

# [ecopath] Free Sustainable Newsletter (long)

Jeff Owens Fri, 02 Jun 2000 21:33:20 -0700

Here is a free newsletter on sustainability. We all need more reading material right? <grin>. jeff

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## SUSTAINABILITY REVIEW

Issue 20 -- May 29, 2000

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SUSTAINABILITY REVIEW is published every other week and distributed to over 3,000 subscribers from 85 different countries. Articles discuss the activities of people and organizations in many different places applying current ideas, methodologies, and tools to achieve quality of life improvements. Reports demonstrate the integration of economic, environmental, and social equity issues for advancement of sustainable development. Thanks for joining us.

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We want to stimulate an open, uninhibited dialogue. This newsletter addresses the many sides of sustainable development -- flexible, integrated, environmental resource planning, policy, and protection simultaneous to the sound, enduring advancement of neighboring human

communities. In this case, sustainable development implies the ability of humans to coexist in a manner that maintains wildlife, wildlands, decent environments, social equality, and economic well-being today and for future generations.

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This newsletter is sent only to an opt-in list. We have a copy of every subscription request on file. If you believe someone has subscribed you against your will, let us know and we'll look into it. Or better yet, save yourself some time and just "unsubscribe."

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1. EDITORIAL: Another Milestone!

On 26 May 2000 we enrolled our 3,000th subscriber to SUSTAINABILITY REVIEW. Congratulations to David Vail from Maine (USA) as subscriber 3,000 to our free, bi-weekly newsletter covering issues pertinent to global sustainability. This is personally exciting considering our original expectations of a few hundred. I would like to thank all of you, our subscribers, for your continued support and interest.

Reaching this milestone, I thought it might be of interest to share some statistics concerning our subscribers. These statistics are based only on a small sampling of the total mail list because for many I do not know individual country location or profession. This should give idea, however, of how far across societal sectors and around the world we reach.

Subscribers in 85 different countries receive this newsletter every two weeks. Some countries having higher subscriptions include the US (33%), Australia (16%), Canada (14%), the United Kingdom (8%), Germany (5%), Italy (4%), New Zealand (2%), India (2%), China (1%), and France (1%). Subscribers from government represent 25%, academia 21%, non-profit organizations 18%, and in industry 15%. I find it interesting that also included on our mail list homemakers, factory workers, many primary education teachers, public service employees, commercial fisherman, attorneys, farmers, and elected officials.

I ask for the readership's assistance in trying to develop accurate statistics on the diversity of subscribers. If you would be kind enough, please answer the following general questions, "cut and paste" this part of the newsletter, and return your responses to me by doing

a "return" on the e-mail you received this newsletter. There is nothing confidential in these questions, but be assured your responses will only be used for purposes of developing general statistics and then discarded. I will share the results with everybody through a future issue of the newsletter.

Profession: \_\_\_\_\_  
Country of Residence: \_\_\_\_\_ Highest Education: \_\_\_\_\_  
Gender: \_\_\_\_\_ Age: \_\_\_\_\_  
Interest in Sustainability: \_\_\_\_\_  
(Professional or Community-Based?)  
Representing Yourself or an Organization? \_\_\_\_\_

As you all know, there were multiple mailings of Issue #19 of SUSTAINABILITY REVIEW. Hopefully all of you received a note from me following this error that explained what happened and what we are doing to remedy the situation. In a few weeks I will contract with a more secure and dependable service provider for professionally managing this very important mail list. I want to sincerely thank each of you for your patience and support during the "glitch" regarding distribution of this popular publication. We only had 11 subscribers who "unsubscribed" because of the error in mailing. On the other hand I received more than 400 e-mails of support. I really appreciate this show of collegiality.

We are continually trying to reach out to more subscribers so we can significantly expand viewpoints on sustainability and potential contribution of new articles to bi-weekly issues. If you know someone who would like to receive this newsletter, please forward this copy to them so they can subscribe.

--- This Issue ---

This issue of SUSTAINABILITY REVIEW does something a little different with our "Feature Article." We incorporate the contributions of several different sources to examine issues of global energy supply in a "Did You Know" kind of presentation. This issue's "Guest Article" develops an interesting theoretical examination by Lucio Munoz on estimating rationality, responsibility, and sustainability in the way the public deals with issues.

