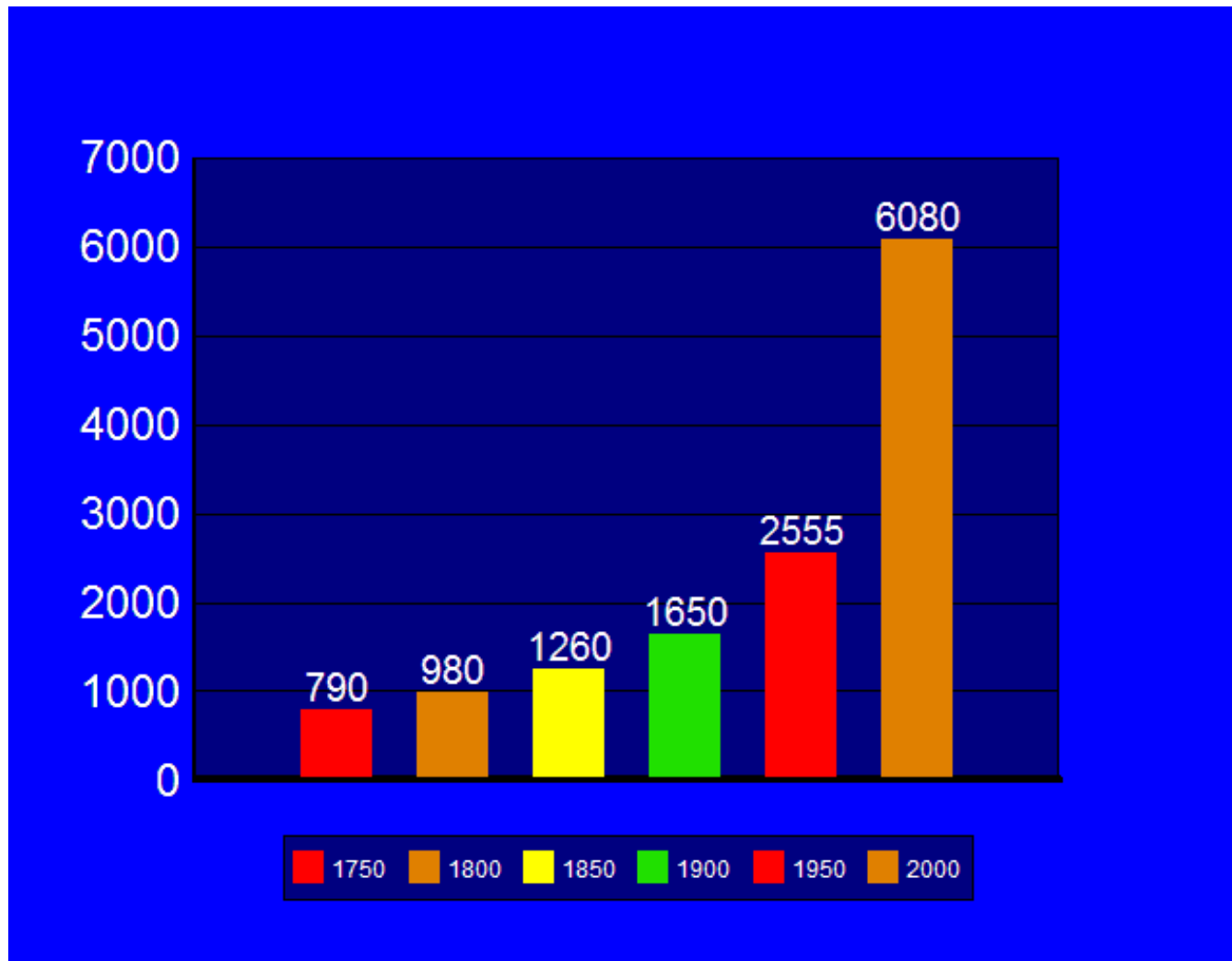

Making the Case for Sustainable Business Practices: An Introduction

Outline

- Why is sustainability such a hot topic and what does it really mean?
 - Why business is the best way to save the environment
 - Making the business case for sustainability
 - Accounting and sustainability
 - What can you do?
 - Career Opportunities
-

