SOCIAL ENVIRONMENTALISM

Joint Fates, Subconscious Stigmas, and Collective Consumption

"Try thiis experiment. Go knock on somebody's door in West Oakland, Watts, or Newark and say: 'We gotta really big problem!' They say, 'We do? We do?' 'Yeah, we gotta really big problem!' 'We do? We do?' 'Yeah, we gotta save the polar bears! You may not make it out of this neighborhood alive, but we gotta save the polar bears!'" Van (Jones) says, "You try that approach on people without jobs who live in neighborhoods where they've got a better chance of getting killed by a passing shooter than a melting glacier, you're going to get nowhere-and without bringing America's underclass into the green movement, it's going to get nowhere, too."(Friedman)

ON THE WINGS OF POLAR BEARS

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SOCIAL ENVIRONMENTALISM

JOINT FATES, SUBCONSCIOUS STIGMAS, AND COLLECTIVE CONSUMPTION

.....on the wings of polar bears

A Senior Project Thesis
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In Partial Fulfillment of the Requirement
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Accepted and Approved by:

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Motivation for this Research

Romanticized themes that unintentionally veil hideous realities.....*art and nature will never save the man-made world until these things can be enjoyed by all men on a full stomach.*

Letter of Thanks

Thanks Mom for being the strongest and most selfless person I have ever and will ever know and for doing stuff like waking me up in the morning my whole life so I never had to use an alarm clock. Thanks Pem and Elif for being crazy like me and making us all seem normal even though we clearly are not. Pem, the maturity and good sense you exhibit at such a young age makes being your older brother the easiest job in the world. Elif, remember the time I accidentally crashed your car and you lovingly volunteered to spend that winter in Washington D.C. driving around with no driver's side window and a driver's side door that wouldn't open, just so I wouldn't have to go broke paying you back? That is the only time I have ever been so touched by something so gracious someone did for me that I had to cry. Thanks Dad for being so brilliant and so wise and so hilarious and for continuing to be such a strong force in my life even now that you are only with me in spirit. I quote you like every day and your lessons follow me everywhere I go.....still guiding, still teaching, even in death. Thanks to my friends for making me laugh and making me love you so much.....even though you spoil me for people I have to meet in the real world. I would also like to thank all the teachers I have ever had throughout my education, who have inspired me in some way to help people and contribute to noble causes that have allowed me to see beyond myself.

I would also like to thank the people who helped me specifically in the writing of this research, my advisors and friends: Robert Thayer, Patsy Owens, Stephen Wheeler, Skip Mezger, and Christina De Martini Reyes.

Dedication

Can somebody be too poor to love the Earth? Does the design process stop once it reaches the inner-city? Has creativity become a luxury?

.....to all those who would hope that this is not the case, *and to all those who cannot hear the birds when they sing or see beauty when it is in a painting.*

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SOCIAL ENVIRONMENTALISM

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...on the wings of polar bears.

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Abstract

This research aims to generate a model for the concept of "Social Environmentalism." In today's world of increased environmental destruction, human suffering, poverty, "ecological footprints," population growth, climate change, and dwindling resources it is becoming increasingly apparent that the plight of man and nature are one and the same. This is not a new or controversial idea in and of itself but sometimes it is the role of unpleasant reminders that reestablishes the need for even our most widely accepted beliefs to be actively rotated at the forefront of collective consciousness, lest they become forgotten and begin to lose their original meaning. This research dissects the individual histories of the environmental and social justice movements in the United States over the past sixty years to bring attention to the failure of these movements to collaborate effectively with one another. The "Social Environmentalism" model is one that would have the two movements working side by side in the future so as to avoid committing the same mistakes and oversights each was guilty of as isolated movements. This "Social Environmentalism" model will be generated through the writing of this paper as histories are analyzed, historical mistakes are identified, future goals are set, supporting roles are established, and links between all of these things and the overall concept of "Social Environmentalism"are made. From there, potential role players from various professions, advocacy groups, industries, and organizations will be introduced into the model to show how the model can stand to be applied in the real world.

The introduction of these various enterprises into the model will be primarily for the benefit of showing how the model can work and why it should be used, rather than for the secondary benefit of identifying potential role players in the "Social Environmentalism" future.

Introduction

The environmentalist and the social justice advocate have worn two entirely different pairs of shoes over the past sixty years and each have fought their battles separately, dissimilarly, and with all too dissimilar success. Despite a common enemy in unmitigated commercial and suburban growth and despite a proven enviro-social link between poverty and loss of natural settings in our cities, the environmental and social justice movements have never realized a common path that would have the two movements working inter-relatedly and collectively. In a country where environmental destruction and the deterioration of inner-city communities go hand in hand, social justice and environmental advocacy must no longer exist as separate movements but must merge into one singular, collective, broad-based movement. Competition between the two movements for access to political power and civic resources have added up to a rift between the two movements and left them both vulnerable to co-opting forces. There must be such an understanding achieved in this country so that when there's talk of saving our green fields and polar bears there can also be talk of saving our impoverished streets and our disadvantaged youth in the same breath, as all their fates are invariably linked. This must be the case for all professions, advocacy groups, industries, and organizations involved in environmental or social justice causes, lest we compromise the future integrity and successes of either cause.

This paper aims to bring light to the real and theoretical benefits this new direction can have for the environment and humanity by analyzing and comparing important milestones that took place in the environmental and social justice movements over the past sixty years, developing formulaic opinions regarding where and how each movement could have done things differently, and then forming a model that illustrates a practical approach toward implementation

in the landscape. Analysis of the environmental movement will be focused primarily on the grassroots ethos that started the movement and then on the legislative victories that resulted thereof. Much attention will also be paid to the movement's more recent evolution into a popular movement. Analysis of the social justice movement will be focused specifically on the community development movement, a movement whose sad history collectively portrays the overall struggles, failures, and uphill battles faced by all social justice movements of the Twentieth Century. **This historical analysis will serve to identify past problems and generate future goals that will become the basis for a model of "Social Environmentalism." From there, further historical, sociological, and contemporary analysis will be conducted to investigate what supporting roles need be included in the "Social Environmentalism" model in order for future goals to be achieved. Finally, practical analysis will be applied to relevant professions, advocacy groups, industries, and organizations with questions as to "What relevant resources/skills can this profession, advocacy group, industry, or organization, bring to the 'Social Environmentalism' model to play a proactive role in the necessary future proposed?", and "Is this profession, advocacy group, industry, or organization capable of successfully assuming a role within the "Social Environmentalism" model, a model that advocates for *collective* goals?"**

This research is highly beneficial to any profession, advocacy group, industry, or organization on the side of environmental or human sustainability as it brings attention to some issues surrounding both these movements many people are blinded to in today's world of romanticized environmental causes and subconscious social stigmas. The world of today is changing at an exponential rate and, as conditions get tighter, goals must become more common

to benefit more people. This commonality is exactly what the “Social Environmentalism” model can offer the changing landscape.

Community Development(Urban Renewal to Present Day)

Introduction

The community development movement has been one of the foremost social justice movements to emerge out of the past sixty years along with the Civil Rights movement. Unlike the Civil Rights movement and other social justice movements of the time, the community development movement aimed at addressing poverty and lack of community in general and did not narrow the focus in terms of race or gender, although the foremost population that has been aided by the community development movement in America has been that of low-income, inner-city minorities. The community development movement first rose out of the destruction left behind from the era of urban renewal. It was a stance against top-down, bureaucratic, state, efforts to address poverty and stood for active engagement by communities to organize around controlled resources in order to attract positive outside investment and cease reliance on exploitive market investment. The overall goal of the movement was to work hands on with impoverished communities by utilizing community organizing tactics that would help those communities become self-sufficient, empowered, communities of integrity and identity.

Urban Renewal

Urban renewal was a planning method that utilized virtual shock therapy as a tactic in revitalizing economically depressed districts and residential slums. Urban renewal consisted of the destruction of local businesses, the massive relocation of people, the destruction of neighborhoods, and the use of imminent domain by the government to claim private property and turn it into sprawling residential developments, freeways, and housing projects to meagerly accommodate the local citizens whose homes and

livelihoods had been destroyed in the process. Due to the inherent gentrification of massive amounts of low-income minorities that urban renewal was known for, it was popularly nicknamed "Negro removal." Proponents of urban renewal saw it as a much needed economic engine that could revive depressed areas, but opponents saw it as nothing more than a mechanism to benefit the wealthy investors who were profiting from all the new growth at the expense of working class tax payers and low-income populations. Over time, as the population critical of urban renewal grew to outnumber its proponents, urban renewal became seen as an abusive and corrupt method in planning and economic development. Urban renewal, which had existed since the late 1940's, finally began phase out during the late 1960's.

Community Development Corporations(CDCs)

If the planning world had learned anything from the massive failures of urban renewal it was that top-down redevelopment efforts that simply focus on creating an economic base, building infrastructure, effecting the physical environment, and creating growth without taking ground-floor community interests into account, will never breed empowerment or self-reliance in a community and will likely crush what little vibrancy a community may have had to start with. It was this realization that sparked the idea of "community development" in America, and a handful of post-urban renewal programs enacted by President Lyndon Johnson provided the fuel. The first of these programs came in 1968 and was aggressively titled the War on Poverty. The War on Poverty program acknowledged the need for community involvement on the ground-floor. Rigid top-down state efforts had failed, and now it was time for a grassroots approach to fighting poverty. At the same time the War on Poverty was being initiated, the

government began pouring more money into the community development movement, and we saw the rise of Community Development Corporations(CDCs). CDCs burst onto the scene as activist organizations focused on acquiring control of business development activities in impoverished communities. CDCs acted as intermediaries between the federal government and public realms to lend an ear to community interests and spur community participation with federal funding. The War on Poverty consisted of three sub-programs and one of these programs entitled the Special impact Program, was enacted specifically to provide direct Federal funding to CDCs. The other two sub-programs in the War on Poverty were the Community Action Program and the Model Cities Program. The Community Action Program was designed to generate community participation in the planning and decision making processes affecting citizens and their neighborhoods but, due to poor organization and execution, the program was mostly unsuccessful. The Model Cities program was also a failure and an overall step backwards for the community development movement, as it put no emphasis on community level involvement and tried unsuccessfully to obtain state rather than federal funding. President Johnson's War on Poverty was largely a good program but failed after only a few years due to time and place and the surrounding chaos of the Vietnam War. Not only did the Vietnam War take funding away from the War on Poverty, it also diverted people's attention from the realities of poverty in the U.S.

Globalization and Corporate Flight

The 1970's brought a new look to the community development and unfortunately a whole new set of problems as well. CDCs went from being "activists" to being "specialists" as it was felt the activist days had seen CDCs negatively portrayed as

"hippie" organizations and this had resulted in ongoing lack of support. The new role of CDCs as "specialists" would have them focus their core mission on creating affordable housing and spurring economic investment in impoverished communities while downplaying their “activism” side. Unfortunately, a phenomenon had been occurring throughout the 1960's that presented a large obstacle in regards to the new focus of CDCs. This phenomenon was globalization and corporate flight. Just after WWII had ended the US economy was booming. After winning the war America was dominating the international market, and agreements between workers and owners, new technologies, social spending, and the rise of home ownership, were seeing America in its economic Golden Age. However, by the 1960's foreign economies had begun to rebuild and the United States no longer had a stranglehold on the international market. American corporations were seeing profit reductions like never before.

It wasn't long before manufacturing jobs and other blue collar jobs began to disappear in the United States and reappear in economically depressed countries around the world where labor was cheaper. The loss of hundreds of thousands of blue collar jobs in cities all across the country presented a whole new set of problems in addition to allocation of federal funding. The provision of affordable housing and the attraction of outside economic investment had become the CDCs new "specialist" focus but the loss of blue collar jobs and industry across America would pose enormous problems to both these objectives. How could citizens achieve home ownership without access to jobs? How could outside investment occur when all of America's industry was leaving the country? As if these new obstacles being faced by the community development

movement weren't enough, the mid 1970's also brought the era of Federal Retrenchment which has continued to this day.