The CHALLENGE CORNER this week confronts the tyre pollution problem of South Africa. And as usual, there are several "Talk-Back" reader comments.

Enjoy!

Warren Flint, Ph.D.  
Editor -- SUSTAINABILITY REVIEW  
Five E's Unlimited, Pungoteague, VA (USA)  
Web site: <http://www.eeeee.net>  
e-mail: [EMAIL PROTECTED]

----- About the Editor -----

Warren Flint of <http://www.eeeee.net> is dedicated to helping people advance their efforts in sustainable development. His broad experience in a number of areas under the umbrella of sustainability has assisted many groups toward integrating environmental, economic, and social equity concerns into project design and problem-solving processes. His site is a "portal" for valuable SD information.

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Did you MISS AN ISSUE of SUSTAINABILITY REVIEW or are you NEW TO OUR LIST? Back issues are found at <http://www.eeeee.net/ee02000.htm>

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NOTICE: PA Consortium for Interdisciplinary Environmental Policy. The new Pennsylvania (USA) Consortium for Interdisciplinary Environmental Policy held its first meeting on April 28, 2000 in Harrisburg. The PA Departments of Environmental Protection and Conservation and Natural Resources and twenty-eight institutions of higher education in PA have created the Consortium. This new organization has been assembled to encourage greater cooperation between government and higher education in order to protect and restore the environment for present and future generations. Questions about the Consortium can be directed to Don Brown, Acting Director, at 717-721-8755 or via e-mail: [EMAIL PROTECTED]

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2. FEATURE ARTICLE: World Energy Supplies -- Did You Know?

Combined Contributions from Brian Fleay and Hal Fox

Recently Brian Fleay sent a commentary on the crunch that has arrived in the global oil industry. About the same time the Institute for Global Futures Research (IGFR) published projections on fossil fuel scenarios by Hal Fox in their Global Futures Bulletin (# 105). We thought it interesting to combine the insights of these two in a "Did You Know" presentation.

As a starting point of reference, a recent article in the journal SCIENCE (2000, Vol. 228: 1177-78) suggests that total world energy use will expand from 1997 measurements of 400 exajoules/yr (10 to the 18th joules) to 900 exajoules/yr in 2050. The 1997 measures include 85% from fossil fuels (343 exajoules), 8% from renewable resources, and 7% from nuclear power. The 2050 estimates project 33% of all energy from fossil fuels (300 exajoules) and 33% equally from renewable and nuclear sources.

BRIAN FLEAY: (see: "Climaxing Oil ....": [www.wistp.murdoch.edu.au](http://www.wistp.murdoch.edu.au))

Oil supply analysts like Colin Campbell have for years forecast that non-Persian Gulf oil would peak around 2000. It is now peaking. Likewise, they believed Persian Gulf production would peak about 2011-12, and the world as a whole between 2006-2008. There is a growing consensus in the oil industry and among other analysts that oil production outside the Persian Gulf will peak in 2000-2001. North Sea oil will peak this year according to the London based Petroleum Review of February 2000.

The latter forecasts have always assumed that the needed investment in exploration and oil field development would occur in time, on the scale required, especially in the Persian Gulf. There is a substantial backlog of Persian Gulf investment needed to meet expected post-2000 oil consumption growth. Once the barriers to such investment are removed it will take about two to four years for this to translate into oil production.

There is a lack of awareness of the realities of oil depletion, over-optimistic expectations of the gains to be made by technology, and inconsistencies in the statistics for production and reserves and their interpretation, factors that together create a false optimism and mis-understanding of how tight supply is becoming. In addition, low oil prices have inhibited investment. Growing populations and low oil prices have also substantially reduced the per capita income of

oil-producing countries who now have to import food on a substantial scale to feed their populations. And finally (most important), are the political constraints to investment. Iraq and Iran have the most urgent need to upgrade infrastructure. US inspired sanctions effectively prohibit this, sanctions that now seriously threaten the political and economic stability of the world.