Increasing Population



Destruction of the Ecosystem



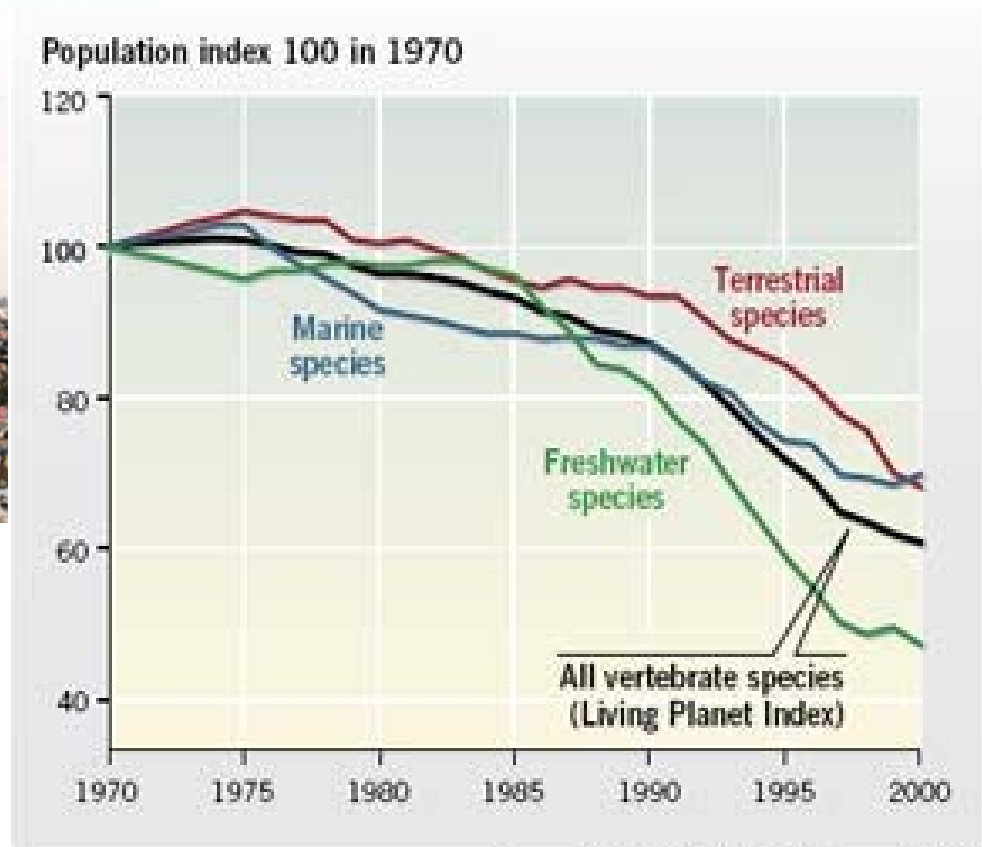
Depletion of Resources



38 Billion water bottles >\$1B

4.4 pounds/person/day

125M phones/year, 65,000 Tons



Source: World Wide Fund for Nature and UNEP
World Conservation Monitoring Centre⁴

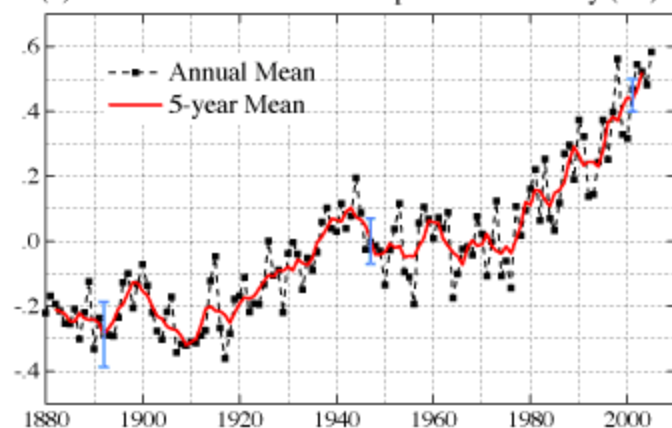


DATASETS & IMAGES

GISS Surface Temperature Analysis

Global Temperature Trends: 2005 Summation

(a) Global-Mean Surface Temperature Anomaly ($^{\circ}\text{C}$)



(b) 2005 Surface Temperature Anomaly ($^{\circ}\text{C}$)

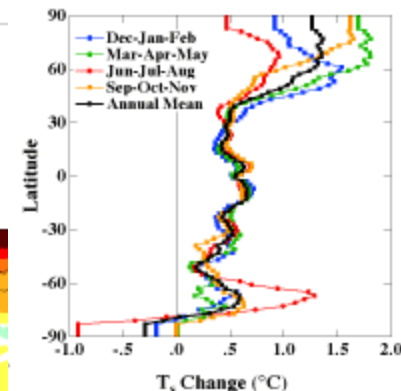
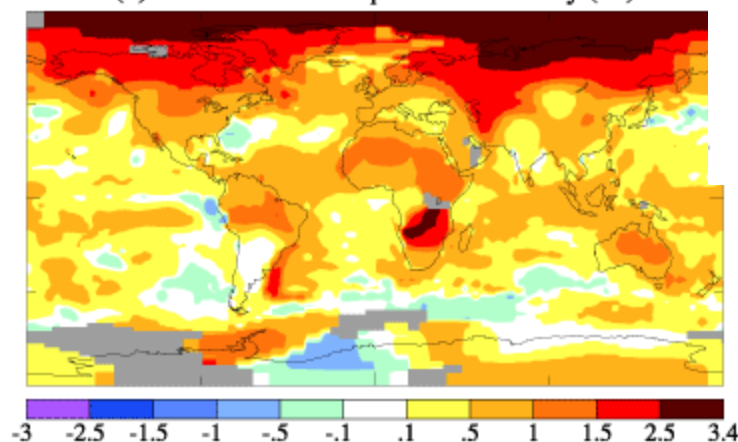
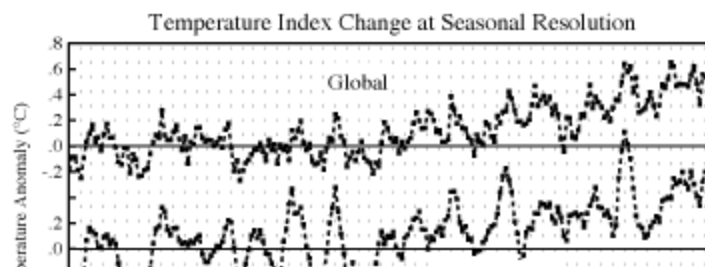


Figure 1: (Left) Global annual surface temperature relative to 1951-1980 mean based on surface air measurements at meteorological stations and ship and satellite measurements for sea surface temperature. Error bars are estimated 2σ (95% confidence) uncertainty. (Right) Temperature anomaly for 2005 calendar year. Gray areas indicate a lack of station data within 1200km. (Click for a [large GIF](#) or [PDF](#) of this figure.)

The highest global surface temperature in more than a century of instrumental data was recorded in the 2005 calendar year in the GISS annual analysis. However, the error bar on the data implies that 2005 is practically in a dead heat with 1998, the warmest previous year.

Our analysis, summarized in Figure 1 above, uses documented procedures for data over land (1), satellite measurements of sea surface temperature since 1982 (2), and a ship-based analysis for earlier years (3). Our estimated error (2σ , 95% confidence) in



Credible Coverage of the Issues



HopeDance movies available at Novel Experience



Questions

- What is sustainability?
 - What does it mean to live sustainably?
-

What is sustainability?

