

***Sustainability:
A need and an opportunity for Champaign County and the
University of Illinois at Urbana-Champaign (Illinois)***

A. The context of sustainability

1. A sustainable society employs coupled human and natural systems that meet the needs of the present without sacrificing the ability of future generations to meet their needs.
2. While interpretations of the aspiration cited in A1 can differ and be controversial, there are many actions that both can contribute to sustainability and are regarded favorably by broad segments of society.

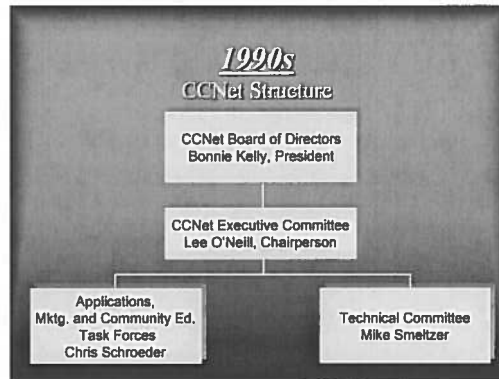
B. An opportunity for Champaign County and Illinois

1. Much is happening in the community and at Illinois
 - a) While some types of effective adaptation can be done by individuals, community involvement often is critically important in facilitating those actions
 - b) Some adaptation actions require group or community decision making
2. If “much is happening,” what’s the problem? There are several:
 - a) Today’s efforts tend to be occurring in a fragmented fashion
 - b) Broader community participation can foster more effective and more widely recognized actions
 - c) Community awareness should address questions as to what is needed, what responses are possible and what is happening and/or could happen in Champaign County
3. A vehicle is needed which would allow the community (Champaign County and Illinois) to more effectively respond to the challenge and opportunities of sustainability
 - a) The vehicle should accelerate movement to action
 - b) The vehicle should provide a “brand” under which the efforts that occur in the community can gain the most effective recognition

C. The CCNet notion

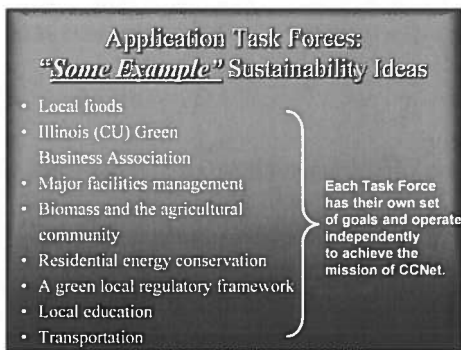
1. Started in the early 1990s, CCNet effectively fostered learning and adoption of internet and information technologies in the community.
 - a) Established jointly by the Champaign Chamber of Commerce and Illinois as a 501c3 entity

b) The organizational structure for CCNet at that time was:



2. A CCNet Sustainability Initiative

- a) The CCNet experience has a positive image as having been an effective instance of community/university collaboration
- b) Building from the 1990s experience, an illustrative structure for a sustainability focused CCNet might have the following components



3. Some preliminary thoughts on CCNet in practice

- a) The working group format seems well-suited to the nature of the sustainability issue
- b) A few CCNet-wide events should be conducted in the first 18 to 24 months
- c) One or two CCNet-wide activities should be conducted early in CCNet's Sustainability Initiative
- d) The value of promotion and achieving recognition should be a specified CCNet goal
- e) The potential for attracting financial resources to the community should be specified as a goal of CCNet
- f) Staff support and modest financial support from the university's public engagement and sustainability efforts can be provided to CCNet as a base from which community support can be leveraged