Federal Retrenchment and Current State

Federal Retrenchment started with the Nixon administration and the cutting of federal public aid programs, including those that directly supported CDCs. Direct aid was substituted with "Block Grants" given to local governments instead of to CDCs and other anti-poverty organizations. Block Grants could be used however a local government saw fit and did not have to be spent on poverty alleviation efforts. Federal Retrenchment continued through the 1980's with the Regan administration, while continued globalization and corporate flight increased capital mobility and drastically changed the American landscape. The 1980's and 1990's brought huge increases to the American service sector, ushering in the age of retail and the age of low-paying service jobs. This socio-economic shift hurt the community development movement further as it established entrepreneurial urban governance and spawned inter-urban competition for external market investment. The willingness of poor communities to settle for exploitive free market investment, instead of working with CDCs to fight poverty using community organizing tactics, proved detrimental to the community development movement. CDCs had to evolve once again to try to keep pace with all the external forces affecting their cause. The problem was that every time CDCs had to change their approach based on external forces and changing conditions, the fundamental "community" aspect became less and less a part of the picture. The face of CDCs in the 1990's was that of "professionalism." The role of the “activist” was a thing of the past, federal funding was completely gone, and CDCs had resorted to working within the system and were trying to

attract free market investment. The "community" emphasis in community development had been sacrificed for efficiency and fundability.

Environmental Movement in USA: The 1960's, 1970's, and Beyond....

1960's

On Earth Day 1970, a new environmental consciousness emerged in the United States and brought with it numbers of followers the environmental movement as a whole had never seen before. The previous decade had been an important one to the environmental movement and had set the stage for the hour when environmentalism would soon become a national vernacular and a driving force for legislation in the political realm. The 1960's had seen a handful of radical visionaries who had been inspired by the lives of environmental forefathers like Muir and Thoreau and who had embraced their ideologies to tackle pertinent environmental issues of the time and raise public awareness in regards to these issues. American biologist Rachel Carson's best-selling book Silent Spring addressed the wide-spread use of the agricultural pesticide DDT and questioned whether or not we should be using a pesticide that we knew so little about. At the same time, long overdue attention to air and water quality questions emerged, fingering industrial factories as major polluters. Oil spills like the one off the coast of Santa Barbara in 1969 began catching the public's attention like never before, as well. The difference between what the public knew about environmentalism before the 1960's and what the public was beginning to find out was that protection of natural resources wasn't just for the benefit of nature itself but for the benefit of all humanity. Personal development, physical fitness, and public health and wellness all were contributing factors, fueling a new focus and direction. The protection of humanity was the new environmental focus, replacing attention paid to animals and the natural world prior to 1960. With the realization that the health of the natural environment could be

invariably linked to the health of every man, woman, and child regardless of race, gender, or age the modern environmental movement had begun. The Clean Air Act of 1963, the Wilderness Act of 1964, the Water Quality Act of 1965, the Wild and Scenic Rivers Act/National Scenic Trails Act of 1968, and the National Environmental Policy Act of 1970 all paved the way for the creation of the Environmental Protection Agency in 1970 and a new environmentalism.

1970's

If the 1960's could be summed up as the blossoming grassroots age of environmentalism then the 1970's marked the era of national legislation and formation of environmental coalitions. The 1970's gave birth to the vast majority of environmental legislation and environmental groups starting with the National Environmental Policy Act and the formation of the Environmental Protection Agency(EPA). The National Environmental Policy Act required federal agencies to prepare "environmental impact statements" of projects and also established the Council on Environmental Quality. The Environmental Protection Agency was a federally funded government agency established to repair damage already done to the natural environment, establish new criteria to guide Americans in making environmentally sound choices, and protect all Acts set in place. In the same year the EPA was formed, the Resource and Conservation Recovery Act was passed and gave the Environmental Protection Agency authorization to promote the recovery and recycling of solid wastes. Ten years after Rachel Carson's Silent Spring, the Federal Environmental Pesticide Control Act was passed and required manufacturers to register pesticides with the EPA and disclose contents and test results. The Act also gave the EPA authorization to ban sales and seize products. The Endangered Species Act

of 1973 gave the Secretary of the Interior authorization to list endangered or threatened species. Finally, the Toxic Substances Control Act of 1976 was passed and required manufacturers to test products for risk to health or the environment before marketing them.

By the 1980's protection of the environment had become one of the most popular social and political priorities in the United States. Environmentalism had become a household name in middle class and upper-middle class communities throughout the United States and because of this environmentalism became a "buzz" word in Congress, the Senate, and the White House as well. Legislation continued into the early 1980's with the Comprehensive Environmental Response, Compensation, and Liability Act which established a fund to clean up abandoned hazardous waste dumps and toxic spills, and made dumpers and owners responsible for cleanup costs. In response to the debate over oil drilling in Alaska, the Alaska National Interest Lands Conservation Act was set up to preserve 104 million acres of wilderness in Alaska. The ever increasing awareness of the environmental movement in homes across America due to new literature, new studies, new concerns, and its now permanent role as a "political hot button," continued over the next two decades and set up the age of "popular environmentalism" that we find ourselves in now.

Popular Environmentalism

Today environmentalism is the most popular justice movement in the United States. An estimated five million households across the country contribute money to environmental causes and that adds up to an estimated $350 million in annual support. Underneath the large umbrella of national environmental protection organizations, an

estimated 6,000 environmental activist groups are active on the local level and work directly in communities. Environmentalism has exploded in this country and an estimated 75% of all middle-class Americans consider themselves to be "environmentalists." When the modern environmental movement started back in the 1960's, it was not a mainstream movement let alone a movement anyone would have predicted to become dominated by white, educated, and upper-middle class Americans. However, sustainable consumption patterns, organic food and clothing products, energy efficient light bulbs, hybrid cars, and interaction with the media have all been ways that the average middle-class American has been able to become involved in the environmental movement. That citizen has become interested in learning how to reduce his "ecological footprint" by adjusting everyday practices regarding what clothes to buy, what food to eat, what car to drive, and even what kind of toilet paper to use. Popular environmentalism has made environmental advocacy as much a lifestyle as a broad-based movement. Current hot button issues in the "popular environmentalism" movement are global warming and oil drilling in Alaska due to high media coverage.

Environmental Consumerism

While this new direction certainly has "popularized" the environmental movement, some critics fear the movement has become co-opted by the profit-seeking commercial market and now risks becoming a consumer movement rather than a people's movement. The same critics point out the fact that when environmentalism became a mainstream movement, it began to alienate poor and minority populations living in urban settings that were either not included or directly harmed by the movement for reasons of economic and geographic divide. Critics have expressed the fear that if the

environmental movement becomes an increased consumer phenomenon, poor and minority populations will be further alienated.

Analysis

Introduction

The individual histories of the modern environmental movement and the community development movement show that even though the two movements existed simultaneously, witnessed the same changes in the American landscape, and got their starts around the same time, they traveled two completely separate and disparate roads to eventually end at two completely different destinations. Though the same external forces existed to both movements, there have been differing rates of success between the two movements and there is surely something to be said for the way the external forces helped to shape the two movements individually. There must also be something to be said for the different ways the two movements individually shaped themselves and how their different approaches led to different results. This research will analyze these assumptions by filling in the historical blanks with an overarching theme that covers both of these assumptions. This research will explore the notion that a major underlying cultural stigma exists that may have been the overall determining factor in the differing successes of the environmental and community development movements since the 1960's. This will justify a rationale for the basis of this research and show why a model of “Social Environmentalism” is superior to the status quo.

Effects of Vietnam War

The external forces of the times had differing effects on the two movements for various reasons that will be discussed issue by issue. The Vietnam War affected the two movements in completely opposite ways. The biggest way the war effected the community development movement was in a very negative way, and it was through the

cutting of various Federally funded anti-poverty programs. The issue was a budget concern sparked by all the nation's resources going toward the war. Another negative effect the war had on the community development movement was the unscripted combining of the community development movement with the anti-war movement, which led to confusion as to what the community development movement truly stood for and resulted in a loss of critical mainstream support. The part of the social justice movement that got intertwined with the anti-war movement spoke predominantly of racial inequality, gender inequality, police brutality, and empowerment of individual groups while the community development movement was tackling these issues in a broader all-encompassing goal relating to *community* empowerment. Also, the part of the social justice movement that became associated with the anti-war movement never got beyond pickets, marches, and acts of violence to get its message heard while the community development movement was trying to achieve its goal through more substantial means. All of this contributed to loss of mainstream support for the community development movement.

The environmental movement, on the other hand, was prospering from its ties to the anti-war movement. A newly remembered love for the earth had natural connections to the sacred value of human life that the war was reminding us of and these two epiphanies combined into the "back-to-the earth" movement. The message of "peace, not war" had not only implications for non-violence but for a return to the Earth away from all the man-made destruction. Scientific research at the time, like that which identified Agent Orange-an agent of chemical warfare used in the Vietnam War, a chemical that could cause life-long debilitation to those exposed to it-brought legitimacy to the

environmental movement and attracted mainstream support. Aside from all these things, the biggest thing the Vietnam War did for the environmental movement was something it didn't do. While the community development movement was seeing War on Poverty funding being cut due to war expenses, the EPA was passing Congressional environmental acts left and right. The war didn't take money away from the environmental movement because there wasn't any money to take away in the first place. All the political gains made by the community development movement had cost the movement, its supporters, and the federal government a lot of money because of the constant need for program funding, funding for organizing, and funding for physical rebuilding of communities. The environmental movement never had relied on Federal funding or funding of any kind because the legislative successes won by the environmental movement had cost little money to enact and keep going when compared to social justice movements in general. Aside from this, the environmental movement had a strong grassroots base it could rely on if it needed support. The only Federally funded environmental program at risk was the Environmental Protection Agency but with environmentalism increasingly becoming a hot button political topic and a mainstream focus, to do away with it would have been political suicide for whichever political party was involved.

Effects of Globalization and Corporate Flight

The advent of globalization and corporate flight was another external force that had very significant but very different connections to the two movements. With all the environmental attention being paid to air quality, water quality, and quality of life for all people, industrial America became the subject of major scrutiny by the environmental

movement. Environmental groups began lobbying heavily for restrictions to be placed on factories in regards to the amount of pollution they were allowed to create, and industrial America was being pressured to come up with new ways to dispose of industrial waste and invent new, less impacting ways to run their factories. All of these environmental restraints hit industrial America pretty hard and the disturbance they caused combined with the recent profit losses being incurred, were the two biggest contributing factors to globalization and corporate flight. Industrial America found it much easier and more profitable in the long run to re-locate to than to fix the way their industry operated.

This was the beginning of "Free Market Environmentalism" and the idea that factories needed to "shape up, or ship out".....as it would turn out American industry was more than happy to "ship out." (Anderson, Leal) The environmental movement's successful campaign to drive industry out of the country took away hundreds of thousands of union protected, living wage jobs. Detroit, Michigan stood as a perfect example of a blue collar city that lost all of its jobs when automobile manufacturing plants owned by Chrysler, Ford, and Chevrolet all shut down in a span of just years. America saw working class neighborhoods become slums almost overnight. This was a big blow to the community development movement as its hands were already full with the mess urban renewal had left behind. It was now witnessing America's working class slide into poverty.

Over the next two decades the community development movement tried to scrape together the broken pieces and made some strides in the abolition of "red-lining" of poor neighborhoods and in the arena of affordable housing, but with no federal support and no livable wage jobs in sight, the movement was stuck between a rock and a hard place. The

community development movement had always been about utilizing the resources a community already controlled as something for the community to rally around and build upon so that they would never have to depend upon outside sources of investment that would almost always be exploitative in nature. However, with nothing to rally around and the post-industrial age of retail, strip malls, and service sector jobs knocking on the door, the dream of "community" was becoming a distant memory. The free market was replacing "development" with "growth," and this shift on the macro economic level was having its effect on the micro community level. Poor communities desperate for outside investment in the form of jobs and services were being pitted against each other by the retail free market in a "race to the bottom." Poor and desperate inner-city communities became exploited by retailers for their so-called "competitive advantages," as labeled by Harvard economist Michael Porter in his New Strategies for Inner-City Economic Development. Strategic central location, regional context, existence of a large under served consumer markets, and existence of a large untapped labor pools desperate for jobs were all factors that made poor inner-city communities so easy to exploit by the free market. While some economists would argue that this free market investment was good for poor communities because it brought jobs and resources to those communities, the community development movement would argue that this "investment" had nothing to do with community empowerment and everything to do with exploitation and profits. Nonetheless, this new post-industrial age of free market rule left the hands of the community development movement all but tied.

