



# Designing for Dignity and Claiming Our Power: Ownership, Empowerment, and Transformation with Sustainable Buildings



# Who we are

NAACP members, *our primary base*

External partners, *our allies in the work*





Why this?



Why now?



Why us?



**“Sustainability without equity is  
sustaining inequity.”**

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**Panelist, CESBS Initiative Launch Summit**





# Getting beyond green







# Policy change at all levels

From local ordinances to  
state affordable housing guidelines  
to Federal funding





# Justice, equity, diversity & inclusion in the professions

From early childhood education to  
diverse CEOs





# Shifting the narrative

Reclaiming our stories and space in  
the movement





**“Transition is inevitable. Justice is not.”**

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Quinton Sankofa, Movement  
Generation



What does equitable architectural design look like?







09.20.2020 06:59





09.20.2020 07:01





09.20.2020 07:00



09.20.2020 07:03





09.20.2020 07:01





09.20.2020 07:04





09.20.2020 07:04





09.20.2020 07:01





09.21.2020 03:18









09.21.2020 03:16





09.21.2020 03:15







What does equitable  
program design look like?



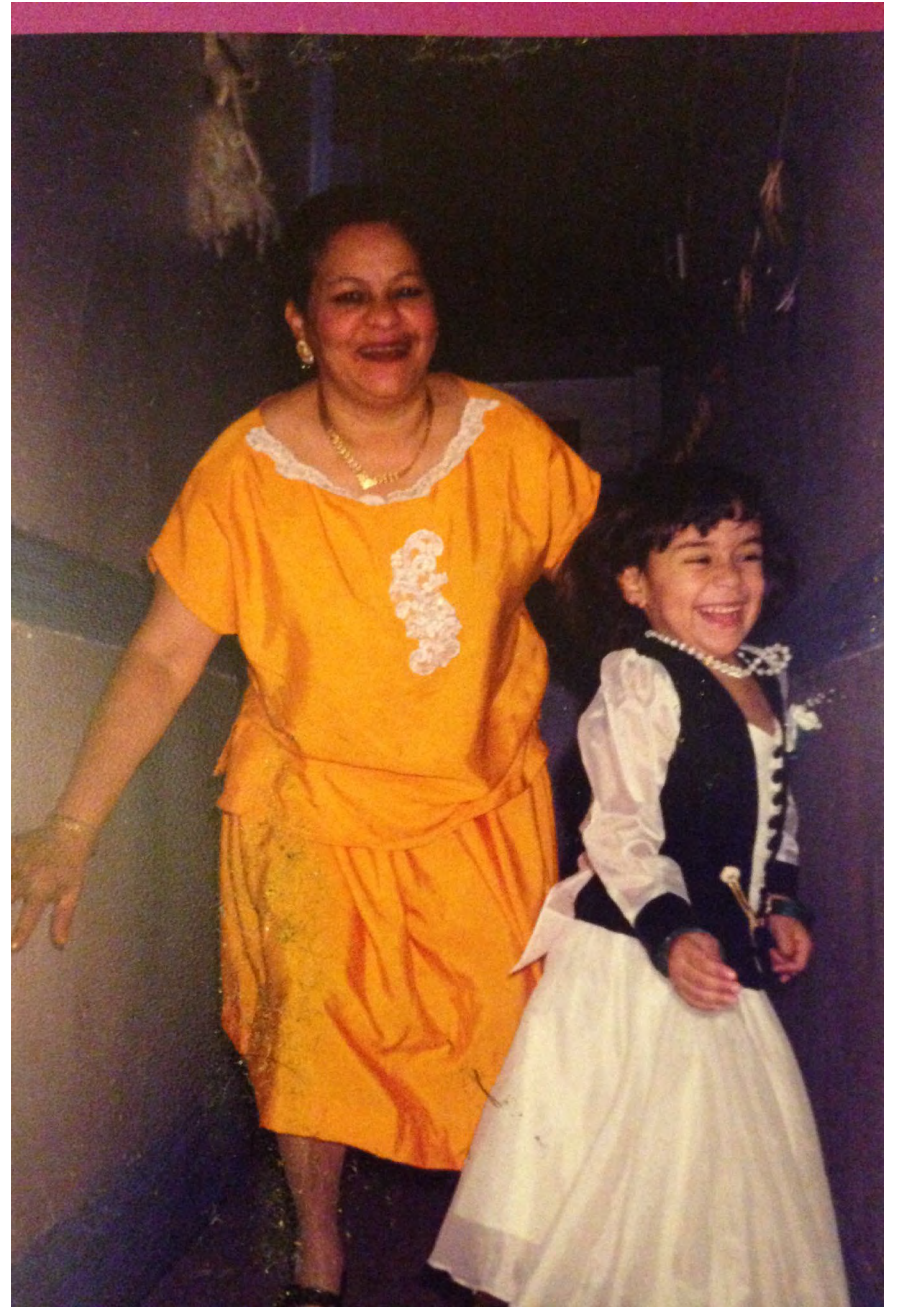


“There is no such thing as a single-issue struggle because we do not live single-issue lives.”

Audre Lorde









I want to thank everyone who realized this was not a joke, the water was rising too quickly to leave theref...

13 friends posted on your timeline.



**Daphany Sanchez** I'm hoping for the best right now for your family. If you guys survive this, I'm gonna...

Please pray for my friend **Daphany Sanchez**. Her and her family are caught in a flood in New York. The...

wonders if **Daphany Sanchez** and her family are alright.

CALL 911 NOW PLEASE

PLEASE SOMEONE CALL 911 THE CAR HAS CHILDREN AND PEOPLE INSIDE AND WE ARE...

SOMEONE PLEASE CALL 911 NOW PLEASE OUR HOUSE IS FLOODING WE ARE ON THE SECOND...

someone please call 911 we are stuck in the house the flood came to the top thers people stranded in cars...









# **KINETIC COMMUNITIES** CONSULTING



Work with utility & government agencies to develop energy efficiency solutions that provide financial, environmental, housing, and health benefits to New Yorkers who need it the most.