- Your definition
 - To me, sustainability is living within earth's natural limits where all live fulfilled lives as part of the greater ecosystem in a way that ensures ecological diversity for future generations to appreciate.
-

Definition of Sustainable Development

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

- **UN, 1983** *World Commission on Environment and Development*
- The Report of the Brundtland Commission, [Our Common Future](#), was published by Oxford University Press in 1987. The full text of the [Brundtland Report](#) can be downloaded as a scanned copy of the UN General Assembly document A/42/427.

The Power of Business



If WalMart was a country it would rank
as the 21st largest in the World



1 in 120 people work for Wal-Mart in US

The Business Case for Sustainability

- Risk Management
 - Climate Change
 - Consumer Activism
 - Legislation
 - Business Opportunities
 - Demand for “green” products
 - Cost savings
-

Analysis from FORTUNE: Plugged In

+ [Column archive](#)

Insurance companies take on global warming

It's past time for the industry that rated vehicle safety and lobbied for building codes to address climate change, says Fortune's Marc Gunther.

By [Marc Gunther](#), Fortune senior writer

August 24 2006: 1:31 PM EDT

FORTUNE

NEW YORK (Fortune) -- Throughout their history, insurance companies have done more than collect premiums and pay claims. They've made the world a safer place - by promoting fire prevention, lobbying for building codes, testing the crash-worthiness of cars and [rating vehicles for safety](#).

Now some insurers are worried by the threat to their business posed by climate change. And they are starting to see what, if anything, they can do about it.

Some examples:

[Marsh \(Charts\)](#), the world's largest insurance broker, last spring sent a 36-page "risk alert" on Climate Change to clients that, among other things, looked at the possible relationship between climate change and natural disasters.

"Climate change - often referred to as 'global warming' - is one of the most significant emerging risks facing the world today, presenting tremendous challenges to the environment, to the world economy, and to individual businesses," the report said.

"Businesses - if they haven't already - must begin to account for it in their strategic and operation planning."

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[It's time for Ford to give up and call it quits](#)

Consumer Activism

- Nike
- Levi's
- McDonald's
- Starbucks
- Wal-Mart





NIKE'S APPROACH

ENVIRONMENT/DESIGN

THE EVOLUTION OF CONSIDERED DESIGN

JOHN HOKE, VP CREATIVE DESIGN FOR FOOTWEAR

BECOME CLIMATE NEUTRAL

WORKERS/FACTORIES

LET ME PLAY

BUSINESS TARGETS

FY05-06 CR REPORT

We see sustainability as a source of innovation.

index. By 2019, we'll include all apparel. By 2020, Nike equipment.

A perfect sustainable product would be one that delivers premium design, maximum performance and zero waste—at every stage of its lifecycle. A dream today, but we believe a real possibility tomorrow. [Learn more](#)



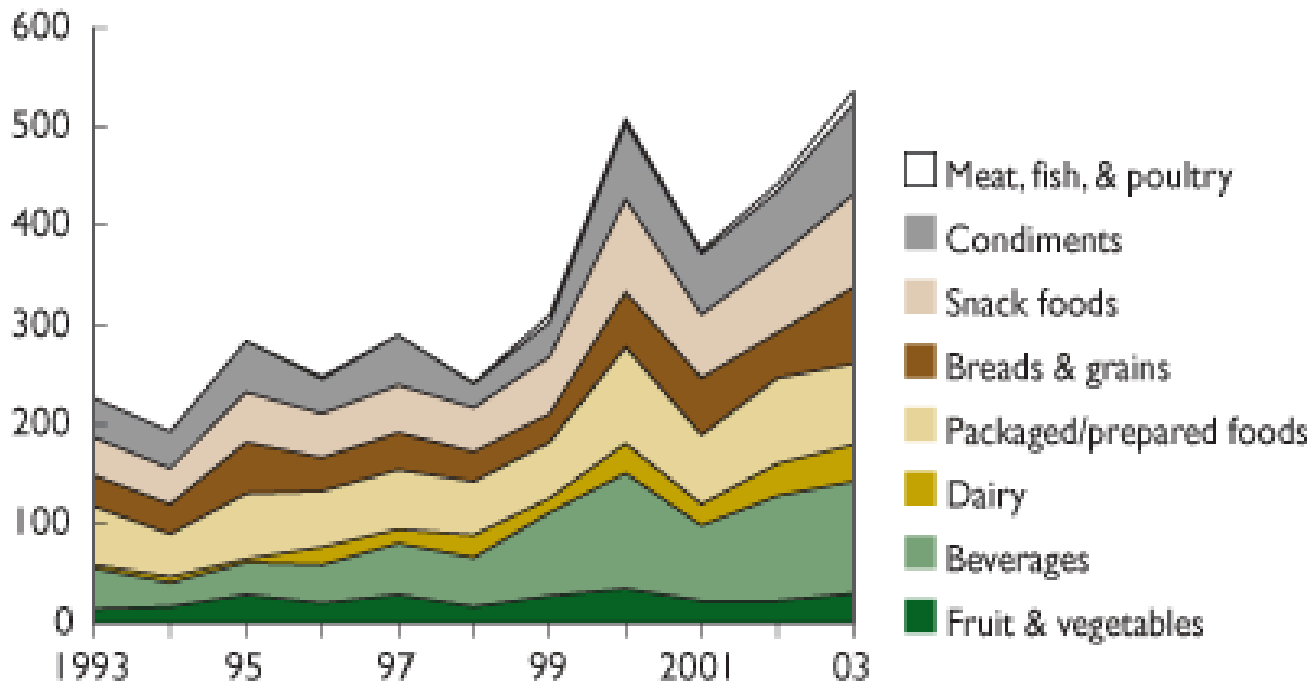
EU Directives

- ROHS – Restriction of Hazardous Substances
 - REACH – Registration, Evaluation and Authorization of Chemicals
 - WEEE - Waste Electrical and Electronic Equipment
-

Increasing Number of Consumers Interested in Sustainable Goods

New organic product introductions are led by beverages, prepared foods, and snacks

Number of products



Source: ERS calculations using ProductScan data from Datamonitor, 2004.

