



ASPEN, *Populus tremuloides*

Information, reference, and awareness building
for the SoL Sustainability Consortium

Sustainability Consortium news

Schedule planner

Jan 13 - 15, 2004 Chestnut Hill, Massachusetts
Fourth SoL Research Greenhouse, *co-sponsored by Boston College. Relevance and Rigor for the Triple Bottom Line: Profit, Equity, and Sustainability.*
www.solonline.org

Jan 25 - 27, 2004 Cambridge, Massachusetts
Reshaping Corporations: Adding Value Through Responsible Business Practices. *A workshop created for leaders who want to understand and apply social and environmental principles and practices while providing financial and operational benefits to their firms.* www.pegasus.com/corporatealliance/, or call Pegasus Communications at (781) 398-9700.

Jan 27-29, 2004
Leveraging Change: The Power of Systems Thinking in Action. *A master class for senior managers and change agents that summarizes 20 years of experience in applying systems thinking to the management of organizational change.* Contact Michael Goodman at (508) 435-7999 or mrginhop@aol.com.

Feb 9 - 11, 2004 Atlanta, Georgia
Learning for Sustainability Core Course *presented by SoL and The Coca-Cola Company.* Contact seedjoe@aol.com or jackie@solonline.org.

Apr 13 - 15, 2004 Albany, New York
SoL Sustainability Consortium Meetings *to be hosted by PlugPower.* Contact seedjoe@aol.com or roger_saillant@plugpower.com.

Oct 11 - 14, 2004 Dearborn, Michigan
Sustainability 2004 Conference and Expo
The SoL Forum on Sustainability for Business Innovation: Leadership and Learning for a Living Economy. Contact sustainability@tglassociates.com.

Nº 01

January 2004

The Coca-Cola Company joins the ranks.

The SoL Sustainability Consortium extended a warm welcome to The Coca-Cola Company at the recent meetings in Hartford, CT. The company was represented by Karen Flanders, Director of Corporate Sustainability, and Ben Jordan, Environmental Manager for North America.

Karen came to sustainability at The Coca-Cola Company with 12 years of experience in European environmental policy. She managed European and International campaigns for World Wildlife Fund for five years before joining the company three years ago. The Coca-Cola Company has committed not only to participation in the ongoing sustainability dialogue, but will be hosting the "Learning for Sustainability Core Course" in February, 2004.

The Coca-Cola Company joins member organization Unilever in its focus on water as a primary sustainability concern. Their guiding principle, "creation of value beyond the bottom line" speaks to the goals of the Consortium, and their initiatives toward this endeavor can serve as a reference model for member organizations.

Workgroup updates

Women Leading Sustainability (WLS)

The focus of the WLS group is evolving in an effort to balance the environmental and social aspects of sustainability as it applies to women and children. "Stories" are the vehicle of choice for this group; members were asked to submit a narrative of their personal stories to Jenifer Seal, jeniseal@rmi.org, by December 18, 2003. The project will be entitled "Our Stories: How Did We Come to Sustainability - in our personal lives and in our practice."

Stories will be posted on the SoL website with the potential for inclusion in a documentary film. Contact Sara Metcalf, (217) 390-7421, or sara.metcalf@sloan.mit.edu. Learn more on the web at www.solonline.org/consortium/wls.

Materials Pooling and Value Chain

Originally focused on pooling materials to close the loop with consideration to product content, particular materials platforms, and value chain specific impacts, this group has expanded their inquiry up and down the supply chain to gain better materials knowledge.

The group held a two day meeting at UTC on December 2-3, 2003, Consortium members Ford, Visteon, BP, Unilever, Nike, Harley-Davidson, Shell Chemical, and Plug Power were joined by representatives from Dow, HP, Basell, Herman Miller, Estee Lauder/Aveda, Entegris, Actaris systems, Milsco Manufacturing, McDermid, and Mazda. Progress was made on materials platforms in leather, chrome, polypropylene, polyester, polyurethane, nylon, and packaging. The working groups identified numerous next steps and opportunities for expanded collaboration. Contact Christina Page, cpage@rmi.org. Learn more at www.solonline.org/consortium/mp.

Consortium Members

Unilever
BP
Harley-Davidson
Ford
Plug Power
Nike
United Technologies Corp.
DTE Energy
Schlumberger
Shell
Visteon
IFC
The Coca-Cola Company

Useful Links

<http://www.solonline.org>
<http://www.wateryear2003.org>
<http://www.sustainability-index.com>
<http://ewindows.eu.org>

Products and Markets

The group proposes to tap the growing worldwide network of educators and youth committed to fundamental innovation in education to create new ways to activate latent consumer demand for more environmentally sound products, with an initial focus on schools in Holland.