We use data to develop strategic engagement strategies and tools to catalyze positive relationships with energy. KC<sup>3</sup> works on projects throughout the State of New York.

We work in the intersection of finance, engineering, planning, and organizing; a sweet spot that helps us understand how to systemically drive change for a just clean energy transition.





# External engagement takes **work**

## Example Project

### *ElectrifySI*

#### Community Collaboration

The goal of the project is to install Air Source Heat Pumps.

The community has voiced concerns of businesses closing, increased competition with large contracting firms. Nonprofit organizations directly & indirectly engaged in efficiency (housing, social services, education, and workforce development) are engaged to share for program and/or policy they are advocating for their communities in Staten Island.

Resources are allocated 50% to administrators and 50% to local partners on the island.

The program goals have been set by island leaders. ElectrifySI is set to prioritize BIPOC homeowners, including those that are going through the 1<sup>st</sup> time homeowner program to incorporate ASHP into their purchase. It is also set to prioritize MWBE residential contractors who are traditionally under engaged within the energy sector, connect them to business operational training and support with SBS and ASHP training through the manufacturers.

The overall goal of this project is to support BIPOC communities begin to develop intergenerational wealth from within their own communities.











# Designing for Dignity and Claiming Our Power

- Ownership, empowerment, and transformation with sustainable buildings
  - Understanding the intersection of energy, equity, and housing
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# We are all we need: Get involved

## NAACP members

Volunteer or recommend someone to chair a working group  
Volunteer or recommend someone for our Black leadership advisory group  
Let us know what you want and need  
Spread the word within and between units

## External partners

Help us sustain ourselves through funding  
Spread the word, particularly to professionals of color in the sector tackling these issues

## *Everyone!*

Join our mailing list  
Join a monthly working group  
Request a speaker or training

Let us know if you have a relevant project or policy campaign  
Use our resources





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