

Introduction to Sustainability and the Natural Step Framework



What is sustainability and the Natural Step Framework? Can we create a sustainable future for us and our children? Does environmental responsibility have to cost more or mean a lesser lifestyle? Is it enough to just recycle? What else should we be doing to assure a sustainable future?

Come find out at this interactive introductory look at a new educational approach to sustainability called the Natural Step Framework (NSF), which was created in Sweden in 1989 and brought to the US in the mid 90s by *Ecology of Commerce* author Paul Hawken and MIT learning organization leader Peter Senge, author of *The Fifth Discipline*.

It is now being used by numerous municipalities, government agencies, nonprofits, schools, religious institutions, architectural firms, hospitals, cooperatives and businesses such as Interface, Starbucks, Nike, Home Depot, Electrolux, IKEA and McDonalds to save money, improve performance and become more environmentally and socially responsible.

This session will present an introduction to sustainability and the NSF, how it can benefit you at home, work and in the community, and several simple, practical steps you can take to save money, time and the environment while protecting the health and well-being of you, your children and future generations. Participants will gain a positive, new perspective and see how we can create a sustainable future.

When:

**Thursday, December 6, 2007
6:30 p.m. – 8:30 p.m.**

Where:

**Royal Credit Union Corporate Center
Community Room, Main Floor
200 Riverfront Terrace
Eau Claire, WI 54703**

Sponsored by the City of Eau Claire

Presenters:

Terry Gips is an economist, ecologist, author (*Breaking the Pesticide Habit* and *The Humane Consumer and Producer Guide*), Adjunct Professor at Minneapolis College of Art and Design, independent Natural Step Framework Instructor, and head of Sustainability Associates, a Minneapolis-based environmental consulting firm. He volunteers as President of the nonprofit Alliance for Sustainability in the Hillel Center at the University of Minnesota (www.afors.org) and has previously served as Director of Ecological Affairs and Sustainability for the Aveda Corporation, Cargill assistant to the Chief Economist, White House and Congressional aide, and co-founder of the Sacramento Community Garden Program.

David Wanberg is a planner, architect, and landscape architect with Sanders, Wacker, Bergly, Inc. in St. Paul, MN. He is currently working with Washburn, WI on their Comprehensive Plan and Waterfront Development Plan using the Natural Step Framework as well as with Ashland, WI using principles of sustainability for their Comprehensive Plan and Unified Development Ordinance.