Only a significant fall in the International Energy Agency's expected world oil consumption for the year 2000 can reduce the risk of a supply shortfall later this year, and then only if OPEC lifts its production quotas. Supply shortfalls are inevitable after 2000 to at least 2003, due to lack of appropriate investment in the Persian Gulf countries. If the political obstacles to this investment are delayed, then the supply shortfalls will last longer. As a consequence the peaking of non-Persian Gulf oil production in 2000-01 will merge with the previously anticipated 2006-09 world peak into one decade long peaking event.

HAL FOX: From: Global Futures Bulletin (GFB), #105, April 2000

Overall fossil fuels demand will grow about 10% between 2000-2010. Coal is too polluting and is being rapidly replaced by the use of natural gas.

New energy production methods should penetrate the total energy market by approximately 10% more between 2000-2010. New energy technologies, however, should not threaten current oil, coal, and natural gas markets. Three potentially new technologies include, thermal energy gained from collapsing the hydrogen atom, electric arcing under water to produce a water gas for energy, and the discovery of high-density, charge clusters to produce thermal and electric energy. See GFB #105 for more detail.

Nuclear power will decline. Hot fusion is 20 years away and has been for the past 40! Cold fusion will find some applications but is not stable nor robust enough to be considered a major new energy source.

Alternative energy sources, such as wind, solar, hydro, geothermal, tides, biomass, etc., will provide about 10% of the total energy market between 2000-2010. Thereafter, the methods of tapping space energy will be considerably less expensive and enjoy wide-spread growth.

By 2010 half of all automobiles and trucks will be electric and will

be using on-board battery chargers that tap space energy [maybe premature?]. By 2020 tapping space energy will be the predominant method of providing the world's energy. Fossil fuels will be conserved for use as chemical feedstocks. By 2040 nearly all homes, offices, and factories will be using stand-alone (off the grid) energy units that provide electrical, heat, and air conditioning. The atmosphere will be noticeably better than now.

Geoff Holland (editor of GFB) feels that Hal Fox's scenario is optimistic - that a significant role for "new-energies" is much further off, if they do in fact come to widespread fruition. In the meantime we need to plan for:

- energy conservation and demand side management;
- urban and transport restructuring (e.g. to reduce commuting);
- industrial ecology and co-generation;
- technology-based energy efficiency gains (e.g. hybrid cars, lightweight materials); and
- development renewable energy sources.

AND FINALLY - A few thoughts to mull over from: "The Mercury's Rising," February 2000, page 4.

The average car emits from 50 to 80 tons of CO2 over its full life (Union of Concerned Scientists). In its lifetime, a Honda Civic produces 40 tons of CO2 and a Ford Excursion produces 134 tons (Rauber, P. 1999, Sierra - Nov/Dec). A decrease in 10% automobile weight results in a 6.6% improvement in fuel economy (<http://www.sierraclub.org/global-warming/gwbigstep.html>).

Today there are approximately 400 million cars in the world. Sometime around the year 2030 the world's automobile population will surpass one billion, with greatest increases in India and China (above Sierra Club web site). If driving habits remain the same, cars will have to become nearly three times more energy-efficient (60 mpg) by 2030 just to maintain present fuel consumption rates, and 20 times more efficient (400 mpg) by 2100 (Robert Q. Riley Enterprises, 1999). Americans pay about one-third what people in most of the world pay for a gallon of gasoline. Gasoline costs about \$4.40 (US) per gallon in France, \$4.25 per gallon in the UK, and \$3.00 per gallon in Japan (December 1999 prices - The Mercury's Rising, February 2000).

----- About the Contributors -----

Hal Fox is editor of the Journal of New Energy (www.padrak.com/ine) and also President of Emerging Energy Marketing Firm, Inc. The Global Futures Bulletin can be sampled by e-mailing the Institute for Global Futures Research (IGFR) at: [EMAIL PROTECTED] Brian Fleay is from Australia and can be reached at e-mail: [EMAIL PROTECTED] "The Mercury's Rising" is a quarterly newsletter publication from A Project of the Environmental Alliance for Senior Involvement ([EMAIL PROTECTED]).