Specials

Bottled Yerba Mate
Yerba Mate Lattés
Loose-Leaf Mate
Yerba Mate Tea Bags
Gourds & Bombillas
Mate Accessories
Gift Certificates
Auto Ship Mate

EXPLORE GUAYAKÍ

All About Guayaki
All About Mate
Health Benefits
Testimonials
Buzz in the Press
Retailers
E-Newsletter
FAQ
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Site Map

SEARCH

☐ Products Only

GUAYAKÍ MUSIC



E-NEWSLETTER

ALL ABOUT GUAYAKÍ



Guayaki Business Model:

MARKET DRIVEN RESTORATION

With a passion for mate, Guayakí partners with small farmers and indigenous communities to source mate from the sub-tropical forests of South America. From the simple love of a beverage, Guayakí drinkers have become a driving force for conservation and community development by paying a fair trade price for rainforest-grown mate. In honor of the Aché Guayakí people native to the mate forest, we bring you Guayakí Yerba Mate.

When you purchase Guayakí Yerba Mate at the "MARKET" you are "DRIVING" the "RESTORATION" of the Guayakí Rainforest Preserves and its people.

Guayakí creates markets for rainforest mate which provide a sustainable economic alternative to destructive income generating practices such as deforestation for lumber, cattle grazing, and monocrop agriculture. This principle of renewable resource management supported by consumers of sustainable products is called Market-Driven Restoration™.

Guayakí uses a triple bottom line to measure success: Economic Viability, Social Justice and Environmental Stewardship.

Guayaki's Mission

Guayaki works directly with growers to deliver unique and beneficial products that enhance personal health and well being. Our goal is to create economic models that drive reforestation while employing a living wage.



ENVIRONMENT

She's our mama - let's take care of her!

WHAT WE'RE DOING | WHAT YOU CAN DO

Organic Ingredients | Green Business Practices | Global Warming

Green Business Practices

Everything we do has an impact on the environment. To help our business tread more lightly on the planet, we're working to reduce our use of energy and resources, and to buy recycled materials whenever we can. Here are some changes we've made to "green up" our business since 2001:

Improved Packaging

Producing environmentally-sound packaging is a difficult challenge, and one we're still working on. However, in the past few years we've made some significant changes to our packaging system that are moving closer to our goal.

- In 2002, we redesigned our caddies (the cartons that hold our bars) to eliminate 90,000 pounds of shrink wrap per year.
- In 2003, we switched to a 100% (50% post-consumer) recycled paperboard for all caddies. Using recycled materials instead of virgin wood will save about 7,500 trees, conserve 3.3 million gallons of water and avoid the production of 660,000 pounds of greenhouse gases each year.

Renewable Energy

We offset our office and bakeries energy use with clean, renewable wind energy by purchasing green tags through Native Energy.

Recycled Paper

We purchase only 100% post-consumer recycled paper for our office and use only unbleached, recycled paper and non-toxic inks for printing.

Organic Cotton

All of our promotional T-shirts and tote bags are made of 100%-certified organic cotton.

Why Organic Cotton?

Reducing Solid Waste

Our goal is to move our office toward Zero Waste—aiming to divert 90% or more of all solid wastes from landfill or incineration.

- Our in-house Eco Posse leads various "green-up" projects, including efforts to recycle everything we use.
- We now recycle or compost more than 80% of all waste generated at our Berkeley headquarters.
- Our recycling efforts include cardboard, mixed paper, plastic and glass bottles, cans, non-rigid plastic, wooden pallets and batteries.



Clif Bar's Triple Bottom Line

- Sustaining our Brands
- Sustaining our Business
- Sustaining our People
- Sustaining our Community
- Sustaining our Planet



Certified Organic by Quality Assurance International

Nutrition Facts		Amount/Serving	%DV*	Amount/Serving	%DV*	Amount/Serving	%DV*
Serving Size 1 Bar (68g)		Total Fat 6g	9%	Sodium 130mg	5%	Insoluble Fiber 3g	
Calories 250		Sat Fat 1g	6%	Potassium 310mg	9%	Sugars 21g	
Calories from Fat 50		Trans Fat 0g		Total Carb. 43g	14%	Other Carb 18g	
		Cholest. 0mg	0%	Dietary Fiber 5g	20%	Protein 10g	20%
*Percent Daily Values (DV) are based on a 2,000 calorie diet.		Vit. A 30% * Vit. C 100% * Calcium 25% * Iron 25% * Vit. E 100% * Vit. K 25% * Thiamin (B1) 25% * Riboflavin (B2) 15% * Niacin (B3) 15% * Vit. B6 20% * Folate 20% * Vit. B12 15% * Biotin 10% * Pantothenic Acid 20% * Phosphorus 20% * Iodine 15% * Magnesium 25% * Zinc 20% * Selenium 20% * Copper 15% * Manganese 35% * Chromium 10% * Molybdenum 15%					

It's easy and cheap being green

By Jeff Nachtigal, Fortune

October 19 2006: 5:04 PM EDT

FORTUNE

(FORTUNE Magazine) -- Adobe has turned its headquarters into a towering example of environmentalism--and is saving millions in the process.

An employee at [Adobe Systems \(Charts\)](#) e-mailed Randy Knox III in April, wondering whether the individual coffee creamers in company break rooms were more wasteful than one big container. For Knox, Adobe's director of real estate, facilities, and security, the tiny detail warranted immediate action. Adobe is now conducting research to determine which containers will produce the least waste. "With the help of 5,500 employees, we manage to find these kinds of things," Knox says.

