



Regenerative Communities

Build it Green is working to enable communities to address complex, interwoven issues of housing affordability, social equity, and environmental vitality while also realizing the unique potential of their place

Build It Green recognizes that, in California's housing and community development space, issues of housing affordability, social equity, and environmental vitality are intertwined and complex. We embrace this complexity and are fiercely committed to catalyzing action that advances progress on each of these fronts rather than settling for unacceptable trade-offs.

BIG also recognizes that every city, town, and neighborhood is unique, having both distinct challenges and unparalleled potential. We champion regenerative community development as an approach that enables community change-makers to see interwoven issues holistically and dynamically, develop new leadership capabilities, and to reveal and act on the potential of a place so that both human and natural systems are stronger, more resilient, and more adaptable going forward than they are today.

To assist communities in developing leadership, pursuing community-centered potential, and becoming more resilient and adaptable, the Regenerative Communities Initiative is designing a process to:

1. Enable anchor institutions and community stewards to develop their own "regenerative capabilities" so that they can see and address interwoven challenges and opportunities.
2. Provide a "regenerative reflections" service. It can be challenging for those working on the day-to-day issues facing communities to hold a holistic perspective and embrace new ways of thinking and working. Through the regenerative reflections service, BIG will help with the practical application of regenerative practice.
3. Share the experiences of communities with which BIG engages to inspire and benefit other California communities.

Additionally, places engaged with the Regenerative Communities Initiative will have access to BIG's broad network of developers, architects, builders, advocates, academics, and government leaders. These connections may help communities realize their regenerative potential.

The Regenerative Communities Initiative is particularly targeted to communities that have experienced trauma. This can include both rural and urban communities. The trauma experienced can be acute, like a natural disaster, or chronic such as systemic underinvestment and marginalization.

Greenville

BIG is working with community-leaders in the unincorporated northern California town of Greenville to develop and apply our regenerative communities work.

Greenville has historically been a center for workforce housing in rural Plumas County. In 2021, the Dixie Fire took less than 30 minutes to destroy roughly 70% of the town's homes. In addition to upending lives, the fire has led to an exasperation of the shortage of affordable homes and there is the potential of long-term negative impacts on both the local economy and culture.

The Dixie Fire Collaborative and other community leaders are committed to rebuilding Greenville and other communities impacted by the fire in ways that will provide more housing options, that will generate wealth and keep it in the community, and that will be resilient to fire risk in the future. BIG is committed to assisting these leaders achieve these ambitious aspirations.

Partners

The Regenerative Communities Initiative has emerged from the insights and contributions of a number of partners including but not limited to change-makers from:

- LMNOP Design
- Dixie Fire Collaborative
- Almanor Foundation
- Google (retired)
- NorCal Carpenters Union
- Mighty Buildings
- Planning and Conservation League
- Pound Management Inc.
- San Francisco Foundation
- See Change Institute

- Sera Architects
- StopWaste
- Google (retired)
- Other doers and thinkers from across California

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Resources

As Build It Green develops resources, we will share them here.