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NOTICE: Earth Summit 2002.  
Another Earth Summit is in the works for 2002, ten years after the landmark 1992 Earth Summit in Rio de Janeiro. Agenda 21 was born in 1992, which is a global plan of environmental restoration and sustainable development. Agreement to stage another summit came from the United Nations Commission on Sustainable Development on 9 May 2000. The final decision to hold another summit must be made by the UN General Assembly.  
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3. GUEST ARTICLE: Rationality, Responsibility, and Sustainability:  
When Can Human Behavior Have a Chance To Be Sustainable?

by Lucio Munoz

INTRODUCTION

Recently, traditional economic development practices have been under fire for assuming, on purpose or not, that the social and environmental externalities associated with economic growth were either marginal or minimal or non-existent. This is the view that I call the golden word view where only the economy counts. The evidence left behind through time appears to indicate that traditional thinkers have been wrong. It is fair to say, based on the above, that traditional development practices were environmentally soulless for a long time. Surprisingly, the golden worldview provides the basis to the rational economic man theory.

Today, social and environmental responsibility issues are forcing the inclusion of social and environmental concerns within traditional economic ways of thinking, leading to a new movement based on



development friendliness. This is the view that I call the non-golden view, where development can take place even in the absence of money. The non-golden view is based on a sort of theory, which I call the responsible man theory, whether at the local or global level. Notice that two specific forms of the non-golden view are the green worldview (the environment matters) and the social worldview (society matters). Both use direct participation and direct benefits as the key drivers of development.

The natural conflict between traditional economic agents and development friendliness agents has given way to a movement of team work, based on the attractive characteristics of the partnership concept. In general terms, this partnership movement can be thought as teaming the rational man (golden world view) with the responsible man (non-golden world view) to produce economic benefits that are consistent with social and environmental goals.

#### METHOD

The goal of this paper is to point out the sustainability gaps between the rational man and the responsible man that need to be eliminated to achieve sustainable human behavior

A simple behavioral model is used to derive the three possible types of interactions that may exist between the rational man and the responsible man. Then characteristics relevant to their internal structure are used to assess behavior and sustainability. At the end, some conclusions are provided. The simple qualitative terminology of this model includes the following:

H = Human behavior	h = Non-human behavior
A = Rational man	a = Irrational man
B = Responsible man	b = Irresponsible man

#### THE HUMAN BEHAVIOR MODEL

If we assume that there are only two types of humans, those that follow the rational economic man theory (golden worldview) and those who hold the responsible man theory (non-golden world view), the following behavioral model can be used to trace their sustainability roles:

$$H = A + B$$

The above human behavior model (H) states that the sustainability of human behavior depends on whether or not development choices are control by the dominance of the rational man (A) or by the dominance of the responsible man (B) or by their conjunctural interactions.

#### BEHAVIOR OF THE RATIONAL MAN ( $H_1 = A_b$ ):

When the rational man is the master of the world, he does not have to meet responsibility requirements (social and environmental) as no negative impacts are assumed or expected from rational actions. This is possible mainly because rationality assumes that humans can be governed by rules, and that human behavior can be predicted and is homogenous. If everybody is rational, the thought goes, they will behave as told by rules and as expected from their behavior. However, when governance is unconnected to direct involvement and when prediction is unconnected to direct benefits, those assumptions may not hold true. This is because people usually resist taking responsibility for actions outside their involvement. Then behavior predictability may decrease when direct benefits are not included or considered. Hence, the two gaps, rational governance-direct involvement and rational prediction-direct benefits, contribute to unsustainable behavior. These missing sustainability links appear to work well for rational agents (e.g. rational corporations) as no clear links imply no clear responsibility to social and environmental agents.

#### BEHAVIOR OF THE RESPONSIBLE MAN ( $H_2 = aB$ ):

When the responsible man takes control of the world, he does not have to fulfil economic rationality requirements as non-economic goals are paramount. This is possible principally because responsibility assumes that humans when directly involved and directed toward getting benefits from their actions, will abandon economic self-interest behavior and endorse group action and goals at a specific level. If everybody is responsible, they will act based on their direct involvement and benefits. However, again when direct involvement at a specific level is uncoupled from rational governance, and when direct benefits at a specific level are uncoupled from rational predictability, again those assumptions may not hold true. This is because responsible direct actions takes place within an environment where self-interest is still a strong force and where direct benefits can not be extrapolated using rational predictability. Hence, again the two gaps, direct involvement-rational governance and direct benefits-rational prediction, add to unsustainable behavior. These

missing sustainability links appear to work well for socio-ecological agents (e.g. responsible NGOs) as no clear links imply no clear responsibility to rational agents.

