

## Sustainability Resources — By Topic

What do you need to learn about to be successful? Check all that apply. Books are in italics.

Learn More About...	Potential Resources
Sustainability	<p>“Innovating Our Way to the Next Industrial Revolution” MIT Sloan Mgmt review #4222 (good strategic overview)</p> <p><i>Eco-Economy</i> <i>Natural Capitalism</i> <i>Believing Cassandra</i> <i>Ecological Footprint</i> <i>The Nature of Economies</i> <i>Which World: Scenarios for the 21<sup>st</sup> Century</i></p>
Science	<p><i>Biology and the Biosphere: Principles and Problems</i> (good overview of ecological principles)</p> <p>World Resources Institute <a href="http://www.wri.org">www.wri.org</a> (data on extinctions)</p> <p><i>Rare Earth</i> or <i>The Universe Story</i> or <i>The Future of Life</i> (about evolution)</p> <p><i>The Heat is On</i> or <i>The Two-Mile Time Machine</i> (climate change)</p> <p>Intergovernmental Panel on Climate Change (<a href="http://www.ipcc.ch">www.ipcc.ch</a>)</p> <p><i>Having Faith</i> or <i>Living Downstream</i> (toxic chemicals)</p> <p><i>Nature and the Marketplace</i> (how markets and economies affect the environment)</p> <p><i>The Stork and The Plow</i> (about the collision of population and agricultural capacity)</p>
Sales/marketing techniques	<p><i>Fostering Sustainable Behavior</i> <i>SPIN Selling</i></p>
Organizational change concepts	<p><i>Crossing the Chasm</i> or <i>The Tipping Point</i> or <i>Diffusion of Innovations</i> (about how innovations expand within society)</p> <p><i>Managing Transitions</i> (about how change affects people in organizations)</p> <p><i>Leading Change</i> (org. change concepts)</p> <p><i>Coming Back to Life</i> (how to connect people with their own values)</p>
Implementation steps and processes	<p><i>Sustainability Series™</i> how-to booklets <a href="http://www.pacifier.com/~axis/publications.html">www.pacifier.com/~axis/publications.html</a></p>
Relevant case studies	<p><i>Dancing with the Tiger</i> <i>The Natural Step for Business</i> <i>Cool Companies</i> (about energy, climate) <i>Hope, Human and Wild</i> (about community efforts) Oregon Natural Step Network Toolkit and website <a href="http://www.ortns.org">www.ortns.org</a></p>
Research and development efforts	<p><i>Tomorrow's Energy</i> (about the hydrogen as a fuel) <i>Cradle to Cradle</i> (about manufacturing) <i>Biomimicry</i> (about long-term technological solutions that mimic nature)</p>
Free sustainability-related services from AXIS	<p>Quarterly newsletter—to subscribe, send email to: <a href="mailto:AXIS-Advisory-subscribe@yahoogroups.com">AXIS-Advisory-subscribe@yahoogroups.com</a>)</p> <p>Book/article reviews—to subscribe, send email to: <a href="mailto:AXIS-newsflash-subscribe@yahoogroups.com">AXIS-newsflash-subscribe@yahoogroups.com</a>)</p> <p>Events/announcements for Pacific Northwest (send email to <a href="mailto:NW-Sustainability-subscribe@yahoogroups.com">NW-Sustainability-subscribe@yahoogroups.com</a>)</p>

## Sustainability Resources — By Framework/Tool

Learn More About...	Potential Resources
The Natural Step	<i>Dancing with the Tiger</i> <i>The Natural Step for Business</i> <a href="http://www.naturalstep.org">www.naturalstep.org</a> <a href="http://www.ortns.org">www.ortns.org</a>
Zero Waste	Zero Emissions Research & Initiatives ( <a href="http://www.zeri.org">www.zeri.org</a> ) Zero Waste Alliance ( <a href="http://www.zerowaste.org">www.zerowaste.org</a> ) GrassRoots Recycling Network ( <a href="http://www.grrn.org">www.grrn.org</a> ) <i>Approaching Zero Waste</i> (Sustainability Series™ booklet, <a href="http://www.pacifier.com/~axis">www.pacifier.com/~axis</a> ) <i>Xerox's Business Guide to Waste Reduction and Recycling</i> (download from their website) EPA <a href="http://epa.gov/wastewise">epa.gov/wastewise</a>
Green Building and Energy Conservation	US Green Building Council <a href="http://www.usgbc.org">www.usgbc.org</a> Leadership in Energy and Environmental Design (LEED) NW Energy Efficiency Alliance <i>Tomorrow's Energy</i> (about the hydrogen as a fuel) NW Energy Efficiency Alliance <a href="http://www.neea.org">www.neea.org</a> <i>Cool Companies</i> <i>Reducing Energy Use and Greenhouse Gases</i> (Sustainability Series™ booklet, <a href="http://www.pacifier.com/~axis">www.pacifier.com/~axis</a> ) Energy Ideas Clearinghouse <a href="http://www.energyideas.org">www.energyideas.org</a>
Design for Environment (DfE) and Product Stewardship/EPR	<i>Cradle to Cradle</i> <i>Design + Environment</i> Product Stewardship Institute ( <a href="http://www.productstewardshipinsitute.org">www.productstewardshipinsitute.org</a> ) National Electronics Products Stewardship Initiative (product stewardship, extended product responsibility, <a href="http://www.nepsi.org">www.nepsi.org</a> ) EPA ( <a href="http://www.epa.gov/dfc">www.epa.gov/dfc</a> ) Minnesota Office of Environmental Assistance <a href="http://www.moea.state.mn.us">www.moea.state.mn.us</a>
Green Chemistry	EPA <a href="http://epa.gov/opptintr/greenchemistry/">epa.gov/opptintr/greenchemistry/</a> Green Chemistry Institute Toxics Network <a href="http://www.oztoxics.org">www.oztoxics.org</a> <i>Biomimicry</i>
Life cycle assessment	<i>American National Standards Institute</i> <a href="http://www.ansi.org">www.ansi.org</a>
Industrial ecology	<i>Journal of Industrial Ecology</i> (MIT Press)
Measurement systems	Global Reporting Initiative <a href="http://www.globalreporting.org">www.globalreporting.org</a> <i>Our Ecological Footprint</i> <a href="http://www.rprogress.org">www.rprogress.org</a> Greenhouse Gas Protocol <a href="http://www.ghgprotocol.org">www.ghgprotocol.org</a>
Other frameworks	CERES <a href="http://www.ceres.org">www.ceres.org</a> Conservation Economy <a href="http://www.conservationeconomy.net">www.conservationeconomy.net</a> Hannover Principles <a href="http://www.Virginia.edu/~arch/pub/hannover_list.html">www.Virginia.edu/~arch/pub/hannover_list.html</a> Natural Capitalism <a href="http://www.naturalcapitalism.org">www.naturalcapitalism.org</a> Six E's <a href="http://www.tco-info.com">www.tco-info.com</a>