

# Stakeholder Connection

Your news source on the Institute for Environmental Solutions projects and progress



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## Celebrate World Environment Day, June 5, with IES at Jagged Mountain Craft Brewery!

Cleaner water = better beer! That is the theme for IES's celebration of World Environment Day on June 5. Jagged Mountain Craft Brewery, 1139 20th Street (at Lawrence Street) in lower downtown Denver, will host this terrific fundraiser for IES, donating \$1 for every beer consumed on June 5. Please join the IES team between 12 noon and 9 pm, and enjoy beer from the "best new Colorado brewery of the year"! More information: Carol Lyons, [Carol@i4es.org](mailto:Carol@i4es.org).



## Save Our Water Initiative focuses on families



The IES Chemical Footprint (CFP) Project Save Our Water Initiative is developing a pilot workshop series that uses community-based social marketing efforts to foster sustainable behavior and reduce contaminants of emerging concern (CECs). "Reduce Your Chemical Footprint (RYCFP) Education and Engagement Program" supports the goal of the CFP Project to reduce human exposure to and downstream water pollution from toxic CECs found in many personal care and household products. RYCFP will initiate community-based social marketing methods such as determining why people do or do not adopt sustainable behaviors. Sustainable behavior includes making and choosing environmentally friendly products to reduce

human exposure to CECs promoting healthier families and improved water quality. The workshops will specifically engage families with babies and toddlers. Parents can have a lasting and widespread impact by reducing direct exposure to harmful chemicals to themselves and their children, while reducing CECs in our water. For example, workshop attendees might learn about plant-based laundry detergents that do not use ingredients that are potentially harmful to young children. The IES team is seeking funding and partnerships with interested communities to sponsor, host, and conduct the workshops. If you are interested in working with the CFP team or for more information, contact Shannon Herstein, [Shannon@i4ES.org](mailto:Shannon@i4ES.org).

## Kullerstrand Elementary Students Improve the Wheat Ridge Greenbelt Environment

Kullerstrand Elementary School students from Michelle Ray's and Heather McDowell's classrooms planted the first new trees, shrubs, and grasses along the new Wheat Ridge Greenbelt trail west of Kipling Street (near 41st) on Earth Day. IES partnered for the fourth year with the Wheat Ridge Parks and Recreation Department and for the second year with Kullerstrand Elementary School on the Greenbelt Restoration and Environmental Education Network (GREEN) program. IES worked with students from Kullerstrand's TRAILS program, providing two classroom workshops about Colorado's ecology, and how to plant and care for trees. On the planting day, students, parent volunteers, IES Tree Stewards, and City of Wheat Ridge employees successfully planted 90 native trees, shrubs, grasses, and flowers along the new trail section. Planted species included peach leaf willow, wax current, red-osier dogwood, and eastern purple coneflower.





Students removed invasive species (weeds), picked up trash, and restored wildlife habitat by moving tree debris. We hope to continue these partnerships in coming years to complete the restoration of the new trail ecosystem. Thanks to all of our volunteers who made the planting day a success, and to Kullerstrand Elementary and Wheat Ridge Parks and Recreation Department for their dedicated partnerships! Thanks also to the congregation of First Unitarian Society Denver for financial support. More information: John Kelly, [john@i4es.org](mailto:john@i4es.org).