#### BEHAVIOR OF THE RATIONAL RESPONSIBLE MAN ( $H3 = AB$ ):

When the two characteristics, rationality and responsibility, are found in the same man, then a rational responsible man is created: a man capable of displaying sustainable behavior. In other words, sustainable behavior requires the interaction of both the rational man (A) and the responsible man (B) to create a unique agent where involvement-governance gaps and prediction-direct benefit gaps do not exist. As this takes place, a holistic view is created, where the actions of the responsible man are constrained by the actions of the rational man, and vice versa. And this process creates the basis for the creation of sustainability teams.

Notice that if different men within the rational man's camp are teamed up to achieve the common goal of economic based development only, we have an economic team. If different men from the responsible man's camp are teamed up to achieve social and environmentally friendly development, we have socio-ecological teams. When members of the rational camp ( $H1 = Ab$ ) and members of the responsible camp ( $H2 = aB$ ) are paired without eliminating the sustainability gaps mentioned above ( $H1 + H2 = Ab + aB$ ), an economic and socio-ecological team still bound by friction is created.

#### CONCLUSIONS

The existence of governance-direct involvement sustainability gaps and predictability-direct benefit sustainability gaps underlies the unsustainability of the rational man's and of the responsible man's worldviews. Hence, behavior sustainability can be found only at the point where humans are both rational and responsible at the same time since then there are not sustainability gaps. In other words, human behavior has a chance to be sustainable only when it is rule governed and predictable because of the presence of direct involvement and direct benefits at the same time.

----- About the Author -----

Mr. Munoz is an independent researcher with interests in developing theoretical and practical applications of sustainability frameworks. Mr. Munoz works out of the University of British Columbia in Vancouver, BC (Canada). For comments and questions concerning this

article, contact Lucio at e-mail: [EMAIL PROTECTED]

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CONFERENCE: Man and City: Towards Human & Sustainable Development.  
The Department of Conservation of Architectural and Environmental  
Assets of the "Federico II" University of Naples, with the "Suor  
Orsola Benincasa" University Institute of Naples, is organizing this  
World Meeting in Naples on 6-8 September 2000, as part of the World  
Congress of University Professors. The meeting intends to provide a  
platform for a critical analysis of "Best Practices" to promote the  
humanization of city development. For information contact Dr.  
Pasquale De Toro at e-mail: [EMAIL PROTECTED]  
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#### 4. CHALLENGE CORNER: South Africa Tyre Burning

Southern Africa struggles with the effects of waste tyre disposal.  
People collect tyres, burn away the rubber and sell the metal wire  
contained in the tyre. At times the airport at Cape Town becomes  
unusable because of tyre-burning generated smoke!!! Just imagine what  
the disadvantaged are inhaling. State funds are slow in coming  
forward to address this problem. Some of the following solutions have  
been proposed.

1. Establish collection sites for tyres in the metropolitan areas,  
initially, where the jobless can deposit the tyres and be  
compensated. At 50 US cents a tyre would be heaven to them.
2. Distribute tyres from these sites to recyclers to dispose of  
tyres in an environmentally friendly way, replacing some low  
grade coal with tyre burning in cement kilns, boilers etc. The  
emissions from such a tyre burning are said to be cleaner than  
low grade coal.
3. Establish a free consultation group to advise on other  
sustainable uses for waste tyres that will economically empower  
the unemployed.
4. Establish a free consultation group to facilitate a paradigm  
shift on pollution prevention in the poorer communities.

The CHALLENGE to your imaginations and creative juices -- Are there  
institutions and/or experts willing to assist technically and  
financially with this effort? Please contact George le Roux at  
[EMAIL PROTECTED] for more information and to initiate a  
discussion group. WHAT DO YOU THINK -- If you have a comment for the

readership to consider, send your idea to [EMAIL PROTECTED] for inclusion in future issues of SUSTAINABILITY REVIEW.

