

# The Idea Incubator

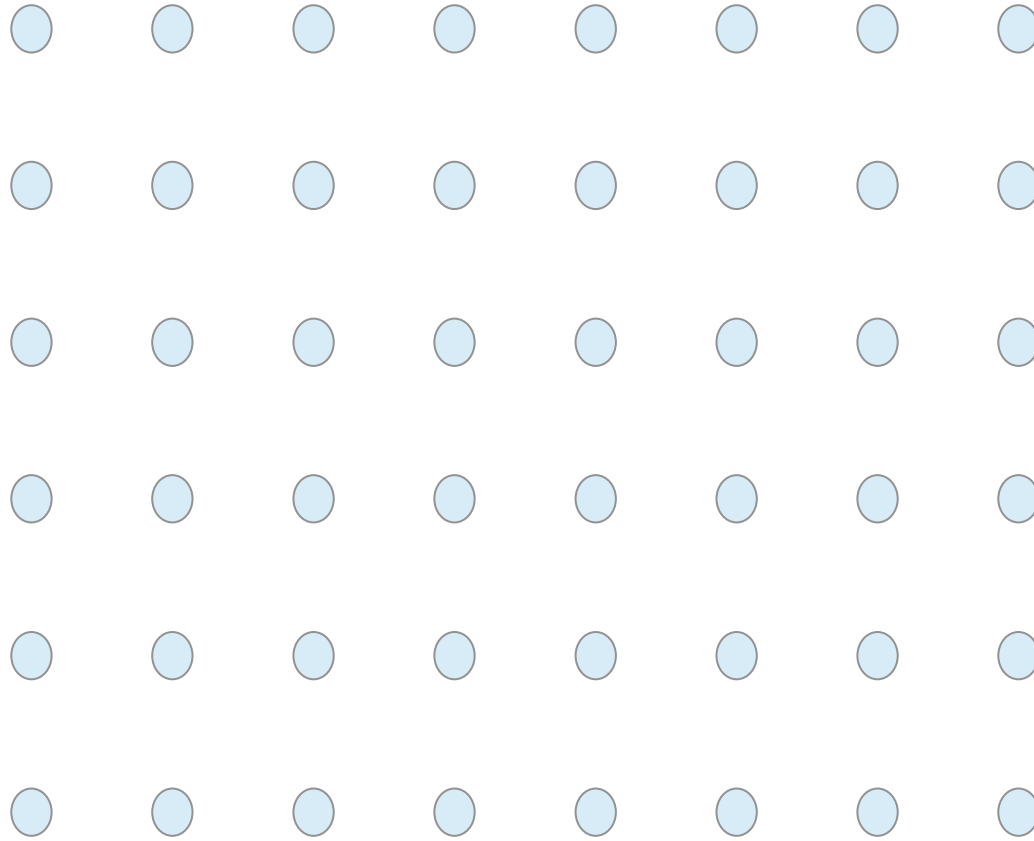
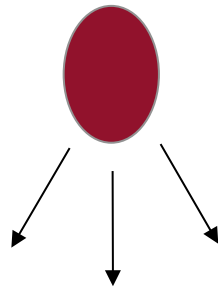
Gaining Community Support for  
Climate Protection Projects