Effects of Federal Retrenchment

Federal Retrenchment was another external factor that devastated the community development movement but had little or no negative impact on the environmental movement. It began with the Nixon and Regan administrations with the conversion of direct aid into Block Grants and continued through the decades, reaching a climax with the Clinton administration and the Welfare Reform Act. The cutting of these social aid programs in the 1980's and 1990's left the Community Development movement with no chips left on the table and forced the movement to evolve into white collar organizations which were suddenly open to free market investment and open to the idea of becoming financially profitable. A far cry from the days of activism and community empowerment, the movement could now do little more than fight to claim small victories in affordable housing and serve as advisors to communities in selecting the least harmful outside investment options. Bureaucracy also invaded the movement, and a hierarchy was formed that created a gap between the community developers and the community, between the goal and the people who were supposed to be helped by the goal. This gap was unsuccessfully filled with intermediaries who were unable to relay information regarding community interests due, again, to bureaucracy. While the community development movement was losing touch with its foundations, the environmental movement was powering on.

In many ways the environmental movement was gaining from the failure of the community development movement throughout the 1980's and 1990's. The abolition of direct aid to Community Development efforts and the creation of Block Grants ended up helping the environmental movement enormously by indirectly making environmentalists

out of white middle-class America. Since Block Grants were issued to individual counties and specified no restrictions on how they could be used, many counties chose not to spend any money on poverty alleviation at all and instead spent the money on the creation of parks and greenbelts in middle-class enclaves. Other times counties used the grants to lobby against undesirable landscape features such as water treatment plants, waste dumps, or energy plants to be placed near middle-class neighborhoods. The preservation of open space in middle-class neighborhoods and the expulsion of unwanted plants and dumps from middle-class neighborhoods were things that made middle-class Americans who weren't already on board, supporters of the environmental movement. However, what once again seemed like proactive work being done by the environmental movement to make American neighborhoods cleaner and greener, proved to be another setback for poor, inner-city populations and the community development movement. Money that could have been used to create parks and greenways in the inner-city was, instead, spent on creating parks and greenways in wealthy enclaves that already had these things. Furthermore, all the unwanted plants and dumps that were chased out of middle-class neighborhoods simply ended up in poor neighborhoods instead. For these reasons and others, the environmental movement was beginning to earn a reputation for being an "elitist" and "anti-poor" movement that alienated inner-city populations especially. The term "NIMBYism"(Not In My Back Yard) was created to criticize the ignorance of upper-middle class communities when it came to the expulsion of unwanted things in their neighborhoods, whether it was a toxic waste dump or affordable housing, and where these things would end up instead. The term Environmental Racism was also coined to not only bring attention to this specific problem but to bring attention to the overall

failure of the environmental movement to include poor and minority populations in environmental goals and decision making.

Despite these criticisms, once the movement had full middle-class support it became a hot-button political issue on the tips of every politician's tongue and had solidified itself in the political realm. Politicians began referring to *themselves* as environmentalists and promised Americans to make environmentalism a fiscal priority. The Environmental Protection Agency not only survived the era of Federal Retrenchment but became stronger and received more funding. The government also began spending money on subsidies to companies and organizations which incorporated environmental sustainability into their field of work. The environmental movement emerged in the 21st Century as the predominant political and social issue of focus in America while the community development movement had faded into the background.

Internal Differences

While external forces clearly played a huge role in shaping the two movements, there were also fundamental differences between the two movements that greatly influenced their varying successes and failures. These differences had to do with the issue of what each movement was trying to achieve but, more so, they had to do with the issue of who was being served by each movement.

Regardless of where the movement ended up, at its inception, the environmental movement aimed to help all people. Issues of the time that were being addressed with a new environmental consciousness were those seen as being harmful to all corners of society. Pollution of the air and water, loss of natural places, extinction of plants and animals, and the disassociation between humans and nature in general were just some of

the broad topics being addressed by the environmental movement that seemed to pertain to everybody, everywhere. The movement started as one that seemed to be indiscriminate about who could be helped by it. All humans need things like clean air, clean water, and natural settings for basic survival, so the provision of these essential components to human survival was widely supported. The environmental movement aimed to achieve things basic to human survival and to achieve them for all people.

The community development movement, on the other hand, had a much more complicated set of goals, and it was a set of goals that served only a certain population. The community development movement had goals that were great and noble in scope but very complex and difficult to articulate and achieve. The community development movement wanted to achieve things like "community empowerment," "community identity," and "community self-sufficiency" in poor communities across America. It was believed that, through accomplishing these abstract goals, the task of accomplishing more basic goals in regards to poverty reduction would become easier. The problem, however, still lay in gathering support to achieve such lofty goals when the fruits of these goals would be enjoyed by only a certain population. The only population the community development movement ever had any intention of aiding was that of poor, disadvantaged, persons with unequal access to basic human resources such as food, shelter, and jobs. The reasons for this focus are simple in that the movement only meant to help the populations that needed the most help but this focus nonetheless made the movement an exclusive one that *did not* aim to help *all people*.

Aside from differences relating to goals and beneficiaries, the two movements were also orchestrated differently when it came to matters of ethos. The overall vision of

the environmental movement was very clear and straightforward, and this allowed for the vision to remain intact even as the movement evolved into the policy realm. The overall vision of the community development movement was more abstract, which made it difficult for the vision to endure when outside influences forced the movement to evolve time and time again. The message of the environmental movement remained clear and this allowed for active participation by everyday people, while the message of the community development movement was never quite clear, and this lack of clarity made it hard for people who weren't knowledgeable in issues of poverty to actively participate in the movement.

Finally, the two movements had differences when it came to overall approach. Even as the environmental movement became involved in policy and legislation it still retained its grassroots base. This ensured that the movement remained a people's movement instead of evolving into a bureaucracy. The community development movement lost its "activist" base when CDC's were forced to evolve, and from then on the movement took on a more top-down approach, despite the creation of intermediaries that were designed to keep CDCs in touch with local communities.

Subconscious American Stigmas

Overall, the influence of outside forces combined with internal differences between the two movements left the environmental movement as a very powerful force entering the Twenty-first Century and left the community development movement all but forgotten. The environmental movement had come such a long way by the turn of the Twenty-first Century, and its successes had helped it to completely overshadow social

justice movements in general and virtually wipe them off the map both fiscally and socially.

While this scenario could be attributed greatly to the external forces and organizing methods of each movement, there has always been another overarching factor that still plays out today and exists above all other explanations for the successes and failures of the environmental and community development movements over the past sixty years. In this country, it is accepted that most people won't get behind even the noblest of causes unless they themselves have something to gain from it. Aside from this, most people will choose not to participate in a movement they have nothing to gain from especially if the movement is directed toward helping people who are poor. These statements are vast generalizations and cannot stand by themselves, but looking back on the two movements with a critical eye and an open mind, certain things stand out. The environmental movement didn't really take off until books like Silent Spring came out and public health and wellness became a major issue in every American household. Average people began to see how they couldn't afford not to be environmentally conscious for the sake of their own health. The fear of poor air quality and poor water quality in typical neighborhoods everywhere made believers and followers out of average people because these were things that would affect them directly. The "help nature to help yourself" motivator was always the environmental movement's greatest tool, because having the public support that came from it made all the difference in the world when it came to achieving federal support, enacting legislation, and most importantly having the ability to organize on so many different levels. The community development movement didn't have a "help the poor to help yourself" motivator, so it couldn't achieve

large public support from mainstream America, and it couldn't attract federal aid, pass legislation, or organize effectively. In reference to the lack of mainstream support for the community development movement, a sociological term called "blaming the victim" exists to describe the mainstream opinion that all people are completely responsible for where they end up and poverty is the result of personal choices, not larger institutional barriers and circumstances. "Blaming the victim" played a huge role in the community development movement's failure to attract mainstream support. The relative influences of external factors and the legitimacies of varying organizing techniques were branded out of "popular" and "unpopular," environmentalism being the "popular" and community development the latter. Aside from all specific external factors and internal differences, the presence mainstream support played a huge role in determining the fates of both movements.

Where the Movements Stand Today

Today stands as a crucial time for both the environmental and community development movements in regards to how they are to proceed in this age of increasing uncertainty and an ever-changing landscape. Right now, the environmental movement is a very powerful force that has the potential to accomplish a lot of good if it can resist becoming co-opted by consumerism and somehow find ways to make itself more accessible to poor and minority populations, particularly those in the inner-city. The movement needs to find a way to retain its integrity and evolve socially. The community development movement has all but vanished and now mainly exists as bureaucratic Community Development Corporations with limited resources and limited allies. The movement needs to find a way to revive itself and free itself from the need for exploitive

private market investment and the negative effect of the environmental movement. It needs to re-establish its original goals and re-define its successes in "Terms of physical redevelopment and community regeneration, participation, and empowerment," as Randy Stoecker describes in his article "Empowering Redevelopment: Toward a Different CDC."

Dissecting the Analysis

The term sociologists use to identify the power that the natural environment has as a social, political, cultural, and financial resource is *environmental capital.* The success of the environmental movement prompted the creation of such a term to indicate the vast leverage the natural environment can have in aiding causes related to environmental conservation. Environmental capital describes the power the natural environment can have in the attainment of fiscal resources, political influence, popular opinion, cultural homogeneity, and organizing power when an issue that involves environmental conservation is being debated. The unique influential power that is granted by environmental capital makes it a tool that has the ability to unify diverse groups under a common goal, such as "Social Environmentalism." This sociological theme is known as *collective consumption.* Oftentimes diverse groups with seemingly different goals and aspirations discover a common enemy that threatens both groups, thus uniting them. This unification is known in the world of sociology as *bridging*. Bridging exists on the levels of idea sharing, the reaching of a mutual understanding, and the combining of goals, but bridging can also entail the sharing of physical resources, the sharing of fiscal resources, and not to mention the sharing of *political*, *cultural*, and *social capital*. Bridging can be a very powerful tool in changing the *status quo.* The status quo is a sociological term used to define the societal limitations a person or group faces in achieving *upward mobility,* or the ability a person or group has in gaining access to power and resources. The reason for this is that bridging can be used to unite a very powerful group with a very weak group in order for the weak group to prosper.

The two movements discussed in this particular paper could each, in their own way, benefit from some of the conversation we see here. If social justice in the U.S. could somehow tap into the surplus of environmental capital spilling over into the current socio-political landscape, then it would find a valuable ally in the environmental movement. This would have to happen only after a bridging of the two movements was achieved, utilizing the principle of collective consumption. Analysis of the "bridging of movements," when referenced on such a macro scale, makes the process of bridging seem such a simple task. However, when bridging is viewed from the micro scale, it is revealed that the process doesn't happen overnight and isn't a singular motion like turning on a light switch. The process takes time and begins with small steps towards bigger things. *Establishing common goals is the first step in the process*.

Moving Forward

Based on where the environmental and community development movements have been, where they are now, and where they are heading, the two movements should cease to exist as separate movements with separate goals and find ways to work together to achieve common goals. Through *bridging,* the environmental movement could revive the community development movement and share with it the diverse forms of capital that it possesses, and that the community development movement has always had trouble obtaining. Through *collective consumption* the community development movement and anti-poverty movements in general could theoretically ride the "green wave" this country is currently experiencing if it can find ways to harness this theory on the ground. The community development movement on the other hand could save the environmental movement from being further co-opted by the consumer market and allow it to become more socially directed so as to discontinue making the same socially insensitive oversights it has been guilty of in the past few decades. Environmentalism has actually become so trendy and become such a profitable industry in such a short period of time that some economists are comparing it to the "dot com" phenomenon of the 1990's. Some economists fear that if the consumer popularity of environmentalism doesn't even out soon it will eventually hit a wall and the whole green market will go belly up. If this happens, it might spell doom for the environmental movement as a whole.

The reality of today's landscape is that everywhere we turn environmental destruction and poverty go hand in hand. The common enemies facing both causes are consumerism and growth. Suburban sprawl and strip malls destroy our natural landscape and gentrify entire communities. The environmental and social justice movements can

no longer afford to be isolated from one another. In order to combat a powerful common enemy, they must necessarily evolve into one movement.

With this being said, the theoretical link between the two causes is reason enough to make the case for future cooperation between the two movements. However, a macroscopic theory that looks great on paper but cannot be applied to the physical landscape of the real world through legitimate means is nothing more than an idealistic pipedream. Aside from this, the course that social movements take can often be unpredictable unless there is a specific person or group designated to guide the movement. Looking back on the environmental movement, this point was all too true. In the case of the environmental movement there was never anyone standing on a soapbox saying "Environmentalism should be a movement dominated by upper-middle class, white, educated, professionals!" That is where the movement ended up because money, power, and influence go hand in hand and there was no one there to say otherwise.

A successful social movement requires goals, but it also requires means and leadership. Means and leadership are the factors that make up the rest of the model. The rest of this paper will be dedicated to identifying what specific means and what leadership will be needed for the success of the “Social Environmentalism” model.

