



*UNLEASHING SUSTAINABILITY
IN THE FRENZY OF FIRE*

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2,610,000



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Background

- What is a Fire Camp?
 - Managed by an interagency Incident Management Team (IMT)
 - Full-service, temporary city
 - Supports large wildfire and emergency operations
 - Supplying drinking water is one support function



Pre Bottled Water



Pre Bottled Water

- ❑ Not an “elegant” design
- ❑ Time consuming
- ❑ Cumbersome
- ❑ Too many points of failure / contamination at camp and in the field



Age of Bottled Water

- ❑ Bottled water became ubiquitous at fire camps over the last 15 years
- ❑ Some reasons why:
 - ❑ Portable
 - ❑ Available everywhere
 - ❑ Sealed, perceived as “safe”
- ❑ But...
 - ❑ No SOP stipulating its use
 - ❑ No official report, recommendation, person or office that mandates use

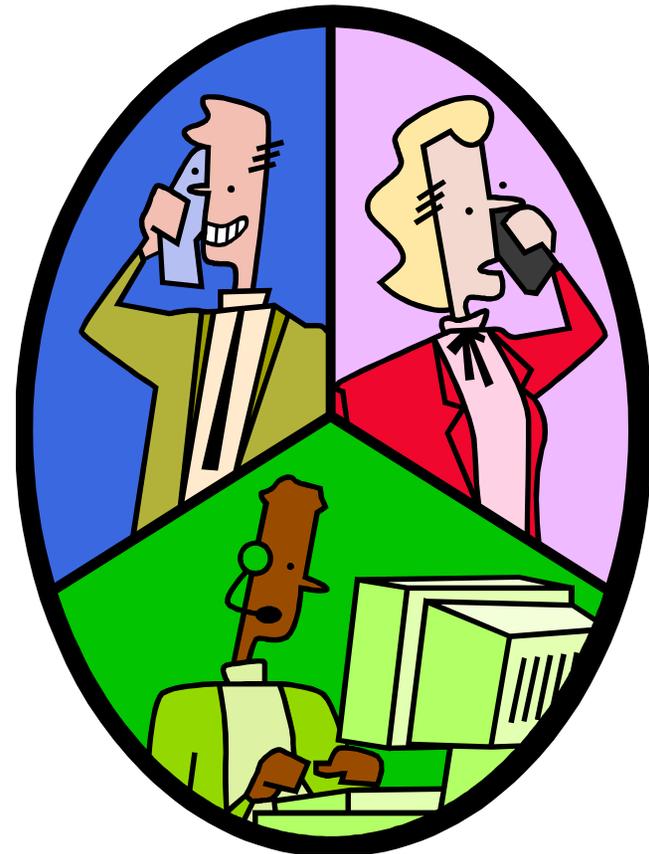


Age of Bottled Water



Greening Fire Team

- Obvious project choice for our new Greening Fire Team
- Got to work strategizing and researching
 - Sent out an email survey to gauge community interest
- Then...



Uh-Oh!

- Suddenly receiving calls and emails from upset people in the fire community
- Word of our goal to reduce bottled water spread like wildfire through the fire community



- **How do we handle the backlash?**



Response

- Chose offense instead of defense
- What looked like a boundary or a wall could actually be an opportunity
- We:
 - Contacted each individual who made significant “critical” comments
 - Clarified our goal from “getting rid of bottled water” to “reducing bottled beverages without impacting the health and safety of firefighters”
 - Spoke at various fire organization meetings across the West to reinforce our goal and message

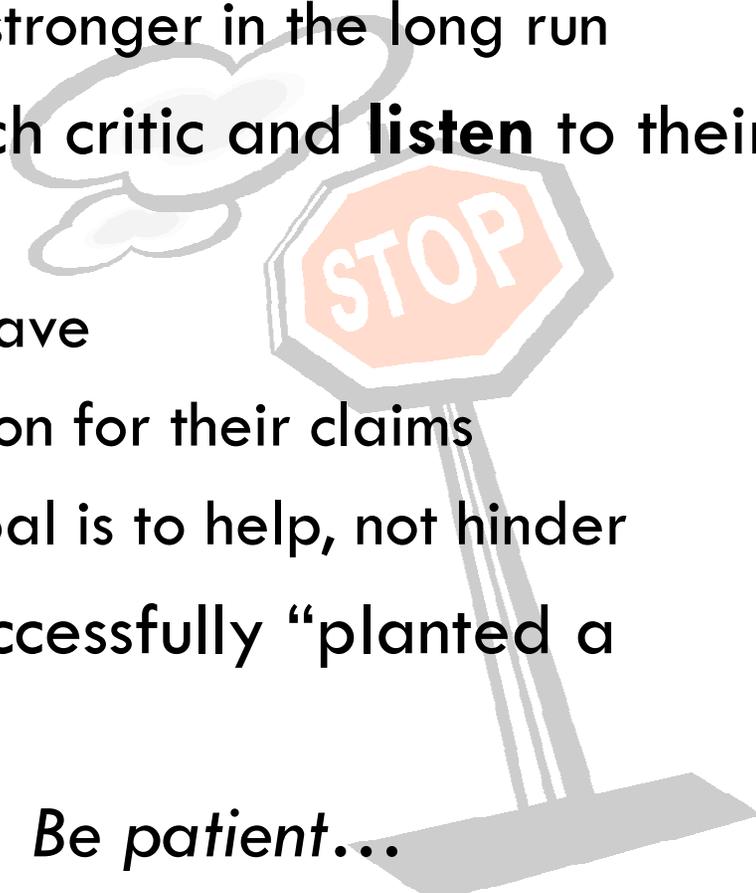
Positive Outcomes

- Gave credibility to our team and the Western Collective
- Deeper understanding of our “audience” allowing us to craft more realistic solutions
- Attracted more members, supporters, and partners to our team
- Fire community became more comfortable about talking openly about sustainability issues

Take Away Points

- Don't fear the backlash!
 - It will make your products stronger in the long run
- If possible, **speak** with each critic and **listen** to their concerns. Ask:
 - What specific issues they have
 - If there is any documentation for their claims
 - Reassure them that your goal is to help, not hinder
- Understand that you've successfully "planted a seed."

Be patient...

A cartoon illustration of a stop sign on a post with a thought bubble above it. The stop sign is orange with the word 'STOP' in white. The post is grey and has a shadow. The thought bubble is white with a grey outline.

Thanks for Listening



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