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THE CAMPAIGN IS ON! Canada Well-Being Measurement Act (CWBMA). The CWBMA offers an opportunity for public re-assessment of the purposes of society. The Act (Bill C-469) was introduced in the House of Commons on April 5, 2000. People care about each other, their communities and the environment that supports us. By measuring and regularly reporting on the well-being of these things, the CWBMA can establish them as valid goals - things we want to maintain and improve through our tax money and the decision making power that we give government. The Act's text (at <http://www.cyberus.ca/choose.sustain>) calls for the development and regular publication of measures to indicate "the economic, social and environmental well-being of people, communities and ecosystems in Canada". Details can be found at: <http://www.cyberus.ca/choose.sustain/index5.html>. Or contact Mike Nikerson at e-mail: [EMAIL PROTECTED]

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5. READER TALK-BACK

This section offers reader's perspectives on previous articles and comments in this newsletter. It is your chance to share your own ideas to continue a constructive discussion on important issues. Comments can be sent to e-mail: [EMAIL PROTECTED]

TALK-BACK #1:

FEATURE/GUEST ARTICLE: Trials & Tribulations of an Environmentalist  
(Sustainability Review - Issue 19)

RESPONSE: Frances Fox, Retired, Monterey, CA. e-mail:  
[EMAIL PROTECTED]

The report of Paul G. Buescher was revealing, moving, inspiring and frustrating. One suggestion I have is to enlist the services of those who have time and energy, i.e. kids and the retired. It is well known that kids educate their parents on these issues. Science and journalism teachers could be encouraged to get their kids to form clubs for these activities. In community colleges, serious work at

the local level should be programmed into the curricula toward graduation credit. Maybe scholarship or grant money could be an incentive. Some retired persons would LOVE to feel valued in this way and could contribute greatly. They are taking to computers and could be involved in some very creative networking and research by collecting and sharing data as well as other projects. Those with real expertise might want to share their skills with the kids by forming proactive groups, thereby kindling interaction between generations...a good thing in itself.

My particular hope for the future resides in the Global Resource Bank (GRB) now being formed. The Bank is structured to provide ample local as well as global environmental funds. Industrial age money values are holding us back from achieving global prosperity and restoring the natural environment. Replacing current debt-money that values unsustainable production with GRB eco-credit is the solution. Eco-credit measures the life-supporting value of ecosystem production. Visit the Global Resource Bank ("The people's bank of ecosystems") at <http://www.GRB.net>

TALK-BACK #2:

GENERAL COMMENT: Organic Coffee

RESPONSE: Tim Campbell, University of Wisconsin Extension  
Service, Madison, WI (USA). e-mail:  
[EMAIL PROTECTED]

One way we can all contribute to sustainable development is through responsible buying of products that promote sustainable development. In that regard, I can vouch for both the quality and credibility of Cafe Mam at <http://www.cafemam.com>. Perhaps the finest coffee I've ever consumed. The sampler is the best way to determine your favorite type. Considering the amount of coffee consumed by Americans, this could make a big difference. The growers are in Chiapas, Mexico. We're also considering here in WI ways in which we can support sustainable development within the state through investing in responsible businesses. This is only a concept now but will hopefully have teeth soon.

TALK-BACK #3:

FEATURE/GUEST ARTICLE: Trials & Tribulations of an Environmentalist  
(Sustainability Review - Issue 19)

RESPONSE: Robert J. Gregory, School of Psychology Massey  
University Palmerston North, New Zealand, e-mail:  
[EMAIL PROTECTED]

Thank you to Paul Buescher for his description and analysis of Twinsburg. Reminds me of the 3 years I lived in Chesapeake, Ohio -- and noted the muddy Ohio River, carrying silt, dirt, and chemicals and sewage onwards -- and noted the air, carrying petrochemical odors and smells daily from the industrial plants located at the corner of Kentucky, Ohio, and West Virginia -- and noted the attitudes of people towards environmental degradation, accept the destruction or suffer unemployment. There are few choices in Ohio, but I took the opportunity to move when I could. I live in New Zealand now and the air is generally very clear, the river I live by has some pollution but they are making an effort, and the country is still largely nuclear free. We may not have the wealth that the USA possesses, but drawing a breath of clear air every morning and through the days and nights is worth a lot to me and my family. Thanks Paul for sharing and good luck in your fight.