Previous Attempts to Bridge Environmentalism and Social Justice Causes

Community Gardens

Community gardens are one avenue through which some inner-city communities have found ways to empower their local neighborhoods and practice environmental sustainability at the same time. In some instances in cities across the U.S., community gardens have experienced more success than anybody ever could have dreamed.

"The Village"

One famous example has been a project known as "The Village," which was started by artist and social justice advocate Lily Yeh in an impoverished North Philadelphia neighborhood. Abandoned lots that were once ideal locations for dealing drugs, dropping off a hand gun, or simply dropping off unwanted junk, became small pockets of pride in this neighborhood. It took eighteen years to accomplish, but artist Lily Yeh rallied local citizens to take back their neighborhood where city planners, social workers, parks, gardens, and civic open space were absent. What essentially started as a community garden project in one abandoned lot, eventually spawned a daycare center, a theater, a health project, and revitalized six residential buildings.(Scher)

"United We Sprout"

Another famous success story was the "United We Sprout" project in an impoverished and oppressed Chicago neighborhood. Suburban sprawl had begun to gentrify neighborhoods in a particularly impoverished Chicago district until one neighborhood resisted this invasion by fixing up a number of abandoned lots and transforming them into gardens that formed a protective barrier around their neighborhood. The idea behind this strategy was that abandoned lots full of junk would be easy to bulldoze but community gardens would show that there were

people in this particular neighborhood who cared about their community and didn't want to be forced out.(Severson)

"South Central Farms"

Probably the most famous community garden project of all, because it made national headlines, was the South Central Farm project in Los Angeles. This project got started when the LA Regional Food Bank moved in and got a temporary revocable permit to use a disputed parcel of land for a community garden project as long as the land was being fought over in litigation and was technically un-owned. The South Central Farmers were born. They cleared the land of its debris and were very successful in creating one of the largest urban gardens ever. The food grown on the farms was donated throughout the community to needy families and the farm became a community epicenter.(South Central Farm)

so...

While all three of these serve as examples of community garden projects that achieved a certain amount of success and were able to exist over an extended period of time, they also serve as examples of isolated endeavors that lacked connections to similar projects that would have allowed them to benefit from bridging capital. Such connections would have increased these projects' longevity and overall impact in and outside of their immediate communities. Essentially, with no kind of "community garden network" in place, community garden projects are limited in what they can achieve in the long-run for the communities they exist in and obsolete when it comes to what they can do to help *outside* communities in need. The scale of the projects isn't the problem, it is the lack of permanence associated with community garden projects, the lack of reliable access to resources and funding, and the amount of time and effort required to have any impact at all that make community gardens less effective overall than they

potentially could be if a network were in place.

In the case of The Village, Lily Yeh actually tried to launch a program called "Shared Prosperity"(Scher) that she hoped would unite The Village with other community gardens in order to make a big splash on the national level. She understood the value of networking and believed that with a network there would exist a better chance of preserving the work she did in North Philadelphia when she was gone. After all, she had spent eighteen years in Philadelphia, and the time had come to move onto the next community in need. When Lily Yeh left North Philadelphia, all she could do was hope her legacy would remain. However, with impending gentrification from nearby Temple University she knew there was a chance it wouldn't. Issues regarding staying-power were also looming over the United We Sprout Project as the lots they had turned into gardens hadn't technically belonged to them, and their latest efforts were aimed at trying to raise money to buy the lots. In the case of the South Central Farm, the land dispute was eventually decided and the farmers were removed from the land. Nevertheless, the successes and/or failures these projects had in these isolated communities really don't get at the point. The point remains that, without a network in place that unites community garden projects together nationally, individual success here and there won't add up to a legitimate form of social change that can be shared by all communities.

Environmental Justice Movement

The Environmental Justice movement was created to fix a specific problem mentioned in the analysis that was a result of one of the oversights of the environmental movement and a move that ended up doing a lot of harm in poor inner-city communities. The Environmental Justice movement has been a movement against NIMBYism and the unfair placement of harmful or undesirable landscape features such as toxic plants, dumps, and treatment facilities in poor

neighborhoods. When middle-class communities began flexing their enviro-political muscles and were successful in ridding their neighborhoods of harmful plants and dumps, it was seen on the surface as all around good environmental activism. However, when it was discovered that all the plants and dumps just ended up in poor neighborhoods instead, the Environmental Justice movement was born to address this *injustice*. Before long, the Environmental Justice movement expanded to address more than just the specific issue of unfair placement of environmental hazards and became a movement aimed at addressing Environmental Racism in general. Historical analysis revealed how many accomplishments of the environmental movement had either failed to benefit or even systematically hurt poor and minority populations in general, but on top of this, the movement had also failed to reach out to poor and minority populations when it came to decision making and participation on public and private boards, commissions, and regulatory bodies. These types of "environmental injustices" constituted the coining of the term Environmental Racism by Reverend Dr. Benjamin F. Chavis Jr. Executive Director and CEO of the United Church of Christ Commission for Racial Justice and led to the expansion of the goals of the Environmental Justice movement. Studies regarding environmental racism started appearing in the late 1980's and early 1990's and pointed the finger at US cities with high percentages of poor and minority populations living next to undesirable and unhealthy landscape features. A study done at the University of Colorado showed that environmental racism existed in cities all across the country and not only in the form of *undesirable* landscape features. The study confirmed that plants and dumps are more likely to be located in districts with high poor and minority populations, but the study also revealed that *desirable* landscape features like parks and greenways are likely to be *absent* from these districts. A similar study performed by researcher James T. Hamilton studied American zip codes and accrued results that supported the

Colorado study.

A big step for the environmental justice movement came when it was officially recognized by the Environmental Protection Agency in 1992 and the Office for Environmental Justice was formed. In a definitive statement the EPA wrote, "Environmental Justice is the fair treatment and meaningful involvement of all people...with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. EPA has this goal for all communities and persons across this Nation. It will be achieved when everyone enjoys the same degree of protection from environmental and health hazards and equal access to the decision-making process to have a healthy environment in which to live, learn, and work."(EPA) Another big boost to the environmental justice movement came when President Clinton signed Executive Order 12898 in 1994. This Order directed federal agencies to "Develop strategies to help identify and address disproportionately high and adverse human health or environmental effects on their programs, policies, and activities on minority and low-income populations."(EPA) Another intended effect of the Order was to provide minority and poor communities with access to public information and opportunities for public participation in matters relating to human health or the environment.

While the recognition of the Environmental Justice movement by the EPA and the creation of Order 12898 were good positive steps for the movement, these milestones haven't exactly effected the massive change many people predicted. Environmental racism is still highly prevalent in cities all across the US and while there have been a few successes here and there, they are merely on the same level as the successes of the community garden projects discussed. They are too few and fleeting because they don't address the larger issue(s) at hand. In the case of community gardens, the larger issues were lack of networking and permanence. In the case of

the Environmental Justice movement, the larger issue is poverty itself. Until the real issue of poverty is addressed, highly concentrated poor areas will always be the obvious destination of unwanted plants and dumps, and the Environmental Justice movement will always be fighting an uphill battle. In their 2007 book entitled Break Through: From the Death of Environmentalism to the Politics of Possibility, authors Ted Nordhaus and Michael Shellenberger support this argument and go beyond it to claim that goals set and studies done in the name of Environmental justice were too narrow and focused only on the immediate problem without giving much consideration to the multifaceted problems facing poor people and people of color. "Poor Americans of all races, and poor Americans of color in particular, disproportionately suffer from social ills of every kind," they write. "But toxic waste and air pollution are far from being the most serious threats to their health and well being. Moreover, the old narratives and intentional discrimination fail to explain or address these disparities. Disproportionate environmental health outcomes can no more be reduced to intentional discrimination than can disproportionate economic and educational outcomes. They are due to larger and more complex set of historic, economic, and social issues."

Aside from this very large and broad scope issue relating to macroscopic barriers faced by the Environmental Justice movement, the mere legitimacy of the movement's perceived support in regards to the Office of Environmental Justice and Order 12898 is a cause for concern. To some critics the creation of these governmental initiatives has seemed more like lip service than actual support for the movement. This point was made in a big way in 2004 when seventy-six United States Congressmen and Senators drafted a letter to EPA Administrator Stephen Johnson urging the EPA to drastically improve shortcomings in the EPA's current environmental justice plan. The letter pointed out massive failures by the EPA to reduce environmental racism

and live up to the standards set by Order 12898. The letter implied irresponsibility and carelessness on the part of the EPA for failure to legitimately recognize environmental racism and remedy it over the past decade. The drafting of the letter was lead by Senator John Kerry, and the letter was signed by a laundry list of Congressmen and Senators including Nancy Pelosi, Barack Obama, Joseph Lieberman, Hillary Clinton, and Dennis Kucinich.(John Kerry Press Office)

The Profession of Landscape Architecture

Dating back to its earliest roots, the profession of Landscape Architecture has always tried to be an advocate for environmental sustainability and for human sustainability. The emphasis on the design and location of New York's Central Park by Frederick Law Olmsted, the "Father of Landscape Architecture," to serve as a "park for the people," and Olmsted's efforts to make the park accessible to everybody, not just the aristocracy, show the profession's roots to be founded in social justice.

However, due to the disassociation of the environmental and social justice movements since the 1960's, advocating for both movements has been no easy feat. The interests of the environmental movement and the interests of poor communities have been at odds ever since the modern environmental movement began. Analysis has revealed that what were considered great victories for the environmental movement often amounted to big setbacks for the community development movement and in turn the social justice movement as a whole. Since the 1960's, Landscape Architecture has existed as a profession that has desired to bridge these two movements but has been unable to because of macroscopic barriers no profession alone could overcome. This dilemma has essentially forced the profession of Landscape Architecture to choose between movements it has supported over the years.

Currently Landscape Architecture is more closely associated with the environmental movement and is gathering fame as an environmental leader while its social advocacy side is becoming forgotten. Mainstream support for the environmental movement has propelled the profession of Landscape Architecture in recent years due to the profession's origins as an active environmental steward. The profession is growing and becoming more influential by riding the "Green Wave" currently sweeping across the country. Historical and on-going lack of mainstream support for social justice causes has forced the profession to shy away from its social justice origins.

The profession of Landscape Architecture is tied to mainstream America and popular opinion because the profession is primarily a *private market profession*. Landscape Architecture is often described as a "profession with a conscience" because of its stance to uphold the integrity of communities, the environment, and the design process even when working in the private market. However, "profession with a conscience" or not, the number one goal of any private market profession must always be profits. There is a lot of money to be made in the U.S. today for any profession associated with consumer environmentalism. There isn't today and never has been any money to be made in the realm of social justice. The profession of Landscape Architecture has never lacked skills or knowledge to pursue social advocacy more deeply, it has really just lacked *adequate means* through which to venture more successfully into the social justice realm. What is meant by *means* are substantial projects, opportunities, and partnerships that collectively unite community development and environmental stewardship without being fueled by profits. Existing examples of such scenarios are much too far and few between in the landscape of today. Landscape Architects have a unique ability to combine the needs and interests of humanity and the environment when designing spaces but this can mean

nothing for social justice if the talents of Landscape Architects can only be enjoyed by those wealthy enough to pay for them. It is clear the profession's social justice origins clash with the free market realities of today.

The Model

With the overall goal of developing a model for a future of "Social Environmentalism" that could be applied to the real world, this research began with historical analysis of the environmental and community development movements over the past sixty years to show why the two movements could benefit from working together in theory and in practice. From there the two movements were analyzed further using sociological terms and perspectives to solidify reasons as to why the two movements should join forces. Analysis predicted a dismal fate for both movements if cooperation could not be achieved in the current landscape of unmitigated growth, consumerism, climate change, dwindling resources, inequality, and destruction. Analysis also established the need for practical goals, means and leadership to guide the two movements towards a joint future. From there, existing attempts to bridge the two movements were analyzed for their potential large-scale and long-term success. Shortcomings were uncovered in these existing examples but also revealed were valuable and unique assets each of the examples possessed that need to be addressed in the "Social Environmentalism" model.