The coffee creamers are just a tiny example of the massive eco-friendly overhaul underway at Adobe. In June the \$2 billion software maker became the first company to receive a platinum award from the nonprofit U.S. Green Building Council. That makes Adobe's San Jose headquarters the greenest corporate site on record in the U.S. Even more impressive is that Adobe earned the honor by retrofitting its existing office towers (about one million square feet); most of the 151 buildings that have received the council's gold rating are new structures. By installing everything from motion detectors to waterless urinals, Adobe has reduced its electricity use by 35% and its gas consumption by 41% since 2001, at the same time that headcount has swelled 80%. More important, Adobe is proving that building green isn't just good citizenship; it's plain good business. To date, the company has invested about \$1.1 million in 45 energy-efficiency projects, yielding nearly \$1 million in annual savings, including about \$350,000 in energy rebates. "This isn't some pie-in-the-sky kind of thing the enviros are pushing," Knox says. "It really works." The featured examples demonstrate how Adobe saved green by going green. The Adobe Checklist

More from FORTUNE

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[Why it's not easy being green](#)

[Rocking like a hurricane](#)

[FORTUNE 500](#)

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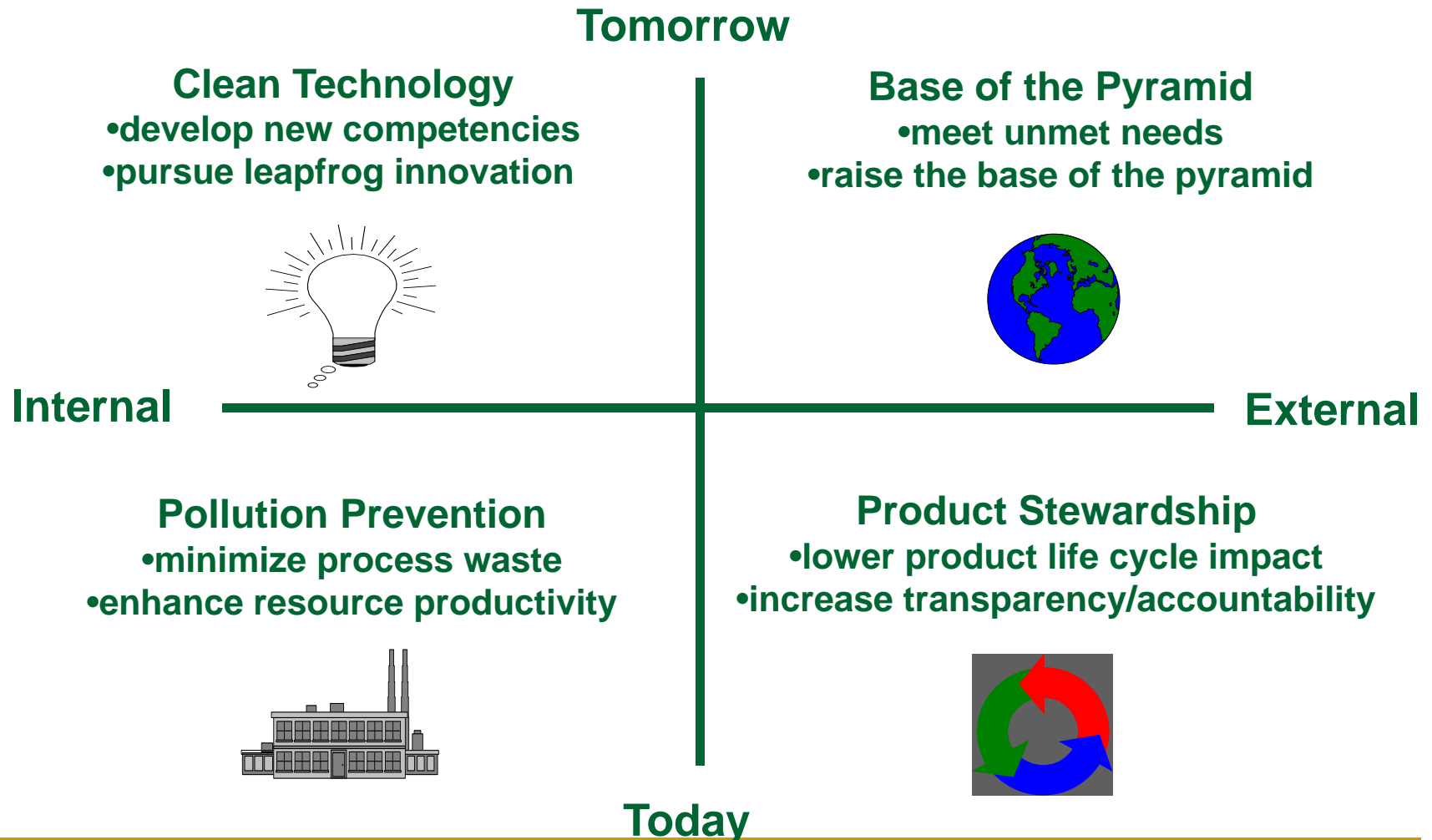
Sustainable Business Practices

- Business practices that:
 - ❑ Conserve resources
 - ❑ Are energy efficient
 - ❑ Reduce, recycle, and reuse materials
Incorporate renewable resources
 - ❑ Prevent pollution
 - ❑ Consider social impact
 - ❑ Close the loop
-

What would be a way to describe this financially?