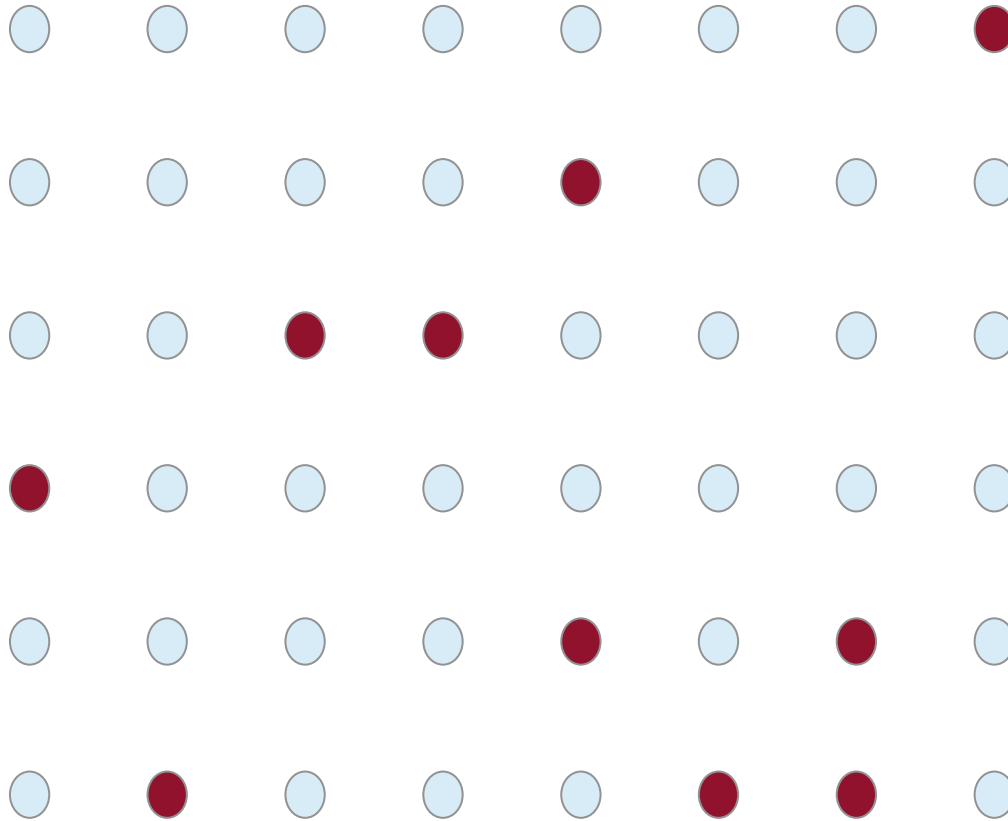
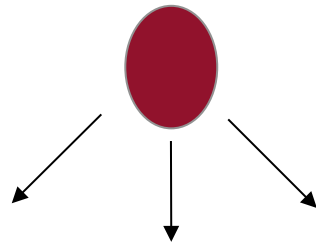
Barry Zalph  
October 2013



THE END OF NATURE  
 BILL MCKIBBEN  
 John McPhee The Control of Nature  
 Operating Manual for Speechless Earth/Father  
 Man's Place in Nature  
 Environmental Stewardship in the Judeo-Christian Tradition  
 A SAND COUNTY ALMANAC ALDO LEOPOLD  
 The Closing Circle - Barry Commoner  
 NORTHWEST PASSAGES John Muir  
 WORDS FOR LAND by Stephen Trimble  
 JACQUES BARZUN  
 FROM DAWN TO DECADENCE  
 1500 TO THE PRESENT  
 500 Years of Western Cultural Life  
 SILENT SPRING Rachel Carson  
 WASH IN THE BALANCE AL GORE  
 THE NATURE OF INTEGRATIVE STUDY Engelberg  
 THE SPIRIT'S TERRAIN Childs  
 ACTIVE HOPE Macy & JOHNSTONE  
 The Biochar Solution CARBON DHARMA  
 RESILIENCE  
 VISION IN ACTION  
 a simpler way Wheatley and Cuhse Ingols  
 TOOLS FOR TRANSFORMATION Adam Curie  
 HANFORD PRESS  
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 The Process of Business/Environmental Collaborations  
 Resolving public conflict - Dukes  
 MAKING HARD DECISIONS  
 BOWLING ALONE Robert D. Putnam  
 THE POLITICAL MIND  
 GEORGE LAKOFF  
 TARGETING THE MESSAGE  
 THE AIMS OF ARGUMENT A Brief Rhetoric  
 THE WISDOM OF CROWDS JAMES SURWIECKI  
 Fostering Sustainable Behavior  
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 GERRY PATRISON  
 WARDEN KELLIAN SANDER  
 THINKING, FAST AND SLOW DANIEL KAHNEMAN  
 THE POWER OF HABIT Charles Duhigg