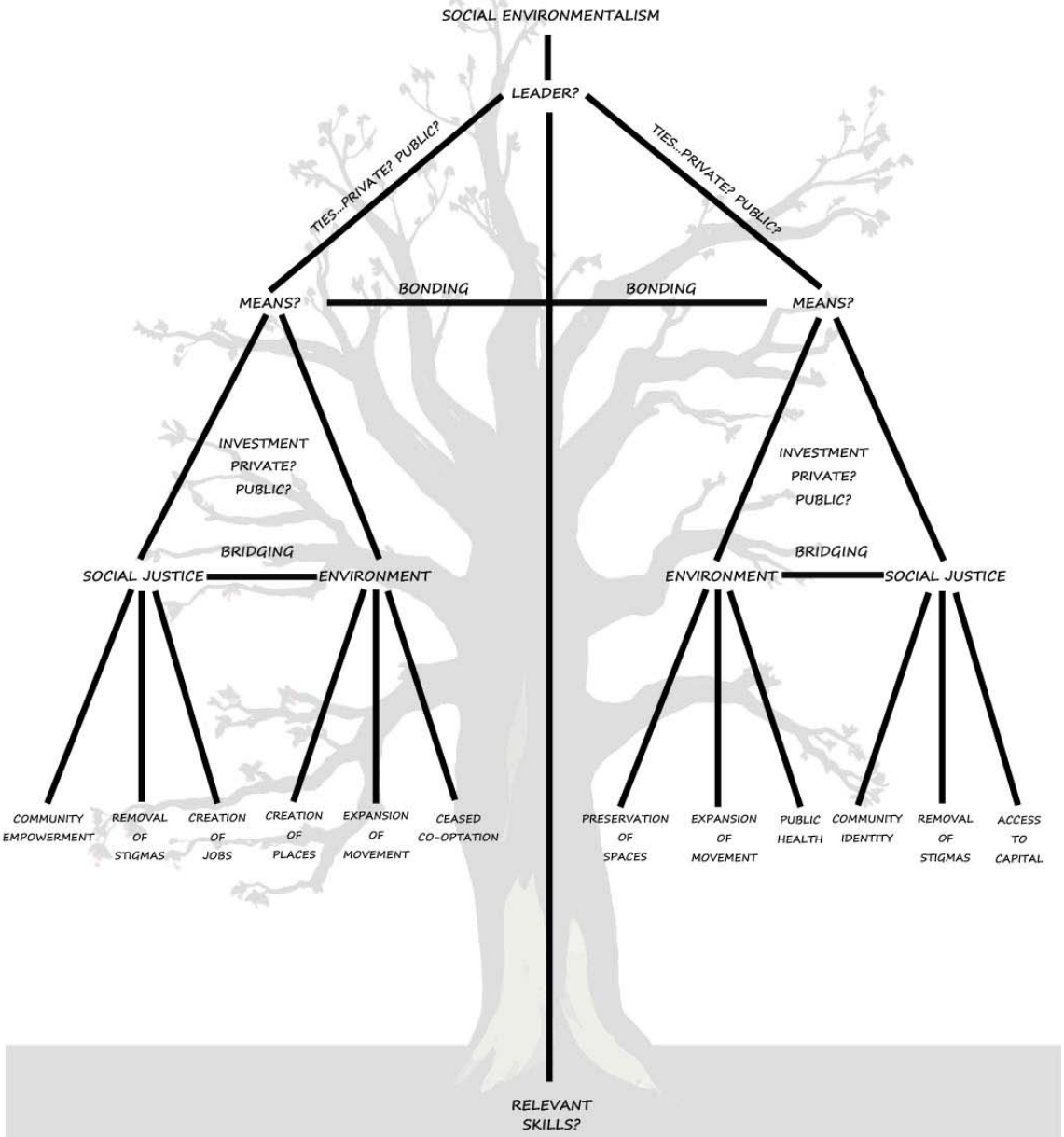
Analysis revealed that any successful social movement requires goals, means and leadership. In the process of developing goals, research and analysis of the environmental and community development movements and of previous attempts to unite these movements proved helpful. Those goals were formed as representations of where environmentalism, social justice, and previous attempts to bridge these movements have either failed or succeeded. In the case of failures, goals generated represent *direct ways to address these failures*. In the case of successes, goals generated represent *direct ways*

to prolong these successes. Goals and areas of required focus identified through research and analysis, that can and must be achieved by a future of "Social environmental," are those of **community empowerment, removal of subconscious stigmas, job creation, continued creation of public spaces, expansion of the environmental agenda, ceased consumer market co-optation of environmental movement, continued preservation of natural spaces, community identity, public health and the sharing of capital**.

These *goals* and the *concept* behind the "Social Environmentalism" model represent the two ends of the model. Buried within the model is the bridging of the *needs* of historically disadvantaged populations and the environment through *collective consumption*. The only things missing are the means and the leadership to connect it all together.

The model of "Social Environmentalism" being proposed in this research has become a collective consumption model for the bridging process where the concept being proposed, the needs being addressed, the goals sought after, and the generic cast of required characters are in place, but the specific means, leadership, and skills brought by the leadership to accomplish the overall goals are still undetermined. The reasoning behind this is that in the proposed future of "Social Environmentalism," there stand to be many potential forms of means and leadership that can bring many different skills to the model and still successfully execute the model by achieving the established goals. The means and leadership necessary can potentially be provided by many different professions, advocacy groups, industries, and organizations, and as new things develop the possibilities only increase.

SOCIAL ENVIRONMENTALISM MODEL



Upon generation of the "Social Environmentalism" model, the next step is implementation. Up to this point, this paper has been concerned with showing *why* "Social Environmentalism" is a concept that must be embraced and *how* through the use of collective consumption and bridging can be brought into mainstream favor. This paper has also aimed to develop a generic model through which the idea of "Social Environmentalism" can be applied to the real world through appropriate means and leadership. Now is when the model can be seen in action.

Testing the Model

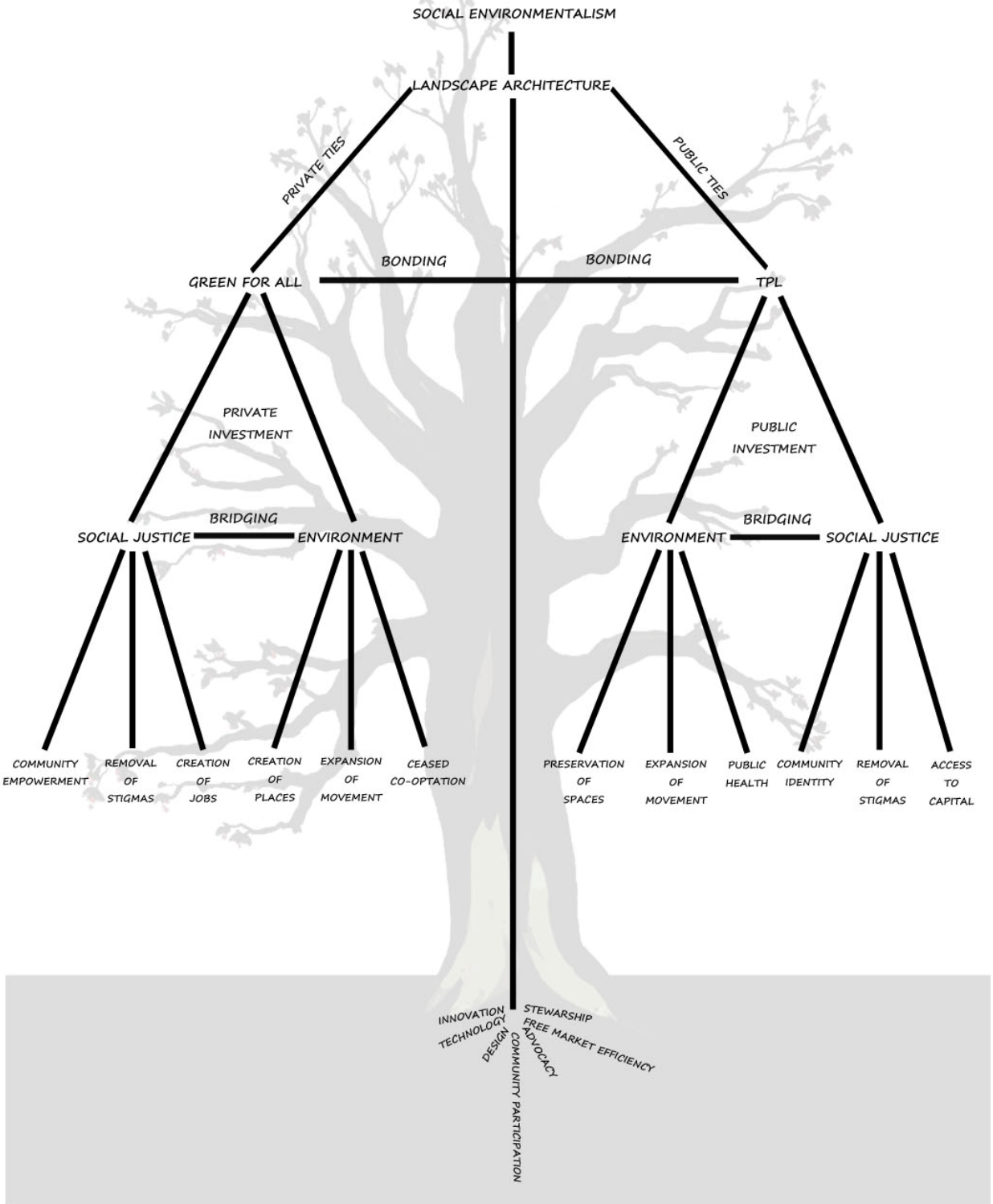
The means being discussed are that of non-profit land trusts and the emerging "green-collar" industry. The leader being discussed is the profession of Landscape Architecture. Public land trusts and the emerging green-collar industry are special means that possess qualities apart from other examples of joint social justice and environmentalism experiments. Their unique qualities are in regards to their potential to enact real structural change. They both posses the unique ability to work at the community level while never losing sight of the bigger picture. Further, they posses other proactive qualities that allow them to pick up where things like community gardens and campaigns to re-locate factories from poor communities leave off.

What's more, the valuable assets brought by these unique enterprises become compounded within the "Social Environmentalism" model through the process of *bonding*. The only thing better than a strong enterprise that stands by itself is a strong enterprise that stands alongside another strong enterprise through a network, or in this case, *a model*. The *bonding* power that can be generated by two or more strong enterprises such as that of non-profit land trusts and the "green collar" industry has the potential to unlock vast amounts of influence and resources for the "Social Environmentalism" model.

The profession of landscape architecture is an ideal candidate to advocate for and guide the "Social Environmentalism" model both in theory and on the ground, despite earlier criticisms in regards to its private market base. What has limited the profession in terms of its ability to accomplish feats on the side of social justice has had everything to do with lack of means and nothing to do with lack of vision. With the right means, the profession of Landscape Architecture ultimately possesses everything that is needed to guide a model of "Social Environmentalism." With direct links to both public land trusts and the emerging "green-collar" industry the profession of Landscape Architecture is an ideal role player to ensure *bonding* takes place amongst these *two means*.

Public land trusts, the "green collar" industry, and the profession of Landscape Architecture are just three *potential* players in the execution of the "Social Environmentalism" model. What these three examples of bridged social justice and environmentalism offer to the "Social Environmentalism" model is far beyond that of many other examples but it must be stressed that the success of the "Social Environmentalism" model doesn't *necessarily* rest on the participation of any of these three specific enterprises. Success of the "Social Environmentalism" model does, however, rest on the participation of similar enterprises that may bring some or all of the important and unique assets to the "Social Environmentalism" model that these do. In the next section land trusts, the "green collar" industry, and the profession of Landscape Architecture will be analyzed individually to uncover respective traits, qualities, characteristics, and attributes that set these three enterprises apart from others. These assets will then serve as things to look for in other professions, advocacy groups, industries, and organizations in regards to their potential to serve the "Social Environmental" model.

SOCIAL ENVIRONMENTALISM MODEL



Land Trusts as Community Developers

Land as a "Fictitious Commodity"

In his work entitled The Great Transformation: The Political and Economic Origins of Our Time, Karl Polanyi talked of land as a *fictitious commodity.* He talked of land as a commodity that was of value in the free market and could be bought and sold like any other commodity but never subject to the *uncensored will* of the capitalist system. In other words, if the private market were to run completely amuck for too long and issues of severely poor air quality, water quality, soil quality, *lack of community space*, and *public health* were to arise then someone would do something about it and the blind will of the capitalist market would be curtailed. Polanyi describes this natural process as the "double-movement." His "double-movement" is in reference to a two-part process that is as natural as the pendulum swing of a clock. The first movement represents all the unmitigated growth, destruction of natural resources, pollution, and overall environmental neglect that leads up to the unanimous need for a change of direction. The second movement represents this natural change of direction and can take the form of public protest, federal intervention, the formation of resistance groups, or any number of things. The "double-movement" process identifies land as a sacred resource that exists outside of the free market because it possesses value beyond that which can be represented by the local real estate market. Public land trusts represent one avenue through which the second movement can be carried out on the ground-floor in this country, and the role of public land trusts can be expanded to share the power of the second movement with the world of community development. One public land trust has

already explored this notion with great success, and exemplifies the means necessary to help execute the "Social Environmentalism" model.