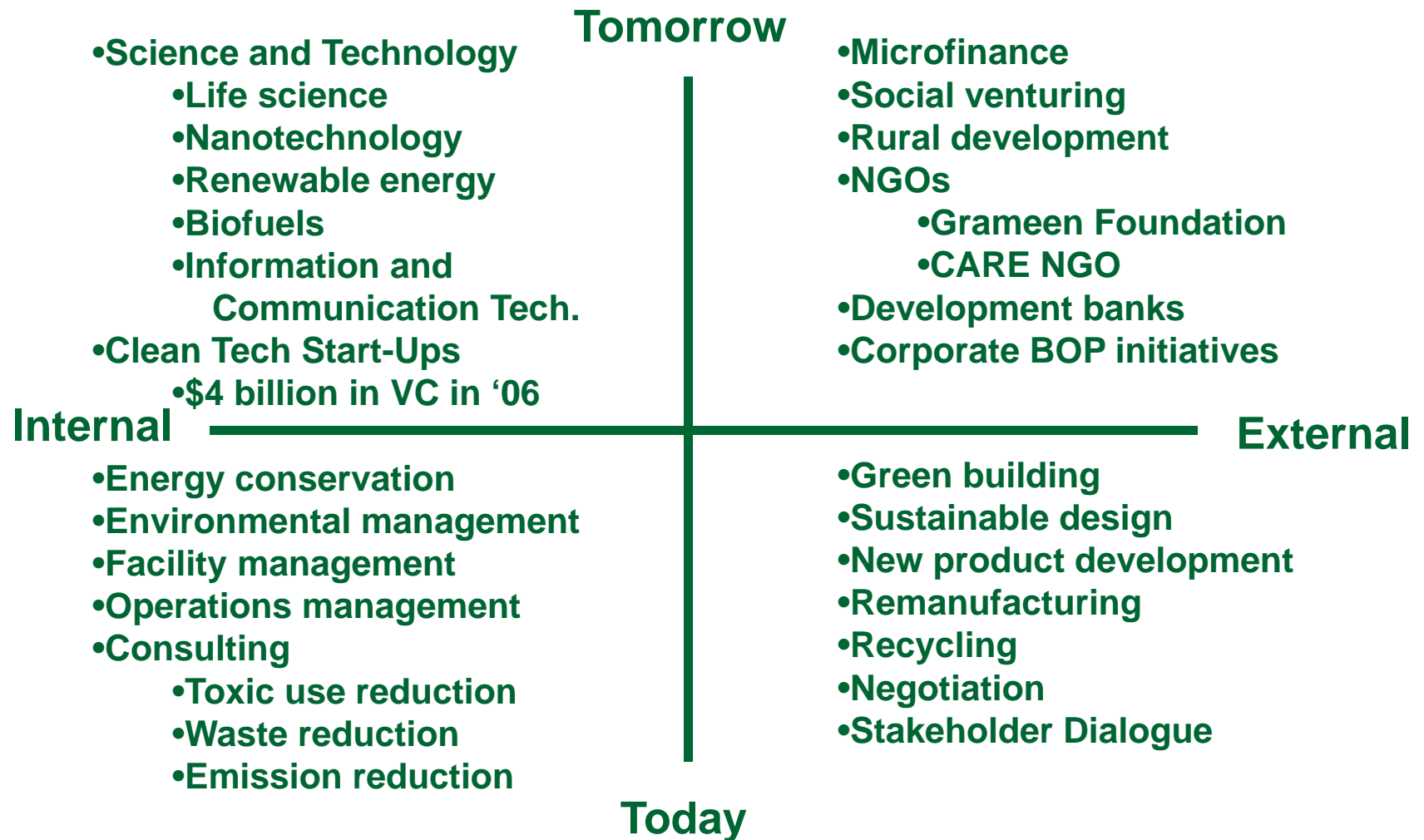
- Meeting the quarterly goals of Wall Street analysts without jeopardizing LTEV for shareholders
 - Meeting your short term budget expectations while being able to take advantage of long-term opportunities
-

The Sustainable Value Portfolio



From presentation given by Stuart Hart

Business Opportunities



Who said this?

- “We are all passionate about making real progress regarding the environment. By working together, we can help each other save money, reduce greenhouse gas emissions and pass the savings on to our customers. Sustainability is good for the environment, and it’s also good for business.”
 - "We asked ourselves: If we had known 10 years ago what challenges we would face today, what would we have done different? What struck us was: This world is much more fragile than any of us would have thought years ago."
-

Lee Scott, Walmart CEO

July 12 and Sept 25, 2006



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Sustainable Products

We believe that environmentally sensitive facilities and processes add quality and value to our products. Our commitment doesn't stop there; we see real promise in our ability to bring cleaner, more environmentally preferable products within the reach of everyday people around the world. We believe you should not have to pay more for healthy and environmentally preferable products. We have a long way to go to make this happen, and because we are learning and listening in new ways, we expect to make mistakes.

With more than 68,000 supplier partnerships, 1.5 million empowered associates, and the buying power of more than 100 million customers a week, we believe we have the right ingredients for leadership.

We Know We Can't Do It Alone

We are creating networks of innovation-made up of suppliers, associates, and non-governmental organizations. We are working on sustainable packaging, cotton, wood, fish, produce

Featured Video



Sustainability

Wal-Mart strives to make a difference by reducing waste from the food supply chain, promoting the use of organic farming



ESR gaining momentum

- **Over half of the 300 largest companies in the world have a “sustainability officer” at VP level or higher**
 - **89% of Fortune 1000 CEOs thought sustainability would be a “more significant issue” in 5 years**
 - **A 2002 survey concluded that CEOs think that going beyond compliance gives companies:**
 - An enhanced reputation: 90%
 - Competitive advantages: 75%
 - Significant cost savings: 73%
-

[What Is Sustainability?](#)[Our Compass](#)[Our Journey](#)[Seven Fronts](#)[Circle of Influence](#)[Renewable Energy](#)[Climate Change](#)[Community](#)[Ray Watch](#)[Our Progress](#)[Product Focus](#)

THE SEVEN FRONTS (FACES OF MT. SUSTAINABILITY)

1. **Eliminate Waste:** Eliminating all forms of waste in every area of business;
2. **Benign Emissions:** Eliminating toxic substances from products, vehicles and facilities;
3. **Renewable Energy:** Operating facilities with renewable energy sources – solar, wind, landfill gas, biomass, geothermal, tidal and low impact/small scale hydroelectric or non-petroleum-based hydrogen;
4. **Closing the Loop:** Redesigning processes and products to close the technical loop using recovered and bio-based materials;
5. **Resource-Efficient Transportation:** Transporting people and products efficiently to reduce waste and emissions;
6. **Sensitizing Stakeholders:** Creating a culture that integrates sustainability principles and improves people's lives and livelihoods;
7. **Redesign Commerce:** Creating a new business model that demonstrates and supports the value of sustainability-based commerce;

Next: [Circle of Influence](#)



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Next: [Circle of Influence](#)



Interface's Triple Bottom Line

INTERFACE SUSTAINABILITY

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Our Compass

Our Journey

Our Progress

Product Focus

Our Commitments

Advisory Team

Seven Fronts

Global Metrics

Biomimicry

Vision

The Natural Step

Circle of Influence

Local Metrics

Cool Carpet™

What Can I Do?