## Are you “green”? How does that affect your environmental behavior?

If you are labeled as a pro-environmental person for your “green” behavior, will you engage in more pro-environmental behaviors or will you consider yourself “off the hook” for further ecofriendly actions? CFP Project intern, Brianne Eby, is conducting this research for her MS degree in the CU-Boulder Environmental Studies Program. Her thesis is *Color me green: The influence of environmental identity labeling on spillover in pro-environmental behaviors*. Behavioral science researchers have considered such questions in their examination of environmental behavioral spillover, which is the idea that engaging in a pro-environmental behavior (PEB) because of an intervention or program influences whether a person engages in additional PEBs. Positive spillover occurs when one pro-environmental behavior leads to subsequent pro-environmental behaviors. Negative spillover occurs when one pro-environmental behavior leads to a decrease in subsequent pro-environmental behaviors. Brianne’s project sought to identify how confirming or contradicting a person’s environmental identity - that person’s view of how environmentally friendly he or she is - influences spillover tendencies. Participants in the experiment were labeled “green” or “non-green” consumers and then presented with the opportunity to donate money to one of three charities, one of which was environmental. Results indicated that the strength of a person’s environmental identity, as well as being provided with a green consumer label, increased the likelihood of positive spillover. This finding could be used to encourage PEBs among consumers by leveraging their environmental identities; for example, store receipts could state, “You purchased \$X of sustainable products today!” This may alleviate concerns about “green washing”, where individuals who purchase products labeled “sustainable” or “green” feel licensed to subsequently engage in behaviors that are harmful to the environment. More information: Brianne Eby, [brianne@i4es.org](mailto:brianne@i4es.org).



## Fort Logan Northgate Leadership Class trees are flourishing in Sheridan



Leadership students in Sharena del Brocco’s class at Fort Logan Northgate (FLN) School celebrated the success of their tree planting efforts which began last fall with the installation of the water storage tank structure at the end of May. The Sheridan Quincy Tree (SQT) Project is IES’s initial planting and education program in Sheridan, Colorado. It started with classroom workshops and a planting day. Students from FLN’s Leadership Class helped plan and complete the program, where 60 trees were planted on school property. Since the new year, students have worked at the planting site to get the trees ready for summer, making protective mulch rings around the bases of the trees and mulch paths, and installing protective cages. IES

and project partner, DesignWorkshop Foundation, installed a shed to house a 275-gallon water tank, so the students can water their trees through the summer. Called The Cube, the shed, near Quincy Avenue and Irving Street, is covered with information for the community about the project and the importance of trees. During the summer, students and families will water the trees with the help of IES Tree Stewards Coordinator Don Mangus and Tree Project Manager John Kelly. Thanks to IES project partners for making this project a success: students, teachers, and administrators at FLN, Sheridan School District No. 2 staff members, South Suburban Parks and Recreation District, and DesignWorkshop. Generous funding was provided by Xcel Energy Foundation, Colorado Garden Foundation, and Patagonia. More information:



John Kelly, [john@i4es.org](mailto:john@i4es.org).

## University of Colorado Denver Urban and Regional Planning Student completes IES GREEN Planting Plan



Andrew Rasmussen completed his Masters of Urban and Regional Planning (MURP) at UCD this spring by developing a multi-year planting plan for the IES GREEN project to restore a section of the Wheat Ridge Greenbelt as his capstone project. A MURP capstone is a real-world, client-based planning project. Completing a unique, self-directed project gives students the opportunity to demonstrate the skills and knowledge they have gained, integrate and synthesize what they have learned, and pursue their individual passions. The GREEN planting plan included in-depth research to understand the existing site conditions, select suitable native plants and place them in locations that optimize plant survival rates and improve the environmental quality of the Greenbelt. Andrew reported, "The greatest part about this project was that I not only got to plan for environmental

restoration, but actually got to be part of its implementation as well. As a planning graduate student, it's rare to be part of your vision's implementation, which made this an incredible experience for me. The planting day gave me the experience necessary to effectively implement plantings in the future." Andrew's master's thesis will be included in the IES Final Report, and available at the IES website. More information: Andrew Rasmussen, [Andrew.Rasmussen@ucdenver.edu](mailto:Andrew.Rasmussen@ucdenver.edu).