The Trust For Public Land(TPL)

The Trust For Public Land *bridges* willing land owners, community groups, and national, state, and local governments and agencies all over the United States to complete land acquisition and preservation projects that benefit communities of all types. Their motto is simple, "Conserving Land For People," and their mission statement visionary, "The Trust For Public Land conserves land for people to enjoy as parks, gardens, and other natural spaces, ensuring livable communities for generations to come." TPL's nationwide master-plan is broken down regionally into the Central, Mid-Atlantic, New England, Northwest, Southeast, and West zones. Since 1972 TPL has completed over 3,500 land conservation projects in forty-seven states and preserved over two million acres of land in the form of parks for people, working lands, natural lands, heritage lands, and land with water resources. The "parks for people" initiative involves working with local governments across America to ensure everybody enjoys "close-to-home" parks, playgrounds, gardens, and natural areas. The "working lands" initiative exists to protect farms, ranches, and forests that support "land-based livelihoods"(TPL) and "rural ways of life."(TPL) The "natural lands initiative" protects wilderness, wildlife habitat, and places of natural beauty. The "heritage lands" initiative protects historical and cultural landscapes of all kinds. The "land and water" initiative exists to preserve land and ensure clean drinking water.

The variety of initiatives TPL serves benefit communities on the local, regional, and national level. TPL takes a proactive approach to raising the necessary funds to

purchase strategic parcels of land before housing developers and commercial industry can get their hands on it. TPL is an independent agency that is able to act swiftly when government agencies often cannot due to bureaucracy. Once the land is acquired by TPL, because TPL does not own or manage land over the long term, the land is then sold at cost directly to the community, governing agency, or collaborative organization TPL is working with to secure the land. TPL acts as an efficient non-profit, risk-taking, middle-man between private land owners and government agencies. This means that TPL assumes all losses if a land transaction falls through and doesn't hold other parties responsible. "TPL bridges the needs of landowners seeking to protect a special property and those of government agencies that acquire land for public benefit."(TPL) TPL finds and works with willing private land owners who would rather see their land serve a greater purpose than be a tool of the free market. TPL works with the federal government to offer huge tax incentives to owners who sell their land to TPL. All of TPL's land acquisitions are made on a case-by-case basis and the price that TPL pays for any given parcel of land depends on factors such as location, flexibility of seller, how much money the community receiving the land can raise, TPL's immediate financial situation, and how important the piece of land is to secure. TPL has been known to incur losses on pieces of land that were very vital to secure but more expensive than TPL and the community could raise funds to afford. Coastal property falls into this category because its ecological bio-diversity makes it something TPL wants to preserve from development, but often cannot without incurring fiscal loses. Even when working with highly affluent communities, like those typically found next to coastal property, TPL often cannot raise the funds necessary to buy such expensive real estate and must dip into

its personal piggy bank. Another example of a vital land acquisition TPL might incur losses on would be a strategic piece of land needed to complete a green-belt system in an urban community. "In Baltimore, Seattle, and Austin, TPL has been helping to set aside extensive green-ways that connect a *mix of neighborhoods* with major urban parks and cultural facilities. In Atlanta, where TPL played a major role in establishing the Martin Luther King, Jr. National Historic Site, the organization is reclaiming an abandoned industrial district to connect the King site to the Freedom Parkway and the Carter Presidential Center"(TPL).

For owners who don't want to part with their land but don't want to see it developed either, TPL works with owners to put a "conservation easement" on their property. A "conservation easement" prohibits development of the property but allows the private owner to keep the property in their name. This option works especially well for the "natural lands" or "land and water" initiatives. TPL refers to its process as "Greenprinting." The first step is identifying the land the community wants to protect from developers. The second step is developing an acquisition strategy. The third step is identifying sources of public and private and governmental funding. Public funding comes from local counties as well as various local community groups and individuals. Private funding comes almost exclusively from other non-profit land conservation/community development organizations that exist within TPL's community of interests and benefit from TPL's diverse work in land preservation; governmental funding comes from all levels of government especially state and federal. The fourth step is independently acquiring the land, later to be purchased by public agencies. The last step is mobilizing public support for land protection. TPL offers "training and

consultation to help governments integrate parks and open space protection with other civic goals, such as environmental protection, transportation, and business and community development."(TPL) TPL's role in communities doesn't end just as soon as the land has been preserved. TPL makes sure the land stays in good hands by monitoring and evaluating the community's economic and residential growth. Parcels of land acquired by TPL to serve as public parks, community gardens, or places of historic significance, in areas such as poor inner-cities, have been known to provide the necessary spark for positive growth in those communities thereafter. TPL's work in strictly urban and inner-city areas is all part of its less well-known "Green Cities Initiative." It is a less well-known initiative due to the fact that it is fairly new but probably also because the Green Cities Initiative is clearly TPL's most explicitly community development oriented initiative and TPL really refrains from labeling itself as a "community development organization." The "Green Cities Initiative" was launched in 1993 in direct correspondence with TPL's research report entitled "Healing America's Cities: How Urban Parks Can Make Cities Safe and Healthy." The Green Cities Initiative was launched to "help communities in inner-cities and fast-growing metropolitan areas create neighborhood playgrounds, ball fields, community gardens, recreation areas, greenways, and trails"(TPL). The initiative was also launched in order to help TPL "become more active in public policy, constituency building, park planning, conservation finance campaigns, and other long-term strategies"(TPL). Desired long-term effects of the Green Cities Initiative have been increased tourism, control of urban sprawl, enhanced business climate, and overall "higher quality of life"(TPL) in cities where TPL has intervened. To date, the Green Cities Initiative has secured 250 parcels of land that are now urban parks

in cities across America. In securing urban parks across America through its Green Cities Initiative, TPL has continued its tradition of working with local groups to accomplish its land acquisitions.

South Providence, Rhode Island

In South Providence, Rhode Island, TPL worked with a local community development group called the Southside Community Land Trust in adverting the development of a non-low-income housing development in the middle of Potters Avenue Community Garden and Park in South Providence, Rhode Island. Whitney Hatch, one of TPL's Regional Directors, said, "Working with SCLT has been a wonderful example of a committed, diverse partnership protecting land in cities. This garden and park can now continue to be a productive green space that everyone in South Providence will enjoy." The Southside Community Land Trust(SCLT) has been in existence since 1981 as an inner-city land trust focused on food security and community development in South Providence, Rhode Island. Through its Green Cities Initiative, TPL has provided many levels of support to local organizations like SCLT in major cities all across America. (TPL)

Camden, New Jersey

Camden, New Jersey serves as an example of a historically blue collar town that fell victim to the textbook chronicle of urban collapse described earlier in the historical account and analysis of the community development movement. In the late 1960's Camden was economically and socially devastated by factory closings, housing foreclosures, white flight, increased crime rates, and suburban isolation. The next four decades didn't bring much improvement and in 2005, thirty-five percent of Camden's

residents were living below the poverty line. That is why, in 2005, TPL formed alliances with Camden Greenways Inc., local community associations, and local churches to attempt to revive Camden through the redevelopment and expansion of the city's parks system. The project entailed developing a segment of the Cooper River, that fell within the city of Camden, into a 24-mile greenway that would connect Camden with a network of waterfront parks and trails. More importantly, the expansion aimed to connect Camden to some wealthier suburbs in the surrounding area and bring people back to Camden. The project was carried out and had immediate successes. The new public open space is being used by Camden residents as well as residents of nearby suburban enclaves and there is already talk of expanding the greenway to include 9.5 miles of urban trails that would connect Camden to neighboring down towns. This would bring great economic potential to Camden. The revitalization of such a socially and economically devastated community as Camden won't happen overnight but the pieces are in place and so much has been accomplished already without any dependence on free market investment. (TPL)

Newark(Clinton Hill), New Jersey

In the impoverished South Ward neighborhood of Clinton Hill, public open space consists of one 3.3 acre park that serves approximately 2,300 children. That park is Mildred Helms Park, named for a local community leader who dedicated her life to community service through the provision of housing and recreational activities in Newark. The park sits between residential housing and a public school but, due to lack of local government funding for regular maintenance and up-keep of the park, there was a time when park fell into disrepair and became a home to criminal activity. The park

became a popular hangout for drug dealers and gangs. After the park fell into disrepair, it also became subject to constant vandalism in the form of graffiti and other property destruction. It quickly became an all around unsafe environment for families to use. In 2002 TPL teamed up with the local Mildred Helms Park Resurrection Committee to take back the vital community space for the families of Clinton Hill. TPL and the local committee worked with the City of Newark to obtain funding from the National Park Service's Urban Park and Recreation Recovery Program and the New Jersey Department of Environmental Protection. Some private funding was also donated. With the necessary funding in place, "TPL led participatory design with the community and school children and managed construction for the park's restoration." The restoration brought a new playground, teaching garden, community event plaza, entertainment gazebo, picnic area, track, improved lighting, and new landscaping. Most importantly, the park was re-established as a safe place for families to enjoy. Upon completing the restoration TPL also enacted a plan to provide more recreational space for disadvantaged communities in Newark. The plan included the specific creation of two new playgrounds, the expansion of a play place at an existing playground, and the re-development of Nat Turner Park, Newark's largest city-owned park. (TPL)

Holyoke, Maryland

In 2004 TPL announced a project to develop four acres of land it had helped a local organization acquire, into a community farm and an "Environmental stewardship center for neighborhood youth."(TPL) The local Holyoke organization TPL had worked with to acquire the land was Nuestras Raices, Inc. TPL writes, "Nuestras Raices ("Our Roots"), a grassroots organization that advances economic, human, and community

development in inner-city Holyoke, has unveiled a promising plan for the property that will provide Holyoke with cultural events, economic opportunities, and a beautiful river front open space near the urban core. The plan, called Proyecto Tierra de Opirtinidades ("Land of Opportunities") includes agricultural training, economic development, waterfront activities like canoeing, and youth outreach to foster community pride and cohesion." Holyoke is a predominantly Puerto Rican community where English is largely a second language. It is also a community desperately in need of the economic opportunities that are sure to come with the completion of this project. According to TPL, "Over half of the land will be divided into one-quarter to one-half-acre plots, to be rented by 4-6 experienced community gardeners who will begin a transition to organic commercial farming. These urban farmers will be supported with technical assistance, business planning assistance, training, and access to farming equipment to make their future evolution to large-scale farming possible. Julia Rivera, the President of NR says, I am so pleased that we will be able to renew the agricultural tradition on this land and, at the same time, celebrate the culture of Puerto Rico. Our farmers and youth will benefit from this opportunity for generations to come."(TPL)

Conclusion

TPL's diverse land preservation initiatives benefit a diversity of populations thus utilizing the principle of *collective consumption* because many groups gain from the type of work that TPL does. TPL understands the power *environmental capital* can have. TPL emphasizes the many unique benefits of public land whether they relate to culture, local economy, or basic human health and safety as stressed in the Green Cities Initiative. TPL also knows that the interests of the poor are alone not enough to rally the kinds of

connections and funding needed to make a real impact in poor communities. That is why TPL diversifies its portfolio in so many ways. Instead of only focusing on preserving just civic open space in just poor communities as in the Green Cities Initiative, TPL performs a broad range of preservation projects, for a broad range of landscapes, and for a *broad range of people*. If TPL only did work in poor communities it would never gain the allies and funding it needs. All of TPL's generous development projects in some of the poorest communities in the United States are made possible only by TPL's diverse portfolio. In this sense, TPL wears many hats and the community development hat may be hidden underneath the environmental hat but TPL's work nonetheless exemplifies the concept of "Social Environmentalism" that is advocated for in this research.

Not enough can be said for the way TPL *bridges* so many different organizations together under one *community of interests*. Also, not enough can be said for the way TPL utilizes all the different levels of government and the micro, meso, and macro scales of community development. Finally, the work done by TPL achieves for local community garden projects what local community garden projects are unable to achieve on their own. TPL works with local community garden organizations to ensure permanence and longevity for these organizations by placing them within a network of support. Earlier critiques of community gardens in regards to their limited potential for success as agents working towards independent goals, are remedied with the networking power afforded by a broad-based organization like TPL. Also, the work that TPL does in disadvantaged communities helps those communities circumvent many of the historic barriers faced by social justice causes. Access to federal funding was always a barrier for any social justice cause but TPL's broad range of work for a broad range of people attracts a broad

range of funding and TPL is never dependant on federal support, even when doing work for a poor community. Also, TPL's generosity grants disadvantaged communities freedom from market exploitation because TPL is a nonprofit.

