

### 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

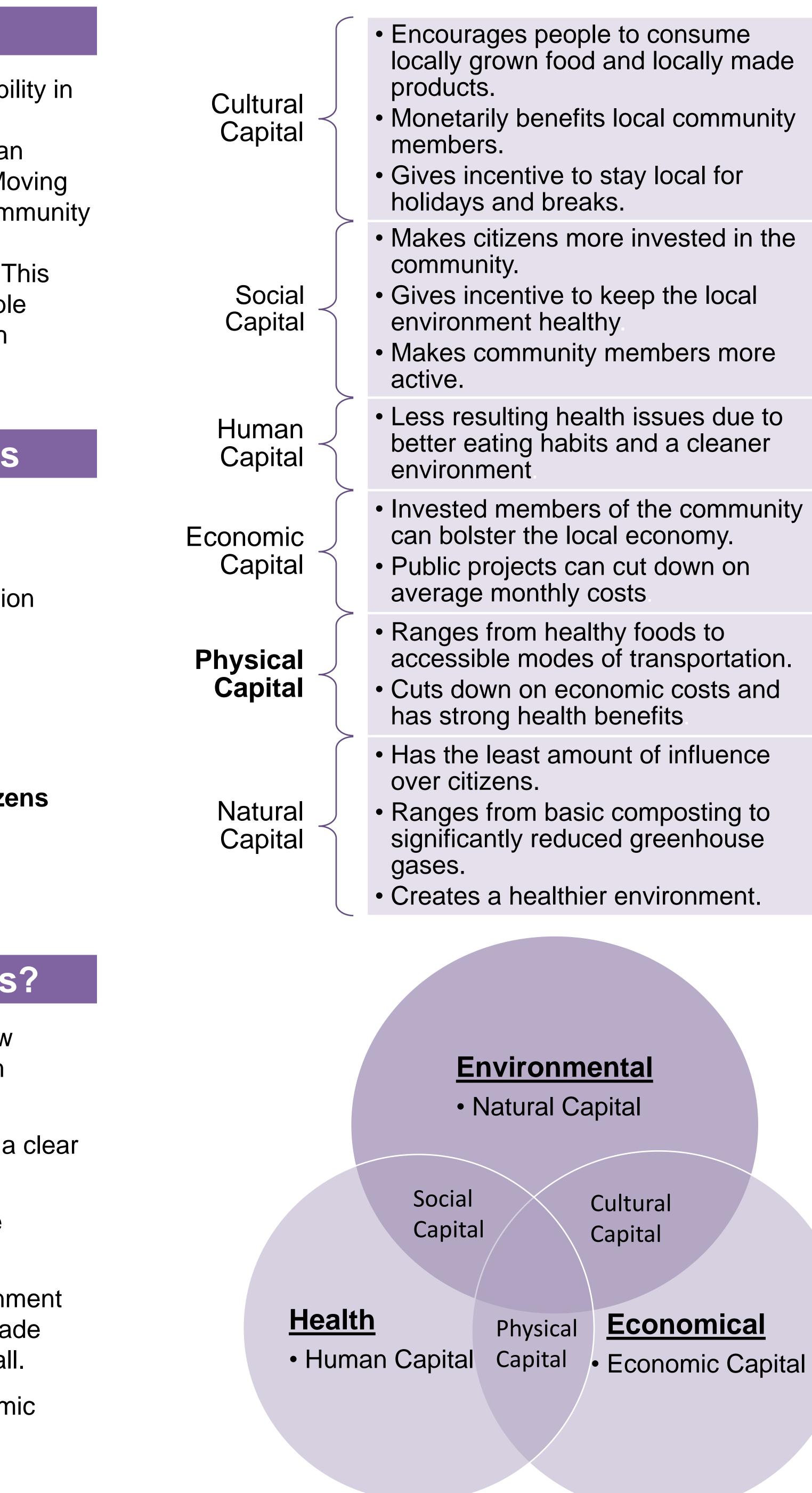
## **Community Mobilization Steps**

- 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

# **Sustainability in Rural America Charleston Pritchett, School of Environmental Studies,**



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- Public Transit **Recycling Programs** sunlight. **Energy Efficient** Utilities efficient utilities for older buildings.
  - Lang.

 Cuts down on greenhouse gas emissions. Cuts down on average spending costs on transportation.

 Adds a social aspect to connect citizens to others in their community

 Begins in classrooms to integrate recycling as the new norm.

• Makes citizens more mindful of their consumption before they obtain the product.

• Repurpose old, derelict buildings instead of building new ones.

• Uses sustainable sources of energy such as

• Cuts down on monthly utility costs.

### 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

#### Resources

Ikerd, J. (2008). Crisis and Opportunity: Sustainability in American Agriculture. Bison Original. Roseland, M. (2012). Toward Sustainable Communities: Solutions for Citizens and their Governments. New Society. 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