

# GREENING DULUTH

THE DULUTH AVENUE COMMUNITY GREENING INITIATIVE

## Overview

**The Duluth Avenue Community Greening Initiative**, as a project of the Duluth Avenue House of Friendship, will aim to help the Duluth Avenue neighbourhood become more closely knit, healthier, and happier, through the cultivation and replenishing of our shared environment and through environmentally and socially-conscious activities such as reducing waste, gardening, improving energy efficiency, and sharing ideas, concerns, and dreams.

## Rationale

**This project is rooted** in the conviction that the global issues becoming so apparent today require a community response. From proper recycling to planting seeds and raising plants, to energy efficiency measures and conservation, to just making this neighbourhood more beautiful through acts great and small, Greening Duluth is about individual and community empowerment and education by learning from and with each other. The project aims to organize and offer programs, events, and activities, gather and share research and knowledge, stimulate art and culture in the neighbourhood and enhance the living experience of everyone in this community.

## A Definition Of “Greening”

Improving the quality and quantity of life.

## Principles

- Re-thinking -> reducing -> reusing -> recycling
- Avoiding and eliminating toxic substances
- Cultivating life
- Protecting the environment
- Appreciating and striving to understand all beings, cultures and beliefs

## Programs

- Rooftop Gardening
- Green Roofs
- Container Gardening (including Windowboxes)
- Gardening
- Energy Evaluation
- Energy Efficiency and Conservation
- Renewable Energy
- Water Conservation
- Composting
- Recycling
- Reduction
- Re-Use
- Buying Local (including 100 Mile Diet)
- Buying Fair Trade

## Events

- Spring Launch Festival (The Concert for Duluth)
- Car-Free Sundays with Farmers' and Artisans' Street Market (Indoor in the Winter)
- Thursday Evening Acoustic Cafe on the House of Friendship's Street-side Terrace (Spring and Summer)
- Community Film Screenings and Open Discussions (Various Subjects)

## Research Activities

At the core of any successful initiative and vibrant community is knowledge. The project will engage universities, colleges, high schools and even elementary schools in its pursuit and dissemination and will hold regular exhibitions of research and analysis on various subjects related to questions regarding community sustainability and global and local issues, challenges and solutions.

## The Resource Centre

At the heart of the project will be the Community Greening Resource Centre, located in the Duluth Avenue House of Friendship. The resource centre will be the central office for the project's staff, provide space for meetings and discussion, communicate information, connect people with the resources they are looking for, and house a seed bank and exchange. The resource centre will be open during community House hours and will always have at least one staff person present. In addition, the project will make use of the other resources available at the House of Friendship, including the kitchen, auditorium, terraces and rooftop. House of Friendship student residents will be able to complete volunteer hours working on various Greening Duluth projects.

## Staffing

The project will be staffed by an executive director and several other directors, for events, programs, activities and research, as well as research students. The staff will divide their time between team development, their individual portfolios, volunteer engagement, outreach, and personal and professional development, including workshops, seminars and conferences.

## Funding

The project will utilize a multi-pronged fundraising strategy, including individual donors, public, private and community foundations, business sponsors, and revenue generating activities. If you would like to support the project, please contact us.

## Timeline

- **Phase 1: January-February**
  - Raise start up funds through donations from friends, families and individual sponsors to pay executive director salary, overhead costs, contract work and project activities
  - Furnish and decorate resource centre
  - Assess community centre sustainability and develop greening plan
  - Develop outreach materials
  - Research community statistics and demographics
  - Develop research projects and engage university and college students and professors
  - Initiate relationships with like minded and supportive organizations and the municipal, provincial and federal governments
  - Start planning and holding events
  - Develop programs

- Research and apply for funding
- Gather seeds and containers for sprouting and exchange

**Special Events:**

- Jan 31 – Feb 2: Presenting Greening Duluth at the 6th Annual Quebec Sustainable Campuses Conference at McGill University. Hosted by the Sierra Youth Coalition and the McGill School of the Environment.
- Feb 14 – 16: Attending ‘Moving Innovation Into Practice: A Sustainable Communities Conference’, in Ottawa. Hosted by the Federation of Canadian Municipalities.

➔ **Phase 2: March - April**

- Continue fundraising
- Hire staff
- Increase community outreach
- Stock and offer programs
- Start Sunday farmers’ and artisans’ markets
- Amp up planning for the Spring Festival and the Concert for Duluth
- Continue and initiate new research projects
- Develop existing and initiate new relationships with organizations, institutions and governmental agencies and representatives
- Commence pilot programs and demonstration projects at the House of Friendship

➔ **Phase 3: May – August**

- Continue all of above
- Plan for the fall

**Inspiration**

- ➔ The Montreal Urban Ecology Centre: [www.urbanecology.net](http://www.urbanecology.net)
- ➔ Santropol Roulant: [www.santropolroulant.org](http://www.santropolroulant.org)
- ➔ Earth Ships: [www.earthship.net](http://www.earthship.net)
- ➔ William McDonough: [www.mcdonough.com](http://www.mcdonough.com)
- ➔ Morgan Farm: [www.fermemorgan.com](http://www.fermemorgan.com)
- ➔ Runaway Creek Farm: [www.agrenv.mcgill.ca/AGRECON/ecoagr/pgm/runaway.HTM](http://www.agrenv.mcgill.ca/AGRECON/ecoagr/pgm/runaway.HTM)
- ➔ The Duluth Avenue House of Friendship: [www.maisondelamitie.ca](http://www.maisondelamitie.ca)
- ➔ Portland City Repair Project: [www.cityrepair.org](http://www.cityrepair.org)
- ➔ Federation of Canadian Municipalities – 2008 Conference: [www.sustainablecommunities.fcm.ca/Sustainable\\_Communities\\_Conferences/Program.asp](http://www.sustainablecommunities.fcm.ca/Sustainable_Communities_Conferences/Program.asp)
- ➔ Pop Montreal: [www.popmontreal.com](http://www.popmontreal.com)
- ➔ Organic Seeds in Montreal: [www.goutzy.com](http://www.goutzy.com)
- ➔ Planet Friendly – Creating Community Resources: [www.planetfriendly.net/community.html](http://www.planetfriendly.net/community.html)
- ➔ Seedy Saturdays and Sundays 2008: [www.seeds.ca/ev/evpage.php?lang=EN&p=5](http://www.seeds.ca/ev/evpage.php?lang=EN&p=5)

## Contact

For further information, please contact **Cameron Stiff**, Founder, at any of the following coordinates:

- **Telephone:** (514) 561-9381
- **Email:** [cameron.stiff@gmail.com](mailto:cameron.stiff@gmail.com)
- **Post:** 4072 Rue De Bullion, Montreal, QC H2W 2E5

**Thank You!**