TALK-BACK #4:

FEATURE/GUEST ARTICLE: Trials & Tribulations of an Environmentalist  
(Sustainability Review - Issue 19)

RESPONSE: Stacy Richards, Principal, Stacy Richards & Associates  
Strategic Planning for Sustainability,  
Harrisonburg, PA ([EMAIL PROTECTED])

Paul Buscher's article Trials & Tribulations of an Environmentalist was poignant and instructive. It was very generous of him to write it. Yes, the path of leadership is often razor-thin. It's my experience that working inside the establishment to change a paradigm is far more personally and professionally dangerous than working from the outside. But, oh, what resources are often available to create that shift once inside! It seems to take a different set of skills, certainly a different language, when you're inside. My observation is that those on the outside often don't recognize the importance of this different languaging -- along with a need for proper rhythm and right timing -- in order to get an important set of inside folks to

understand what's personally in it for them to go along with the paradigm shift. This lack of recognition leads to the outsiders abandoning the person inside (S/he's "sold out"). When that happens, everybody loses. So much trust is needed, and it is often not present in the quantities required for the long haul.

There are success stories. Environmental and community groups were enormously effective in influencing the design and mitigating the impacts of the Central Artery/Tunnel Project during the Boston highway projects environmental review and design phases (1988-1995). They understood where they had and didn't have power under the laws and regulations. They exercised their rights at the appropriate times. Then, in parts of the process where they didn't have much clout, they used their collective personal and professional relationships with those within the federal, state and local agencies (and the media) to extend their influence. Lots of integrity and trust allowed that to occur. Very sophisticated teamwork. Lovely. I'm still awed. Thanks for providing a real service with your newsletter. You stirred up valuable, empowering memories.

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CONFERENCE: Tech Cooperation: A Chance for Sustainable Development. CDG Foundation for International Training & Development is sponsoring an International Symposium at the World Exposition - EXPO 2000 - in Hannover, Germany on 19-21 September 2000. New technologies and innovations are contributing to far-reaching changes in the global market. In this context, sustainable development requires innovative, modern, and environmentally sound products and production processes. The information platform of this Symposium will offer opportunities to exchange information, experiences, opinions, and views on the potential of international cooperation with experts, managers, and scientists from all over the world. Contact Carl Duisberg Gesellschaft at e-mail: [EMAIL PROTECTED]  
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6. SD INTERNET RESOURCES:

Below is a listing of World Wide Web (WWW) sites that offer information on different aspects of sustainable development readers might find useful in their work. SUSTAINABILITY REVIEW does not endorse any one of these sites just because of their appearance here.



\*\*\*\*\* If you have a favorite sustainable development resource site, let us know at [EMAIL PROTECTED]

- Ecovillage Network of the Americas  
<http://ena.ecovillage.org>

- Sustainable Development (SD) Online  
<http://susdev.eurofound.ie>

To view all SD Internet Resource sites previously listed in this newsletter, go to <http://www.eeeee.net/ee01026.htm>

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Have a sustainable development question for our readership? Want to share your thoughts? SEND your ideas to e-mail: [EMAIL PROTECTED]

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Have you done something involving issues of sustainable development or want to provide input to an on-going dialogue on a sustainability topic? CONTRIBUTE AN ARTICLE of approximately 800 words in exchange for some free exposure! We also promote work of organizations and firms specializing in areas of sustainable development, to assist our subscribers in addressing their particular needs. SEND YOUR CONTRIBUTION (with contact & bio information byline) to e-mail: [EMAIL PROTECTED]

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following command in the body of your e-mail message --  
unsubscribe sustainreview <your e-mail address>

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We care deeply about encouraging people around the world to think  
about, openly discuss, and enhance strategies for sustainable  
development. Any improvements you can recommend regarding our goals  
in publishing this newsletter will always be sincerely appreciated.

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