

Introduction

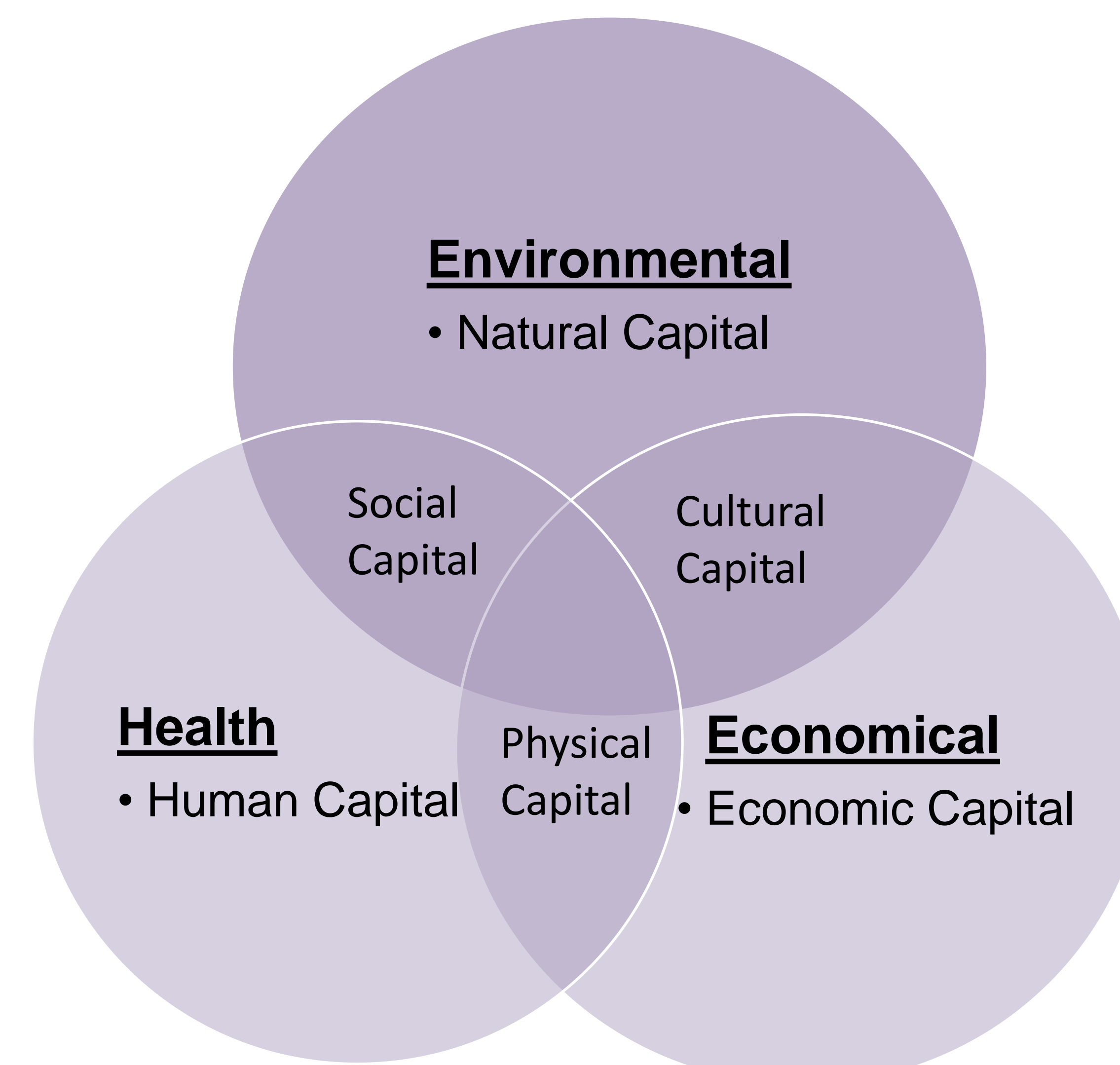
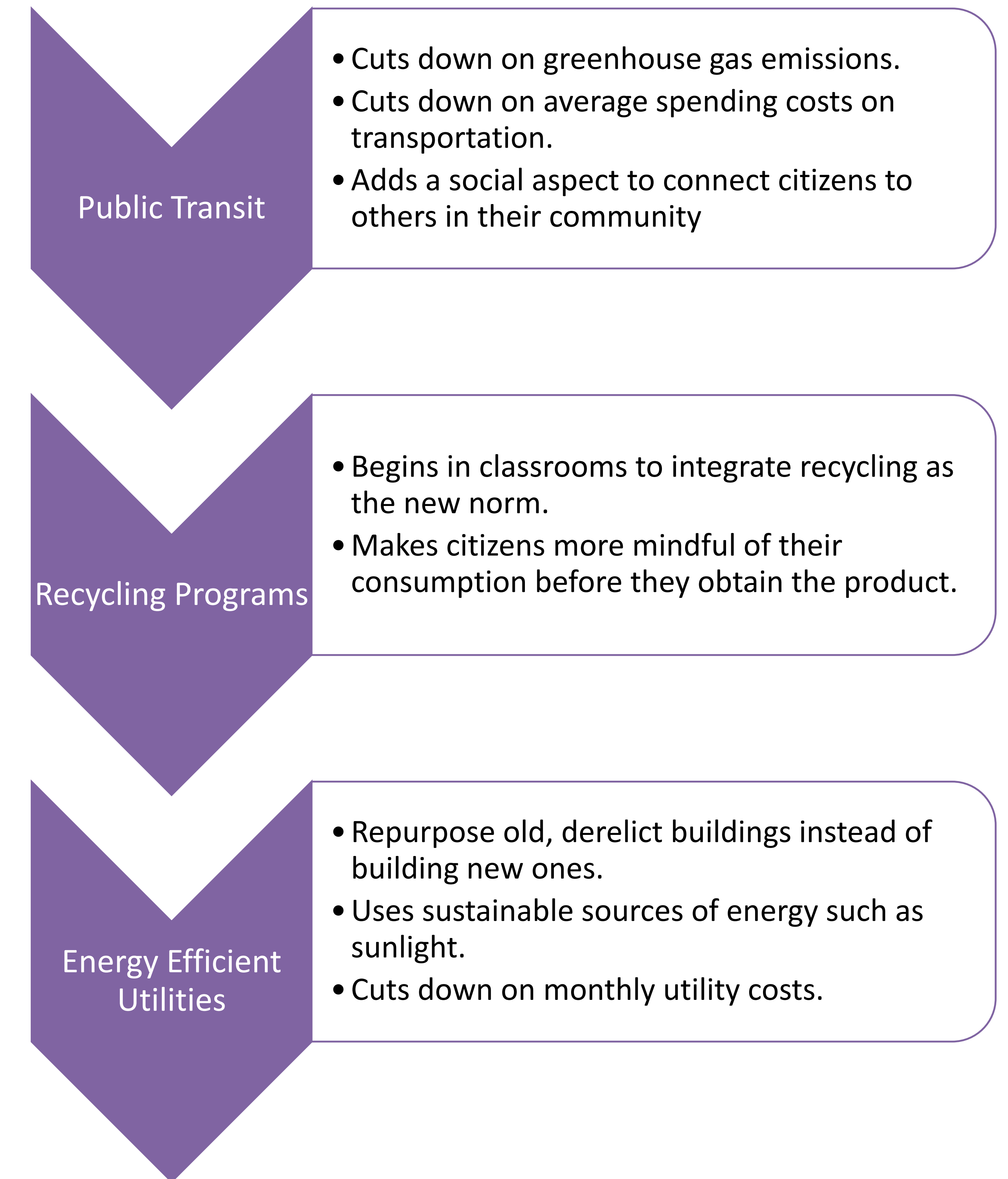
Many simple steps can be taken towards sustainability in rural areas. One must first understand what the community wants. Usually this involves analyzing an incentive. What would make the community act? Moving toward a sustainable future begins with the six Community Mobilization Steps. This would not only benefit the environment, it would give back to the community. This begins with public transport, encouraged sustainable waste practices, and repurposing old buildings with energy efficient utilities

