List compiled by Pete Sherman (Univ. Redlands): Sustainability: The Next Industrial Revolution

The Next Industrial Revolution
Earth Policy Institute world-earth-policy.org Great source of detailed quantitative information and explanation of the impact of the global economy on the environment and social conditions.

How to Proceed and Consultants
Rocky Mountain Institute web. www.rmi.org/. Since 1982, RMI has worked with corporations, governments, communities, and citizens to help them solve problems, gain competitive advantage, increase profits, and create wealth through the more productive use of resources. RMI's Research & Consulting team provides a wide range of consulting services to businesses and organizations of all sizes. The Research & Consulting team is grounded in RMI's unique blend of whole-system thinking, integrative design, end-use/least-cost analysis, and an interdisciplinary knowledge of advanced technologies and techniques. Research & Consulting provides an array of advisory services within—and more importantly, across—three service groups. RMI's three teams are: Built Environment Team (BET), Energy & Resources Team (ERT), Transportation Practices (MOVE and PHEV)
Rocky Mountain Institute Consulting web. www.rmi.org/sitpages/pid43.php
McDonough Braungart Design Chemistry. web: www.mbdc.com/ Product redesign consultancy.
National Industrial Symbiosis Programme (UK). NISP is an innovative business opportunity programme that delivers bottom line benefits for our members whilst generating positive outcomes for the environment and society. Put simply, our vision is to change the way business thinks. Operating at the forefront of industrial symbiosis thinking and practice, the programme helps companies take a fresh look at their resources. web. www.nisp.org.uk/
The natural step. web: www.naturalstep.org Since 1988, The Natural Step has worked to accelerate global sustainability by guiding companies, communities and governments onto an ecologically, socially and economically sustainable path. More than 70 people in eleven countries work with an international network of sustainability experts, scientists, universities, and businesses
Green Valley Initiative: web. http://www.greenvallynow.org/ A developing effort to make the Inland Empire the global hub of green business (much the same way Silicon Valley was to the high tech industry).

Some Examples
Interface Inc. web. www.interfaceinc.com
Norm Thompson: web. www.normthompson.com
http://www.hermanmiller.com/CDA/SSA/WhitePapers/0,1598,a10-c77-k8,00.html

Intelligent Product and System Design
Interface Inc. web. www.interfacestambal.org/mimicry.html

Industrial symbiosis and industrial ecology:

Some important keynote addresses:
Important speeches for free download (note: Ray Anderson, Paul Hawken, Anne Mulcahy, Orin Smith

Choices you can make (by NO means is this comprehensive):
Cleaning Supplies
www.bio-o-kleen.com
www.earth911.org
Air purifiers
www.needs.com
Paper Products
http://www.greenlinepaper.com/index.php
http://www.fscus.org/
Hardwood Furniture
www.ahappyplanet.com
Sustainable Construction, Materials and Retrofitting
www.greenerbuildings.com
www.shastaenergygroup.com
www.aurousa.com
www.oshadhiusa.com
www.buildingforhealth.com
www.icynene.com
www.realgoods.com
www.carbonfund.org
www.eere.energy.gov
www.toyotausa.com
www.findsolar.com
www.interfaceinc.com

www.tkooranage.com
www.seventhgeneration.com
www.nontoxic.com
http://conservatree.com
http://www.coopamerica.org/
www.eco-furniture.com
www.greenbuilder.com
www.ecobydesign.com
www.bioshieldpaint.com
www.sawyerfinn.com
www.ecobusinesslinks.com/links/sustainable_building_supplies.htm
www.3phases.com
www.renewablechoice.com
www.wellbuilding.com
www.fueleconomy.gov
www.e85fuel.com
www.envbike.com

FIRST STEPS:
Some general and specific steps that any seriously sustainable business should begin immediately.
- Streamline through intelligent design: Improve productivity by holistically optimizing your form, your workspace, your production and function.
- Eliminate the concept of uneconomical waste: convert all available waste into energy; similarly, get all your waste from nearby alternative sources such as land fills (methane) and other industry.
- Take the bull by the horns: Understand and respect limits that are imposed upon you from the environment, society and government and innovate ways to make them work for you.
- Be Sufficient: Make ‘sufficiency’, not just efficiency, the core concept of your design form and production strategy; do what nature does, take what you need and no more.
- Solar Productivity: Use skylights and natural light to improve productivity several fold.
- Invest in employee health and contentment: reduce sick day and number of quitters thereby saving huge money by avoiding need to replace and train.
- Teleconference: Avoid damaging and costly air and vehicle travel through teleconferencing.
- Power yourselves with renewables like solar, wind and small hydroelectric.
- Services NOT products: Sell your clients what they really want. (The Interface Inc. example of leasing carpet).
- Create cyclical production design: Eliminate all linear model production (raw resource → waste ) and make it cyclical:
- Create life after death: Design your product with a strategic second and third life in mind and take control of your resource acquisition through leasing (not selling) your product thereby assuring customer loyalty.
- Climb the competition: Run circles of innovation around complacent big business, quickly, before they finally catch on.
- Constraint from within: Be self-aware, self-adjusting and self-regulating.
- Mine your staff for creativity: Value the diversity of ideas in your company and regularly mind them for innovations.
- Resource Efficiency: Find innovative means of reducing resource use and pump your savings into healthful, well-trained, valued and contented workforce.
- Recycle Everything: Reuse whatever you can, recycle everything else. Buy only recycled materials.
- Create redundancy: in your workforce, create redundancy so that many people can do many jobs... creates a big-picture awareness of the operation and greater creativity of production process.
- Turn old logic on its head: Study how you can profit off of reducing the proprietary nature of your production innovations.
- Think and Buy Local: Use local expertise and supply whenever possible.
- Invest in your community: give back to your local community, become a good corporate citizen.
- Practice at home what you preach at the office: a truly economic person cannot waste, it becomes personally distasteful.
- Become an activist: Assert your societal standing by fighting to change incentives so we subsidize only that which we want to encourage and tax that which we want to discourage.
- Go Carbon Neutral: Do whatever it takes to reduce your carbon output to zero.
- Save the earth: Make protecting the environment AND your society an integral part of your bottom line.