Natural Capitalism

Renewable Energy

Financial Info

FPP Certification

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RECENT

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CHARTS EDUCATION

View interactive [video and text tutorials](#) to help you maximize your use of the new Yahoo! Finance Charts.



http:

Triple Bottom Line Perspective

- Every business decision considers:
 - Impact on profit
 - Impact on people
 - Impact on planet
 - Evaluate success on these three measures
-

Accounting Discipline's Contributions

- Disclosures and Reporting
 - Decision-making
 - Market Mechanisms
 - Investment Analysis
 - Other
-

Disclosures and Reporting:

- Environmental Liabilities
 - GAAP Guidelines
 - Sustainable Business Practices
 - Voluntary disclosure
 - GRI guidelines
 - Mission driven
 - Scope
-

Decision-making

- Costing Issues and Cost-Benefit Analysis
 - ❑ Waste minimization
 - ❑ Energy Consumption Reduction
 - ❑ Proper allocation of environmental costs to products for product introduction, retention and elimination
 - ❑ Financing and Costing a Cleanup site
- Development of a Balanced Scorecard
 - ❑ Qualitative Issues

Market Mechanisms

- National Government level accounting
 - How do we adjust national income accounting to include the use of
 - Renewable resources
 - Non-renewable resources
 - environmental and social degradation
 - Emerging area is in CO₂ greenhouse gas trading
-

Investment Analysis

- Social Return on Investment
 - A compliment to the financial bottom line
 - Computed on the same investment as financial ROI
-

Other

- National Income Environmental Accounting

- Genuine Progress Indicator

- An alternative to GDP
 - A measure of well-being

- Eco Efficiency

- Guideline areas

- Water use, Energy use, Global warming contribution, Ozone depleting substances, Waste

The Social Component is Often Missing

- “The social dimension of sustainability encompasses the political, the cultural and all people-centred issues, except the economic. It entails ensuring that the basic conditions for human life to flourish exist within society. These include:
 - ❑ Food, shelter and clothing
 - ❑ Health care
 - ❑ Education
 - ❑ Social interaction, sense of belonging and spiritual enrichment
- These conditions cannot be met without a healthy and sustainable natural environment and economy.”

What can you do

- Learn as much as you can
 - Question the status quo
 - Get involved at Cal Poly
 - Consume conscientiously
 - Invest proactively
 - Reduce, Reuse, Recycle
-

CLEAN
AIR



COOL
PLANET

FINDING AND PROMOTING
SOLUTIONS TO GLOBAL WARMING

► FOR CORPORATIONS

► FOR CAMPUSES

► FOR COMMUNITIES

► FOR SCIENCE CENTERS



ABOUT CA-CP



GET INFORMED



TAKE ACTION



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Talking 'Bout My Generation



Climate Champion Billy Parish

According to Climate Champion Billy Parish, global warming is an issue that should be thought of in generational terms. "For my generation," says the 23-year-old once-and-future Yale student, "global warming activism is a call to arms — because we are the ones who will have to deal with its growing consequences. And our efforts are at the same time a plea for accountability to the generation now in power; they have allowed the crisis to get to this point."

Working to help develop sustainable U.S. energy policies and attitudes is, in Billy's words "an awesome, and a sobering, responsibility for the youth community." One Billy Parish, founder of the Climate Campaign and recent recipient of the [Brower Youth Award](#) from the Earth Island Institute, has taken up with gusto.

In the summer of 2002, Billy was in India, doing research on community forestry and giving a lot of thought to his new role as the incoming head of the

Yale Student Environmental Coalition. Pulling from his environmental background—which included a semester at Vermont's Mountain School as a high school junior, Billy pinpointed the lack of a unified student network to address the issue of global warming, within campus communities and beyond. He decided to start there.

Back on campus in the fall, Billy began surveying the student-activist landscape to get a sense of what networks and resources already existed. As a way of bringing together the groups he discovered, he began to plan the Yale-hosted Northeast Student Environmental Leadership Summit, held in February 2003, convening 75 students from 32 colleges and universities throughout the Northeast.

The Cool Current

Sign up for the [Clean Air-Cool Planet quarterly newsletter](#)! Type your email address below:

Go

Get a Job

Check out the latest opportunities to do good work: visit our climate-friendly [jobs page](#), [internship listings](#), and [partner pages](#).

Saturday, 07/01/06

2 schools have new energy fee

MTSU, Tech students show huge support

By MICHAELA JACKSON
For The Tennessean

A \$150-per-year tuition increase won't be the only new bill that students and parents at Board Regents schools will be footing next year — Mother Earth will be getting her piece of the pie, too.

Students from Middle Tennessee State University and Tennessee Tech successfully lobbied the Board of Regents this week into increasing student fees at their campuses by \$16 a year to fund energy-conservation programs and the partial switch to renewable energy.

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CANDIDATES ON ELECTION DAY**

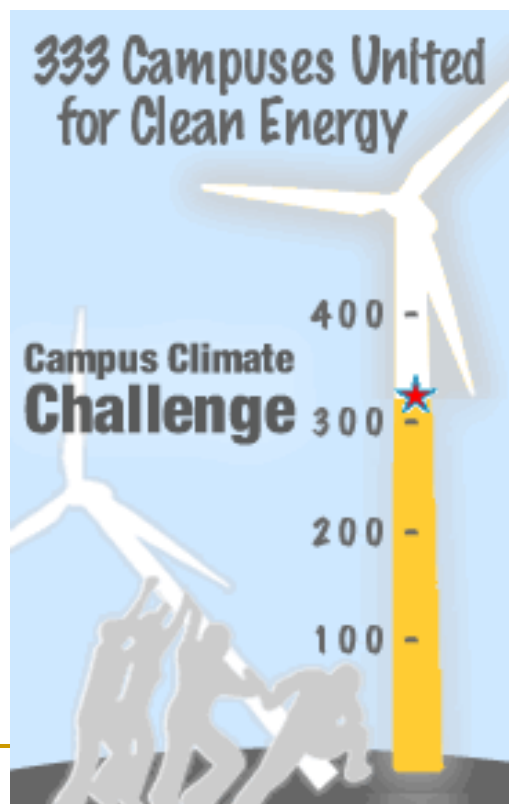
Paid For by National Federation of Independent Business

The two schools, in addition to promoting environmental awareness, will now get part of their operating energy from renewable sources such as wind and sun, thanks to Green Power Switch, a conservation program offered by the Tennessee Valley Authority.

