds & Rainbarrels Hub Event

On Friday, September 12th, the [Chicago Time Exchange](#), the [Mutual Aid Network](#), and ICA collaborated to launch of the first CSLN hub activity, a [screening of the film Fixing the Future](#). The audience was captivated by the ideas in the film and opportunities to become involved in alternative economies in Chicago. Following presentations about how to join the Chicago Time Exchange and the Mutual Aid Network, participants shared ideas for moving forward with alternative economies in Chicago.



Conversation at 'Is it Just Space?'

On October 7th, members of the CSLN and citywide community members joined in engaging dialogue around the concept of spatial justice. The event, called '[Is it Just Space?](#)', CSLN's second hub event, was collaboratively planned by ICA and [Center for Humans and Nature \(CHN\)](#), and had facilitators from 4 other Chicago-based institutions. The evening started with small-group discussions on varied topics, reporting back a common interest in intentionally including communities in urban-planning committees and the decision-making process. The initial small groups then fueled the direction of a panel discussion. Book-ending the panel with audience participation created a space for group ownership of ideas and community expertise. In the final discussion, the group imagined furthering the conversation through a series of events and spaces in the coming year that would be dedicated to greater community ownership of space and decision making.



Joseph Taylor showing event attendees how to make a raised bed

On November 16th a hub event called "[Raised Beds, Rooftops, Rainbarrels,](#)" was hosted in a joint effort by ICA GreenRise, [Greenroof Solutions](#), [Landmarks Illinois](#), [Animalia Project](#), and [Loud Grade Produce Squad](#). The aim of the event was to share knowledge and engage public in dialogue about ways to become change agents in their own communities using techniques demonstrated by local organizations. In leading raised bed and rain barrel installation demonstrations and a tour of Weiss Rooftop Garden, event coordinators engaged the audience in an interactive learning experience. Leaving the event, attendees took something tangible to assist their future action, ranging from handout materials to be in touch with presenters and seed packets to one of three raffle-prize rain barrels. Event coordinators and participants were energized by the innovative event and looked forward to future hub activities. ICA is excited to have helped the CSLN create and implement the idea of hubs and to have ICA GreenRise be a major hub on Chicago's Northside.

## Student Engagement: From Across the Nation & the World



SCDI Students

This year marks the fourth consecutive summer ICA has held a service learning training for university students. Service Learning is core to how the ICA carries out its mission. By working with young leaders, the ICA strengthens the capacity of the next generation of community change agents. Consequently, the ICA then catalyzes energy and interest from a younger generation through programs and methods.

This summer's Sustainable Community Development Intensive (SCDI) course was designed to help students who were interested in pursuing a career in community development, public policy, urban planning or social work. Program participants came from four Chicago-based institutions, along with a student from Macalester College in Minnesota. Andreus Fox, the grandson of Fifth City resident Lily Fox, also participated in the program.

Acting as a community of learners, students become more informed about the ICA's participatory processes, and, fittingly, led sections of the course. Students learned tools to help communities and groups create a vision, identify root problems, and plan for action and implementation. As a practical application, the students were engaged alongside staff to help plan for the ICA's Solar Launch and Uptown Share Fair.

In previous years, ICA has offered summer courses focused on theory and community engagement. The learning from this summer included the added layer of participatory processes to the sustainable community development curriculum. This change greatly enhanced the students' experience.

In the upcoming summer of 2015, ICA will host an 8 week long, holistic course combining methods, theory, and civic engagement.

Another key recurring partnership is with the INSEEC Graduate Business School located in Paris. Through this partnership, nineteen students came to the ICA to engage in the topic of Social Entrepreneurship. During the month of November, the students participated in a mixed curriculum of methods training, theory, and action research. A key portion of the curriculum is the action research, where the students are placed in social enterprises in Chicago to tangibly develop their skills and gain greater context about the city. Host organizations ranged in mission and organizational structure, including the volunteer-run Chicago Time Exchange, non-profit organizations like Urban Canopy, and for-profit social enterprises like IshiVest and Greenlawn Landscaping.

Reflecting on their experience, the students appreciated the opportunity to produce impactful projects for their host organizations, and the partner organizations found the relationship equally beneficial for their own missions. Integrating their experience in the methods training and action research, students expressed learnings in which they compared work experience and social systems between the USA and France. Moving forward, they expect to especially apply their critical mindset regarding social impact and methods for consensus building as they work with social enterprise in the future.



2014 INSEEC Group Photo

## ToP Around the Globe cont.

The second session shared experiences from the US and Poland of effective decentralisation and its value. This was followed by conversations at each table on what effective decentralization might look like in Ukraine. The final step was for each table to share how it would explain decentralization to a 12-year-old.

The third session involved a consensus workshop by sectors: Government, Private, Civil Society and Education. Each workshop had to answer the same question—How would you define our key principles to guide Decentralization?

At the fourth session, regional groups each held a workshop on strategic actions. Their focus question was: What can we do in our region through the process of decentralization to meet our values and principles? Each group had to identify strategic issues and areas of growth for the prosperity of society. These were to be in alignment with shared values. They had to be for both the region and Ukraine. They also had to promote clear and transparent management practices to overcome corruption.

The final session gave each group or individual the opportunity to select actions that they wanted to implement and to draft an action plan. Many teams were formed and worked into the afternoon on implementation.

At the end of the summit, recommendations were made for local and national actions driven by those who had developed the action plans. They also included a recommendation to amend the Constitution and other laws of Ukraine.”

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As we continue to see ICA/ToP methods used more and more globally, ICAI board and other international colleagues are in the process of drafting an international ToP policy. The aim of the policy is to help support and guide the development of the International ToP Brand, including consistency and power in the image, message and practice of ToP, and to create opportunities for ongoing creative development of high quality ToP curriculum. The team has been working on the policy for many months now, and the most current version of the document will be discussed at the General Assembly meeting mid - December.

INSTITUTE OF CULTURAL AFFAIRS  
4750 N. SHERIDAN ROAD  
CHICAGO, IL 60640

## INDIEGOGO A SUCCESS!

To support the events throughout Sustainable September, ICA explored fundraising through Indiegogo, an online crowdfunding platform. This new medium inspired a creative way for staff to showcase ICA's commitments to sustainability. The staff incentivized donations with various perks, including commemorative ICA postcards and staff commitments to week-long vegetarian and vegan eating. The online base specifically promoted outreach on social media, though the solar installation and month's events catalyzed even more donations—over twice the amount raised through Indiegogo. Moving forward, development staff looks forward to new possibilities through crowdfunding.

Total funds for Sustainable September: \$20,711,  
with 68 contributors

### Social Investors and Donors of the ICA GreenRise Solar Project

Robert and Sandra Rafos  
John and Thea Patterson  
Richard Alton and Sally Stovall  
James Troxel and Karen Snyder Troxel  
Pamela and Terry Bergdall  
Sue and Stefan Laxdal  
Sandra Conant Strachan  
Thomas and Jana Bergdall  
Jack and Judy Gilles  
Lela Jahn  
Gerald Jaecks  
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