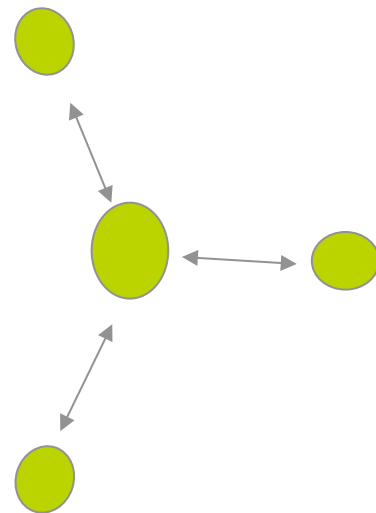
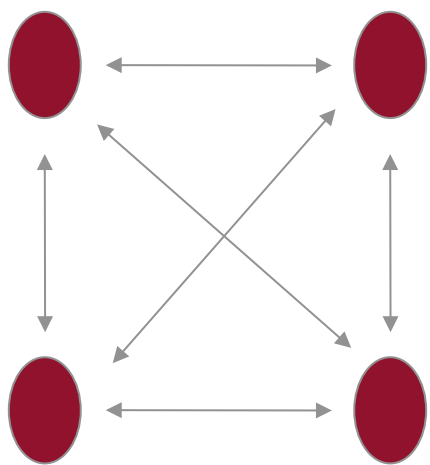
CRC  
 HANDBOOK OF CHEMISTRY and PHYSICS  
 WEAST  
 55<sup>TH</sup> EDITION  
 1973-1976  
 Engineering Materials  
 Properties and Selection  
 Budinski  
 Computer Analysis of Structures  
 Matrix Structural Analysis Structured Programming  
 Holzer  
 INTRODUCTION TO SYSTEM DYNAMICS  
 STEPHEN BRUNET RIBBSSON  
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 Third Edition  
 Wiley  
 The Visual Display of Quantitative Information  
 Tufte  
 PREDICTING THE STRENGTH OF NOTCHED WOOD BEAMS  
 BARRY LOUIS ZALPH  
 JUNE 1989  
 DESIGN FOR THE REAL WORLD  
 THE REAL WORLD  
 CONSUMER GUIDE TO HOME ENERGY SAVINGS  
 SOFT ENERGY PATHS  
 AMBER A. LORING  
 SOLAR ENERGY THERMAL PROCESSES  
 COLLEGE OF ENGINEERING  
 The Man Who Loved Bicycles  
 Energy Demand and Climate Change  
 ASPHALT NATION  
 JANE HOLTZ KAY  
 Getting There  
 In the Struggle Between City and Hill is an Energy Center  
 TRAFFIC  
 TOM VANDERBILT  
 PUBLIC TRANSPORTATION AND LAND USE POLICY  
 Pushkarover and Zupan  
 Final Program 2011  
 TRBEE 90th Annual Meeting





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# Motivations & Goals

- accelerate progress of promising projects and programs
- build hope and involvement among concerned community members



# Behavior Change Principles

- The Wisdom of Crowds (Surowiecki 2009)
- Can I do it? Is it worth it? (Grenny, Patterson, et al. 2013)
- asking for a favor (Jecker and Landy 1969)
- positive social proof (Goldstein & Cialdini 2007)
- vicarious experience (Grenny, Patterson, et al. 2013)

# Idea Incubator format

- Open Space Technology + PechaKucha or Lightning Session
- brief presentations
- convening question
- “ask”
- break-outs with “law of two feet”

# Presentations

## 4–7 presentations

- 6:40 long
- describes a project or program addressing the event's theme
- ends with a request to the audience for 1–3 specific resources to further the project

# Break-out Sessions

a resource-sharing space for each presenter

- recruit volunteers & supporters
- receive referrals to the requested resources
- Participants circulate among break-outs
- 20–60 minutes

# Closing Plenary

- presenters summarize benefits gained
- convener makes closing remarks
- ends event on an enthusiastic note
- 10 minutes



# Potential Applications

## Public events

- can vary mode of presentation

## Internal events

- stimulate collaboration
- engage distant peers