


SUSTAINABILITY

**A Philosophy whose time has
come? Or just another Political
Buzzword?**



Presented by:
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- **Who are we?**
- **What do we do?**
- **What is the purpose of this Presentation?**

Have You Noticed the Paradigm Shift?

- **From an Agrarian World View**
- **Through the Industrial Revolution**
- **To the SUSTAINABILITY REVOLUTION**

SUSTAINABILITY: Not a New Idea

- **A way of life for millennia**
- **Transcendentalism in the 1800s**
- **Environmentalism in the 1900s**
- **World Wide Concern in the 21st Century**

SUSTAINABILITY: World Wide Attention

- **The Governors Conference on the Conservation of Natural Resources (Washington, 2008)**
- **UN Conference on the Human Environment (Stockholm, 1912)**
- **World Commission on Environment and Development (WCED, 1983)**
- **The Brunwald Report (Norway, 1987)**
- **The President's Council on Sustainable Development (USA, 1993)**
- **Trends Toward a Sustainable Future (1999)**
- **World Summit on Sustainable Development (South Africa, 2002)**

Contemporary Initiatives: Based on the “Three Es”

- **Ecology (the environment)**
- **Economy (employment)**
- **Equity (developed & developing countries)**
- **A 4th E? (Education)**

Innovative Programs in Higher Education:

- **The Tallories Declaration**
- **University Leaders for a Sustainable Future (ULSF)**
- **Association for the Advancement of Sustainability in Higher Education (AASHE)**
- **Programs, Goals & Initiatives established individually by many institutions.**

So What Does It All Mean?

Sustainability Means:

- **Renewable resources must be used at a rate less than the rate of replenishment**
- **Limited resources must be conserved while alternatives are developed**
- **Development must be consistent with the sustainable consumption of resources**
- **Sustainable strategies must take the economy & equitable use of resources into account**

Sustainability: Published Principles

Just a few as examples:

- **Principles for Sustainable Development for Minnesota**
- **The Ontario Roundtable on Environment & Economy (ORTEEE)**
- **Netherlands Environmental Policy Plan (NEPP)**

Commercial & Industrial Opportunities:

- **Markets for New Products**
- **Competitive Advantages (Public Relations and Brand Recognition)**
- **Renewable Energy**
- **Cost Reduction Opportunities**
- **Survivability**

Markets for New Products

Such as:

- Hybrid Automobiles
- Fuel Cells
- Improved Lighting Products
- Sophisticated Controls
- Waste Management
- Magazines

Public Relations:

Some examples:

- **“BP means beyond Petroleum”**
- **Sharp’s Kemeyama Plant is Super Green**
- **National Geographic’s Green Guide**
- **The Wall Street Journal’s ECO:nomics Conference (March, 2008)**

Renewable Power Stations (Beyond Wind & Photovoltaics):

- **Hot Properties: Geothermal**
- **Oceans are the ultimate source of “Solar Power”**
- **Oceans also provide “Lunar Power”**

Energy Cost Reduction Opportunities:

- **Hydrogen Powered Transportation**
- **LEED Construction Standards**
- **Light Emitting Diodes**
- **Efficient Motors**

Keys to Energy Conservation:

- **A Strategic Energy Plan**
- **Specific Energy Goals**
- **Meaningful Measurement**

A Strategic Energy Plan Addresses:

- **Procurement**
- **Transformation**
- **Distribution**
- **Consumption**
- **Allocation**

Energy Procurement:

- **What is the energy mix?**
- **Renewable Alternatives**
- **Strategies from layering to hedging
(that's what EnergyUSA is all about)**

Energy Transformation:

- **Converting from one form of energy to another (i.e., electricity to chilled water)**
- **Green Strategies (i.e. Wind, Water, Solar or Co-Gen)**
- **Efficiencies of conversion**

Energy Distribution:

- **The energy it takes to get energy to where it is needed**
- **The form of energy to be distributed**
- **How much energy is being delivered? (Is it measured?)**
- **Are there losses in the system?**

Energy Consumption:

- **How is the energy being used?**
- **How much energy is being used?**
- **Can the use of energy be made more effective and/or efficient?**
- **How does the use effect procurement, transformation and distribution.**

Energy Cost Allocation:

- **Who is paying for the energy?**
- **Who is creating the need for the energy?**
- **Accountability**
- **Reward**

A SUSTAINABLE SUMMARY:

- **A Major Paradigm Shift: A New Way of Thinking**
- **Don't let the media get you down: Good Things are Happening**
- **There is Gold in them thar Green Hills**
- **First Steps: Plan, Set Goals & Measure**

References:

- **The Sustainability Revolution, Andres Edwards, New Society Publishers, 2005**
- **Green to Gold, Daniel C. Esty & Andrew Winston, Yale University Press, 2006**
- **Sustainable Facility Magazine, BNP Media (www.sustainablefacility.com)**
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