"I think it's a huge step because Tennessee could very easily become a national leader in sustainability on the university level," said Brandon Armstrong, a recent graduate of MTSU who addressed the Board of

Regents' Business and Finance Committee during its annual quarterly meeting this week at

Tennessee State University



<http://www.campusclimatechallenge.org/>



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January 31, 2008

A national teach-in engaging millions of students and citizens with political leaders and decision makers about Global Warming Solutions.

We stand at a unique moment in human history. Decisions that are ours to make today – to stabilize global warming pollution and invest in clean energy solutions – will have a profound impact not only on our lives and the lives of our children, but indeed for every human being who will ever walk the face of the planet from now until the end of time.

More than just one day, Focus the Nation: Global Warming Solutions for America is an unprecedented educational initiative, involving over a thousand colleges, universities, high schools, middle schools, faith groups, civic organizations and businesses. Focus the Nation is a catalyzing force shifting the national conversation about global warming towards a determination to face this civilizational challenge.

— [Learn more](#)



Flash Video



Focus Explained - Video

Getting Started

1. Sign Up!
2. Watch the Video: — [Focus Explained](#) —
3. Explore the Website.
4. Build Your Team.

SIGN UP to organize Focus the Nation events at your college, university, high school, middle school, faith group, civic organization or business. Join **over 600 institutions** already committed to change the future.

Find Focus the Nation Events:



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about the project by signing up for our bi-monthly newsletter.

FEATURED PARTNER

Start Global Cooling!



At Clif Bar & Co. we understand



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Easter in Las Vegas - Steven Marx Reports on the Focus the Nation Organizing Conference April 6-8 2007



I took the bait for Focus the Nation while attending the first national conference of AASHE, the Association for the Advancement of Sustainability in Higher Education in October 2006. That conference attracted 800 faculty and administration activists and featured a panoply of environmentalist superstars.

In welcoming remarks, the President of Arizona State University declared that ASU henceforth would stand for Arizona Sustainable University and announced the formation of a Sustainability Institute endowed with a five million dollar grant from the Wrigley family. [\[more\]](#)

— [Learn more](#)



Flash Video



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CURRICULAR RESOURCES FOR FACULTY
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CSinE is committed to leading the development of engineers who are systems thinkers, technological innovators and catalysts of change for sustainable futures.

It is incumbent on engineers, whose business is the innovation of and management of technology to provide new and creative solutions in the global community's quest for sustainable solutions. The Center for Sustainability in Engineering at the [California Polytechnic State University](http://www.calpoly.edu) in San Luis Obispo, California, is a collection of faculty who are committed to participating in this quest. We also serve as a resource for faculty who want to embed sustainable practices into their activities.

SARC

Sustainable Agriculture Resource Consortium

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Cal Poly, San Luis Obispo



[Calendar](#)

Annual

**SUSTAINABLE AG
PCA Conference**

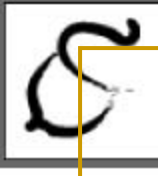
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*Featuring innovative
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The **California Integrated Waste Management Board (CIWMB)** together with the Renewable Energy Institute at **Cal Poly-San Luis Obispo (REI)** undertook a project from March 2002 to May 2004 to improve the adoption of sustainable environmental design principles in higher education and industry continuing education programs in architecture and landscape architecture. This web site marks the beginning of a resource package that we hope will evolve into a living resource and human network for sustainable design.



Environmental Context of the Project

Buildings and landscapes consume material, energy, and water resources on an enormous scale. The *World Watch Institute* reported (Roodman and Lessen, 1995) that the impacts of building construction on people and the environment are approximated at:

- 40% virgin materials (raw stone, gravel, and sand)
- 25% virgin wood used for construction
- 40% total energy resources
- 16% total water withdrawals
- percentage of construction waste comparable to municipal solid waste generation
- 30% of new and renovated buildings have unhealthy indoor air quality.



Educating current and future generations of architects, builders, contractors, interior designers, and landscape architects to design, build, deconstruct, and renovate projects in ways that are more symbiotic with the efficiencies and resiliency of natural systems is critical at a time when we may have exceeded the world's peak oil production (Deffeyes, 2001) as well as are rapidly exceeding our planet's carrying capacity for the ecological systems that support us (Wackernagel and Rees, 1996). A sustainable environmental design curriculum is a step towards outlining issues and creating a resource package for course development in post-secondary educational settings.



Definition of Sustainable Design

"Sustainable Environmental Design" consists of the principles and practices of architecture and landscape architecture that protect environmental quality and human health, reduce environmental impacts resulting from physical changes to buildings and landscapes, and improve the life-cycle economics of natural, human, and financial investments in the built and natural environments.

[Definition for this project.]

Cell phones, coltran, and lowland gorillas



<http://homepage.mac.com/wildlifeweb/gorillas/news/index.html>
<http://www.epa.gov/epaoswer/education/pdfs/life-cell.pdf>



Career Opportunities

- “Sustainability is everywhere. With that in mind, jobs in sustainability are everywhere.”
 - Treehugger Jobs
 - GreenBiz
 - SustainableBusiness
 - <http://www.emagazine.com/view/?3943>

Let your capital
be simplicity
and
contentment.

Henry David Thoreau,
naturalist and author
(1817-1862)