Unfortunately, TPL is a unique organization, and there aren't many other land trust organizations that are as committed to helping poor communities as TPL is. What TPL does to help impoverished inner-city communities isn't easy and TPL really sticks its neck out to do it. Organizing and obtaining funding to do work in poor communities is much harder than doing so in some of the wealthier communities TPL works with. Reasons for this relate to the obvious lack of existing money and influence in poor communities, but there is also that old stigma that exists when it comes to helping poor people. The idea of "blaming the victim" in this country makes it hard to rally for resources and support when the center of focus is a low-income population. By doing the work it does in low-income communities, TPL also runs the risk of losing partnerships and mainstream support. TPL could start to lose its following if it begins to be viewed as less of an environmental organization and more of a community development organization in leu of the stigma. Nevertheless, TPL has the courage to stand up for what it believes in and with each example of outreach and compassion that it displays, TPL does its part to erase the stigma.

Emerging “Green Collar” Industry

Building Upon Environmental Justice

The “green collar” industry is the industry of jobs related to helping the environment that have increased dramatically in recent years due to the era of popular environmentalism. “Green collar” jobs are popping up more and more every day because of emerging technologies, fields, and needs of the Twenty-first Century. Things like green construction, solar power, weatherization of buildings, retrofitting of buildings to save energy, redesign of streets to save water, recycling, waste management, and construction/maintenance of wind fields all call upon the talents of a skilled labor force. Congress agrees, and that is why in August of 2007 the Green Jobs Act, drafted by Van Jones and House Representatives Hilda Solis(D.) and John Tierney(D.), was passed authorizing $125 million a year to be spent on training and implementing a national "green" workforce.(GreenBiz) The program targets America's poorest and most applicable cities and gives "Priority to workers impacted by federal energy and environmental policy, veterans, the unemployed, and at-risk youths, among others."(GreenBiz) Some estimates predict the Green Jobs Act alone could create three million “green” jobs nationally.

The emerging "green collar" industry in this country is a monumental opportunity to unite environmental and social justice causes on the ground-floor and save American cities, the economy, and the planet at the same time. If supported, the “green collar” industry could achieve everything the environmental justice movement failed to achieve over the past two decades, and more. This is because the “green collar” industry is a reflection of a new approach to save American cities and “green” the Earth that focuses

on proactive responses to the larger systems that cause the everyday environmental injustices we see. "The environmental justice movement grew out of putting out fires in the community and stopping bad things from happening, like a landfill," says Martha Dina Arguello, executive director of Physicians for Social Responsibility and green collar industry advocate.(Kokmen) "The more this work gets done, the more you realize you have to go upstream. We need to stop bad things from happening."(Kokmen) This is where the green collar industry comes in because, according to Green for All founder and CEO and President of The Ella Baker Center in Oakland Van Jones, "Instead of concentrating on the presence of pollutions and toxins in low-income communities, (he) prefers to focus on building investment in clean, green, healthy industries that can help those communities. Instead of focusing on the burdens, he focuses on empowerment." (Kokmen) This proactive approach is gaining national attention because it poses a way to eradicate environmental injustices and other social ills permanently and on a large-scale through community development and environmental stewardship.

Van Jones and Green For All

Green For All is the organization started by Van Jones in Oakland, California through which he leads his green collar revolution. At Green For All the goal is simple, "Help build a green economy strong enough to lift people out of poverty."(Green For All) Van jokingly says, "The green, clean-energy economy can do more than create business opportunities for the rich, as important as that is. It can do more than give consumer choices to the affluent, as essential as that is. The green economy can create job opportunities for low-income people."(Green For All) Van Jones sees the green collar industry as a way that, for the first time, low-income and minority populations can benefit

from the environmental movement in a multi-beneficial and lasting way. As Jones says, "A green wave lifts all boats."(Wright)

Examples of Work

Richmond, CA

"Annie Schumake stands outside her one-story house in the depressed city of Richmond, Calif., just north of Oakland, and watches her electric meter slow to a crawl, stop and then begin to tick backward. Schumake's solar panel, just installed on her roof and partly financed with low-cost loans from the city, is supplying free power and more. The panel was put in by a team of local workers trained by area nonprofit groups that prepare unemployed Richmondites for jobs in the bourgeoning green building field. 'I'm happy because I'm saving money,' says Shumake. 'But I'm also saving the planet, and that's the major one.' Van Jones, the dynamo promoting the project, breaks into a wide smile of his own. 'Power by the people, for the people,' says Jones. 'This is the vision of the future right here.'"(Walsh)

"Richmond, California, spends $1 million a year to train low-income residents in the basics of construction and solar installation. City officials work with six solar companies in the San Francisco Bay Area to train participants and offer them paid internships at the end of every nine-week program."(Bello)

Oakland, CA

Creation of "Green Collar Job Corps" training program takes $250,000 budgeted by city of Oakland and trains unemployed people in solar and green roof installation, green building practices and home weatherization. (Bello)

"Green Corridor" Project

"Mayors of Oakland, Berkeley, Emeryville and Richmond announced that they would work together to create a 'green corridor' in the East Bay to do what high tech has done for the Silicon Valley: create jobs and revenue-but with the added bonus of being good for the environment. The group announced the decision in Richmond's historic Ford Building, where solar power systems designer and manufacturer SunPower Corp. will begin operations. The cities state and federal funding for research, job training and job placement targeting high school and community college students and implement policies and programs to promote energy conservation, green construction, and green industries."(Burton)

A Lasting Impact

"The need to reinvent, retrofit, and reboot the entire nation is the biggest economic opportunity in a generation," says Jones. "We have all this work that needs to be done, and we have all these people who need work."(Green for All) The “green collar” industry has the potential to replace the blue collar industry America once had before blue collar jobs became outsourced in the 1960's. What's more, green industry jobs cannot easily be outsourced to foreign countries like blue collar jobs were. "You can't put a house that needs to be weatherized on a boat to China," Jones says.(Scanlon) Historical analysis of the environmental and community development movements showed that pressures from the environmental movement on American factories and plants to reduce emissions and find new creative ways to dispose of waste were determining factors in the ensuing corporate flight that outsourced hundreds of thousands of living wage jobs from the US. Fate is obviously not without a sense of irony as we

now see the potential creation of millions of *permanent, living wage, American* jobs at the hand of the environmental movement. Jones says, "A lot of downward pressure on workers comes from increasingly intense competition with India and China. The good thing about renewable energy is that it's not going to be Chinese workers putting up solar panels. It's not going to be workers in India retrofitting buildings so they don't leak as much energy. Wind that's blowing in the United States is going to blow those wind turbines, not wind blowing in Asia. There is an opportunity here to do work that can't be outsourced." (Roberts)

Collective Consumption Brought by Green Collar Industry

Van Jones and Green for All advocate for a future where environmental and social justice causes merge via the "green collar" industry, not only for the sake of saving the poor but for the sake of helping the environmental movement save itself *through saving the poor*. Van Jones and other critics of the popular environmentalism feel that concerns about the environment have become focused on hybrid cars, organic clothing, organic foods, energy efficient dishwashers, polar bears, and the melting ice cap. For a movement that historically alienated low-income and minority communities right from the start, this new focus is especially disconcerting for both sides. According to Van Jones, the poor are continuing to be excluded and the environmental movement is beginning to sell out. "That the environmental movement has gone mainstream is a good thing because it creates the possibility of solving multiple interrelated problems at once. But this opportunity will be missed if the emerging eco-consciousness is co-opted by corporate sellers of hybrid cars and organic cotton Levi's. Integrating more diverse voices into the environmental movement helps ensure that it is truly a people's movement

instead of a consumer movement."(Wright) Jones compares the current path the environmental movement is on to the trendy path the "dot.com" phenomena took in the 1990's on its way to an eventual collapse and the creation of a digital divide. Jones does not want to see the environmental movement collapse, and he doesn't want to see the creation of an "environmental divide" either.(Wenzel) Aside from further co-optation of the environmental movement, Jones also brings to attention the fact that the environmental movement will not survive at all unless it seriously begins to address environmental issues effecting growing low-income and minority populations throughout the nation. "Polar bears, Priuses and Ph.D's aren't going to do it alone," says Jones. "Everything our friends in the eco-elite do will vanish unless we find a way to expand green jobs to the rest of the economy." (Walsh) The consumerism involved with the age of popular environmentalism puts it out of the reach of poor populations who can't afford a $30,000 Prius but talks of *polar bears* and *melting ice caps* don't exactly hit home in urban ghettoes either. "Try this experiment. Go knock on somebody's door in West Oakland, Watts or Newark and say: 'We gotta really big problem!' They say, 'We do? We do?' 'Yeah, we gotta really big problem!' 'We do? We do?' 'Yeah, we gotta save the polar bears! You may not make it out of this neighborhood alive, but we gotta save the polar bears!'" Van says, "You try that approach on people without jobs who live in neighborhoods where they've got a better chance of getting killed by a passing shooter than a meting glacier , you're going to get nowhere-and without bringing America's underclass into the green movement, it's going to get nowhere, too."(Friedman)

Conclusion

The green collar industry solution remedies many of the historic problems that the community development movement was not able to overcome in its poverty alleviation efforts. Due to the fact that the green collar industry has a strong message of environmental stewardship to go along with its message of social justice, the “green collar” industry has a much higher potential for success when it comes to allocating federal funding and mainstream support. This point was proven with the passing of the Green Jobs Act. Also, this marriage of environmentalism and social justice brings living wage jobs back to America that haven't existed since the advent of globalization and corporate flight. The lack of living wage jobs in America has been an enormous barrier facing social justice causes since the 1960's. Furthermore, living wage jobs bring empowerment to communities that will no longer have to compete in that proverbial "race to the bottom" orchestrated by the free market. Finally, and maybe most importantly, the green collar industry serves to once again help erase the "blaming the victim" stigma that exists within mainstream America. The “green collar” industry can help show that where there are jobs, there will be honest, hardworking, people ready to work.

Why Landscape Architecture?

Introduction

The intent of this paper was not to merely analyze the invariably *linked fates* environmental and social causes have had in American history, but to use this analysis in proposing a future where these linked fates are not ignored to the detriment of both causes. Analysis uncovered the need for a marriage of the two causes that transcends mere theory and mutually benefits both causes when applied in the real world. This marriage was found to require *practical goals, means, and leadership* in order to be successfully executed. Sections prior to this addressed the best practical goals and means that could exist in regards to the way things such as historical barriers, internal strife, co-optation, exploitive forces, and subconscious stigmas surrounding these two causes could be effectively eradicated *through these goals and means*. Being presented now is a potential leader to fill the final required role in the "Environmental Justice"model.

Despite earlier criticisms of Landscape Architecture in regards to its ties to the private market and subsequent short handedness as a field of social justice, the vision set by the profession still gives it potential to be a unique and powerful leader in the "Social Environmentalism" model. Organizations like TPL and Green for All represent perfect enterprises for the profession of Landscape Architecture to partner with in overcoming private market constraints. The works done by these public non-profit enterprises benefit both environmentalism and community development because of collective consumption, and the environmental connection allows the profession of Landscape Architecture to lend its skills to both causes while remaining profitable. Essentially, these enterprises provide an avenue for the profession of Landscape Architecture to advocate for social justice even as a private market

profession. Also, with the multitude of natural links that the profession of Landscape Architecture has to both TPL and Green for All, Landscape Architecture is the ideal leader to ensure that adequate *bonding* takes place between TPL and Green for All within the model.

History as a Dual Advocate

The modern professional field of Landscape Architecture as defined by the American Society of Landscape Architects was founded on two foremost principles in its relation to the design process. These two principles were stewardship to the natural environment and stewardship to humanity, both of which could be traced as far back as to the design of Central Park by Fredrick Law Olmstead, the acclaimed "Father of Landscape Architecture."(ASLA) At the profession's inception, the combination of these two seemingly different but nonetheless congruent foci placed the Landscape Architect's vision ahead of its time in the then current context of a recklessly growing and alienating landscape that disallowed such cohesion but somehow might have quietly predicted a time when a field that aimed to address both environmental and social sustainability could sit at the crux of a bourgeoning new consciousness regarding this generation's movement. After the smoke of unmitigated growth in the United States largely over the past fifty years has finally begun to clear, we open our eyes to a repetitious scene of environmental destruction and human inequality and can't help but sense the world has gotten just a little bit smaller and situations a little bit more connected. The profession of Landscape Architecture has always thought of itself as a dual advocate to both environmental and social justice causes. Even when it has not been able to act as a social justice advocate and sometimes not even display itself as one, the profession has always possessed knowledge pertinent to both causes and general themes in the profession, such as the need to *design for human beings with nature,* have helped this remain true.