### Small Changes Lead to Big Results

Saving and protecting the environment is a challenge. Studies show that positive attitudes and awareness of environmental issues and solutions are not enough to cause individuals to change their behaviors. For every environmental issue, barriers may exist that make it difficult for people to change. According to psychologist Dr. Stuart Oskamp in an April 2001 article published by the American Psychological Association, "If you can present effective actions that can be taken by individuals, they're much more likely to respond than if you present them with the overwhelming problem of preventing global warming." Oskamp suggests steering away from an all-or-nothing approach, and instead working to change our behaviors on a smaller, more feasible level. For example, if you wash your hair every day, try washing every other day instead to reduce your chemical footprint in that aspect by half. Start by making small changes that are reasonable and easy to commit to. We know that trying to "go green" can seem daunting. Making small changes little by little will make the goal to be green more attainable. Over time, many small changes can lead to big shifts in behavior, and significant improvements in your health and the environment. More information: Alex Gougeon, [Alex@i4es.org](mailto:Alex@i4es.org).



### IES Tree Stewards: Critical to our cause



What happens after the trees are planted during IES projects? IES volunteer Tree Stewards get to work and care for them! Tree stewards provide the critical watering needed year round for tree survival.

IES Tree Stewards are community members that volunteer and are trained by IES to care for trees during the first three years of the trees' lives. This working partnership with community members is critical to IES's programs to improve the urban forestry environment. Our Tree Stewards improve their neighborhoods and communities by giving their valuable time and efforts in helping trees stay healthy. IES is committed to build a strong team of Tree Stewards. We partner with schools and camps, and encourage parents of participating children to help. Would you like to get outside, get some exercise and enhance the Greenbelt in Wheat Ridge and the Quincy Trail in Sheridan? Please contact Don Mangus, IES Tree Steward

Coordinator, [Don@i4es.org](mailto:Don@i4es.org).

## IES Institute News

The 2015 IES Annual Report is in the mail. If you do not receive a copy, please email [Solutions@i4es.org](mailto:Solutions@i4es.org). We will be glad to mail or email a copy to you.

The Tree Project is pleased to welcome Patti Venneman who is launching a new career with an MS in Environmental Policy and Management at American Public University, Charles Town, WV.

Lee Brann joined the Chemical Footprint Project team. Lee has a BA in International Affairs, and is working on an MS in Environmental Studies at the University of Colorado Boulder.

Lindsey Wedewer has served on the IES Board for one year, and is leading the Board initiative in marketing. She is a Policy and Regulatory Analyst at the Colorado Energy Office.

Jennifer Schick is an attorney and corporate manager who recently moved to Colorado from Florida, and brings valuable non-profit experience to the IES Board.


Kathy Thaxton is a senior sales professional with over 20 years of experience in the Denver area. Kathy has extensive non-profit fundraising expertise.

## IES Opportunities

IES is looking for an energetic professional to join the IES **Board of Directors** who wants to ensure the application of sound scientific solutions to our pressing environmental challenges. Please contact IES at [Solutions@i4es.org](mailto:Solutions@i4es.org) for a position description and application.

IES is seeking motivated **volunteers and graduate interns** who are passionate about protecting the environment to join our project teams. We also have openings for Project, Development, and Fundraising Volunteers and Interns. Interested candidates should submit a resume and cover letter to [Solutions@i4es.org](mailto:Solutions@i4es.org).

## Shop at Amazon.com and Benefit IES!

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## Shop at Albertsons and Support IES!

Scan your free Albertsons-IES key tag when you check out at Albertsons supermarkets in Arizona, Colorado, Florida, Louisiana, New Mexico, Texas and Arkansas, and IES will receive a donation of 1% of your grocery bill! Please email IES at [Solutions@i4es.org](mailto:Solutions@i4es.org) or call 720-295-4437, and let us know where to mail your free key tags! Provide financial support to IES and environmental protection with just a swipe of a key tag.



IES participates in 1% for the Planet, Albertsons Community Partners, Amazon Smile, ColoradoGives, Colorado Combined Campaign (#1346) and the Rocky Mountain Combined Federal Campaign (#36573). IES is a 501(c)(3) nonprofit organization. Your contributions are tax-deductible.

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