Community Mobilization Steps

- Cultural Capital- Encouraging the spread of traditions, values, heritage, arts, etc.
- Social Capital- Events that allow more interaction between groups in a community
- Human Capital- Health Benefits
- Economic Capital- Economic benefits for an individual or local area
- **Physical Capital- Infrastructure to help citizens obtain basic needs**
- Natural Capital- Benefits for the environment

Why Use the Mobilization Steps?

- Incentive is Key! These steps are used to show people of the area how they could benefit from sustainable practices.
- Several of the mobilization steps will not have a clear incentive
- It is important to gauge what audience you are speaking to.
- One individual may care deeply for the environment and Natural Capital would be enough to persuade them into action, but another may not care at all.
- It is always safe to play on Human and Economic Capital



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Conclusion

A community facing the daunting task of sustainability may begin by implementing the six Mobilization Steps. Gauge community interest and start with the form of capital that appeals to the community best. This can manifest into public transit systems, recycling programs, and/or energy efficient utilities for older buildings.

Resources

- Ikerd, J. (2008). *Crisis and Opportunity: Sustainability in American Agriculture*. Bison Original.
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- Sargent, F. (1991). *Rural Environmental Planning for Sustainable Communities*. Island Press.
- van den Bor, W. (2000). *Integrating Concepts of Sustainability into Education for Agriculture and Rural Development*. Peter Lang.