Experience with Public

Skills in working with the public are another asset Landscape Architecture can bring to the "Social Environmentalism" model. Landscape Architects are no strangers when it comes to involving the public in forums, workshops, opinion surveys, studies and even the design process itself. Historical analysis showed that public involvement and support for any cause is a keystone when it comes to legitimate social change. Public involvement in the environmental movement was critical to the movement's success as a people's movement. Lack of public involvement in the community development movement played a big part in the movement's failure. The ability to inform and involve the public in the concept of "Social Environmentalism" makes the profession of Landscape Architecture a unique advocate.

Field of Growing Influence

Landscape Architecture is an emerging profession in the Twenty-first Century. In today's world of dwindling resources, pollution, climate change, and high gas prices, phrases like "sustainable practice," "ecological footprint," "smart growth," and "mixed use" are becoming more and more commonly heard and used. In turn, the profession of Landscape Architecture is becomingly more commonly *known* for being the profession that has advocated for these kinds of things all along. For the first time in the profession's history, it is receiving the same respect that Architects and Planners have received throughout the past century. In many cases Landscape Architects are held in higher regard for their diverse skill and knowledge sets. The influential status that Landscape Architecture is enjoying gives the profession the option of going one step beyond advocating for the environment and beginning to advocate for "Social Environmentalism." If the profession could become a more open advocate for social justice by openly supporting land trusts that act as community developers and organizations linked to the

green collar industry then that would give a tremendous boost to the "Social Environmentalism" model. Sometimes just supplying a voice to a cause can give that cause a tremendous boost if the voice is coming from a well-respected and influential figure, or in this case, profession.

Technical Skills That Link Landscape Architecture with the Means

A Landscape Architect's understanding of and proficiency in Geographic Information Systems(GIS) programs and the diverse forms of knowledge Landscape Architects bring to the GIS table are highly relevant to land trust organizations like TPL, which do work in low-income communities. This is because, in order to identify which communities are most in need, an organization like TPL considers many different demographic statistics regarding things like race, income-level, overall population, population density, age, employment rate, level of people living below the local poverty line and so on. All of these different demographic categories can be turned into individual layers in a program like GIS and then overlaid on each other on a reference map to reveal areas most in need. As more and more layers are added to the map, certain areas on the map begin to stand out as places that are in more need of intervention than others. Areas that are revealed to be suffering from high unemployment, with a high population density, and a high number of people living below the poverty line, are probably good candidates for intervention when compared with other areas not identified on the map as suffering from these things. What's more, demographic statistics aren't the only type of information that can be transformed into GIS layers. For an organization like TPL, layers showing where parks, green belts, state protected spaces, and natural places already exist would be valuable information to have so that TPL could compare that information against information obtained from demographic overlays. A comparison such as this might reveal a perfect way to connect a series of parks together to unite an impoverished area with a wealthier enclave, while avoiding state

protected property in the vicinity. Also, this process of overlaying different layers to reveal areas in need can be applied at any scale. It can be used to identify places of need within a single neighborhood or it can be used to identify which American cities are most in need of help on a national scale. This is one of the reasons it is such a useful tool. However, as useful as it is, it is a tool that requires technical proficiency and understanding. Landscape architects possess this technical proficiency and understanding not only because they use GIS so often but because Landscape Architects helped design the program. The GIS overlay mapping system is often referred to as the "McHargian method" since notable Landscape Architect Ian McHarg was the first person to introduce a system of overlay mapping. This was long before the modern GIS systems of today (the McHargian method was first done with hand drawn maps) but the idea was the same. On an everyday basis Landscape Architects use the overlay mapping technique to find design "opportunities" and "constraints" in natural and built landscapes. This ability is a very valuable asset that landscape architects can provide to organizations like TPL, in identifying places most in need.

Enormous advances in the world of digital photo have made it possible to create incredibly realistic "photo simulations" using powerful new technologies like Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. Photo simulations have begun to replace traditional drawings in the word of Landscape Architecture as technologies have increased. There is something about looking at a photo and seeing the potential of a place that is different than looking at a drawing of a proposed place. Technology has advanced to the point where a photo of an existing place can now be edited to show what that same place would look like with a proposed design added to the site. It is literally looking into the future when done well and with close attention paid to detail. The influence that these photo simulations can have is a very

powerful tool in convincing people to go along with an idea or project. These photo simulations are another example of how Landscape Architects can lend their technical skills to an organization like TPL that performs work for low-income communities. The "before/after"and "WOW!" effects photo simulations have on people can be multiplied when the setting is that of a low-income environment that has been obviously neglected. The dramatic differences that can be illustrated by a good photo simulation can go a long way in influencing the decision to make those differences in the real world.

Photo simulations are certainly an example of one type of graphic that can be very persuasive, but technological advances in the world of 3-D modeling have also made programs like Sketchup and Bryce very convincing graphic media programs. Sketchup enables Landscape Architects and designers to build 3-D environments that can be rotated 360 degrees in any direction to generate the most convincing perspective possible. One model can be the source of an infinite number of perspectives that can be used to effectively illustrate an infinite number of concepts and ideas. Sketchup also has a walk-through video feature that allows Landscape Architects and designers to create videos in "first-person perspective view" and show exactly what it would be like to be a person on the ground walking through the site. This is an effective tool that Landscape Architects often use at public forums to effectively show the public how the landscapes they see in and around their community every day can be enhanced right before their eyes. Again, the "before/after" and "WOW!" effects a program like Sketchup is capable of producing is multiplied when the environment is that of the impoverished inner-city. The difference between an impoverished and neglected environment and a vibrant and bright environment can be generated with the click of a mouse. This is a very valuable tool that could really benefit an organization like TPL that sticks its neck out to allocate funding and other

support to do the work it does in low-income communities. It is a tool that makes believers out of nay sayers and pessimists because it gives them the end product that they can see with their own eyes.

All of these cutting-edge technological skills Landscape Architects posses are skills that are valuable to the work being done by organizations like TPL. TPL and The American Society of Landscape Architects are already formal allies but only in the sense that "land preservation" in general represents a common entity to both organizations. The "technological skills" link represents another more specific common interest that can bring the profession of Landscape Architecture and the world of social advocacy closer together through work like that done by TPL.

Design Skills That Link Landscape Architecture with the Means

Design skills are just another asset the profession of Landscape Architecture can provide to the "Social Environmentalism" model when partnered with an organization like TPL or Green for All.

The creation of green belts in the hearts of cities that link a poor community to a wealthier enclave with the hopes of forming bonds between diverse populations or spurring economic growth due to a heightened business climate is an area TPL prides itself on when it comes to work it does for low-income communities. Another area TPL prides itself in is the work it does with small community organizations for the preservation of community gardens in inner-city communities. Finally, there are all the community open space projects in the form of parks and plazas that TPL pursues in low-income communities to serve as outlets for community bonding. Whether the topic is green belts, community gardens, or civic open space, the profession of Landscape Architecture is an expert in all of these areas. The profession of

Landscape Architecture can work with TPL on these kinds of projects and become an advocate for land trusts that act as community developers in the process.

The construction of "green roofs, " "green walls," "bio-swales," "rain gardens," wildlife corridors in urban areas, and so forth are all examples of work that comes out of the "green collar" industry. The installation of solar panels on buildings, the construction of wind turbines, and the retrofitting of buildings to be more energy and water efficient are also examples of work supplied by the "green collar" industry. All of these are examples of things Landscape Architects either design or design for in their projects, leading to the creation of jobs in the "green collar" industry.

Public and private ties

To revisit the topic of technological skills Landscape Architects possess, the use of cutting-edge programs in efforts related to poverty alleviation is rather ironic since the cutting-edge programs mentioned were all developed by free market innovation. Historical analysis showed how the free market acted in an exploitive way when impoverished communities turned to it for outside investment and ended up pitted against each other in a "race to the bottom." The fact that these free-market tools may now be used to help alleviate poverty may raise some questions but, ironic as it may seem, they embody great potential because of the joint nature of the profession of Landscape Architecture. As stated earlier, Landscape Architecture is a *private market profession*. However, it is also a "profession with a conscience" and does some work in the *public sector* as well. In addition to other reasons discussed so far in regards to why Landscape Architecture would make a great leader in the "Social Environmentalism " model, the fact that Landscape Architecture experiences the best of both worlds, so to speak, makes it a very powerful agent of social change. In any free market society,

advocating for social change without access to the powerful tools and efficiency of the free market is close to impossible. This is because "social change" is almost always linked to "economic development," and economics is the very language of market systems. Investment has to come from somewhere and waiting around for government support may ensure the cause is never realized. Historical analysis of the community development movement proved the need for some kind of market investment as the movement was forced to transform time and time again as necessary resources and funding were unsecured, until the movement eventually gave in and succumbed to free market exploitation. Today, however, the profession of Landscape Architecture can supply the free market resources needed by TPL and the Green Collar industry in a non-exploitive way if it chooses to, and the tools it can supply go far beyond just the latest cutting-edge software. For instance, in every community TPL donates land to with the hopes of triggering positive economic investment, Landscape Architects can answer that call and direct that positive investment by doing more projects in those communities and working with contractors who are willing to utilize local labor. Or, Landscape Architects can even do what lawyers do with high profile clients and work with TPL to do some "pro bono" design work for poor communities. When considering the free market to public sector type involvement the profession of Landscape Architecture can assume in aiding the green collar industry, the question is not so much what role the profession *can play* but more what role the profession *must play*. In order for the green collar industry to really get rolling and put the Green Jobs Act to good use it must first find the right businesses to work with that are willing to pioneer this phenomenon. The profession of landscape architecture can help by choosing to work with contractors who work with businesses that employ Green Jobs Act workers. Landscape architects could have this discretion whether they were designing a "green roof," a "bio-swale," a LEED certified house, a

retention pond, a “green wall,” or weatherizing a house. If the profession of Landscape Architecture as a whole is ready to live up to what it has always thought of itself to be and support this cause, then the potential for the success of the “green collar” industry is good. The profession of Landscape Architecture can supply the efficiency of the free market to organizations like TPL and Green for All without all the exploitive conditions usually imposed by free market intervention.

Conclusion

The primary objectives of this research were to design and promote a model of "Social Environmentalism" and then theoretically apply the model to the landscape. The organizations known as the Trust for Public Land and Green For All that supplied the theoretical means for the model exemplify the kinds of organizations that are needed in order for a future of "Social Environmentalism" to be possible. Organizations like TPL and Green for All work so well within a model that utilizes collective consumption because they themselves utilize the principle of collective consumption through their committed stewardship to both environmental and social justice causes. The model merely provides a network to *bond* organizations like TPL and Green for All together under a common ally so that a future of "Social Environmentalism" may be realized to its greatest potential through advocacy and the sharing of influence and resources.

The profession of Landscape Architecture that supplied the theoretical leadership and skills for the Social Environmentalism model, fits into the model so well it would be hard to replace. Its history as a dual advocate, with ties to the public and private sectors, and relevant skills make it a strong leader. Nonetheless, the Social Environmentalism model focuses primarily on big picture issues.....concepts, links, theories, major shifts, and new realities.....rather than on the professions, advocacy groups, industries, organizations and people behind them. The figures and groups that emerge as the leaders and vehicles of change associated with the Social Environmental model will be profiled in a future research paper dedicated to success stories.

The model for "Social Environmentalism" that has been proposed, rationalized, generated, and tested in the writing of this paper is still only a skeleton model waiting to be filled with professions, advocacy groups, industries, organizations and people who will satisfy the ends

outlined in the model and become the subjects of a paper waiting to be written.

To those future purveyors.....

T.S. Elliot once wrote, “What happens when a new work of art is something that happens simultaneously to all works of art which preceded it...For order to persist after the supervention of novelty, the whole existing order must be, if ever so slightly, altered; and so the relations, proportions, value of each work of art toward the whole are adjusted.” In a future of Social Environmentalism, we may see how over time a single idea has the potential to not only lead us to new wonderful perspectives but to rid us of our old decaying perspectives so that we may be awakened to view them as outdated and even criminal. Such an epiphany would allow us to embrace the new order that came about as a result of that single idea. When we look at what can be accomplished through a perspective of “Social Environmentalism” we are able to see past the romanticism and subconscious stigmas that we were once blinded by and allow the necessary shift in the landscape to take place.

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