The group is also investigating short and medium term strategies for increasing sustainable consumption and purchasing habits. Two next steps are defining what is meant by sustainable consumption, and learning from successful examples of creating consumer demand in areas of social responsibility (eg, Mothers Against Drunk Driving; organic cotton; highway littering). Contact Christina Page, cpage@rmi.org.

NSF Research Team

The team presented a succinct summary of progress to Consortium members at the Harford meetings in October. This presentation can be found at the SoL website. The driving question of the team continues to be, "What are the conditions under which shared learning takes place cross-boundaries?" The team is also performing a focus study on the Materials Pooling Workgroup. Key observations which may indicate next steps include:

- The Consortium has created a safe space for conversation and learning, and is beginning to have effective modes of collective action
- The nature of meetings and the types of participants have shifted over time
- Governance and action structures are continuing to evolve
- Although change within organizations often meets resistance, progress may continue across organizations.

Contact hilary@cwru.edu. Learn more at solonline.org/consortium/nsf.dummy.

Social Sustainability

This group met for the first time at the October Consortium meeting and discussed several key issues:

- Evaluation of the social impact of corporate activities/products/services
- Collaboration between business, government and civil society organizations in addressing social issues, particularly in developing countries
- Partnering between large international companies and small local businesses
- Impact on home work force and communities of investments in other countries
- Interconnection of environmental and social issues
- Addressing issues of poverty and basic needs
- Self-managed and self-sustaining local economies
- Framing sustainability as "sustainable human existence" or "social vitality."

Next steps identified included pursuing the conversation by looking at a few practical implementation cases at The Coca-Cola Company, Ford and GAIN.

Contact Alain Gauthier, coregk@earthblink.net.

Consortium Member Field News

SEED Water Project

In alignment with the United Nation's proclamation that 2003 is "The International Year of Fresh Water," SEED has created a collaborative project for students around the world. The main goals are to enable students to investigate water quality, availability and culture; and to share their data and ideas with other students. To launch the project, SEED has developed an educational website, www.slb.com/seed/water, with complete guidelines on how to participate. In addition, water kits and testing materials are available upon request. Contact Johana Dunlop, SEED, Manager of Communications and Development, dunlop@new-york.slb.com.

Unilever Tops Dow Jones Sustainability Index

Unilever has come top in the food and beverage sector in two of the Dow Jones Sustainability

Indexes – one for the fifth year running. The DJSI are the world's first global indexes tracking the financial performance of leading sustainability-driven companies. Assessment results provide detailed information about recent sustainability developments in the corporate world.

About Unilever, Dow Jones said: "The successful execution of its sustainability strategy positions Unilever among the leaders of its industry. This is supported by Unilever's high level of engagement across all three corporate sustainability dimensions – fisheries, sustainable agriculture and water care." Learn more at www.sustainability-index.com/.

Recent Publications and Resources

WRI and Sustainable Asset Management (SAM)

Changing Drivers explores how emerging carbon constraints constitute a new influence on competitiveness in the automotive industry, creating both risks and opportunities for companies that could materially affect their earnings and ability to compete in global markets.

November, 2003, 84 pages

\$24.00

ISBN 1-56973-558-1

Mining and Critical Ecosystems: Mapping the Risks.

Marta Miranda, Philip Burris, Jessie Froy Bincang, Phil Shearman, Jose Oliver Briones, Antonio La Viña, Stephen Menard.

This publication is the culmination of a two-year research effort aimed at identifying environmentally and socially vulnerable areas at risk from mining. The report aims to provide a methodology that companies, governments, and civil society groups can use to develop a set of standards for environmentally responsible mining, or the identification of areas that should be placed off limits from mineral development—so-called “no go” zones.

November 14, 2003, 65 pages

\$22.00

ISBN 1-56973-554-9

The Soul of a Sports Machine

www.fastcompany.com/magazine/75/soul.html

An interesting article from *FastCompany* (recommended by friends at PlugPower). The lessons in the article are good for building a team, developing a shared vision, and reaching extraordinary heights with what you have.

Paper version: about 2.5 pages.

EnviroWindows

www.ewindows.eu.org

European Environment Agency information “marketplace” for businesses, local authorities and their stakeholders. It facilitates consumer access to company's information on their products, best practices, use of natural resources, and corporate environmental performance. It helps local authorities to communicate with concerned citizens, professionals, policy makers and corporations. EnviroWindows is based on two main services: Interest Groups and Portals. Both are web-based infrastructures designed to facilitate information sharing and cross-sector partnerships to support sustainable development—i.e., Environmental protection, Social progress, and Economic growth.

Sustainability Consortium news

The Sustainability Consortium is a project of the Society for Organizational Learning

Distributed free of charge to Consortium members. Feel free to distribute to interested colleagues and stakeholders.

Submit news or articles of interest for future issues to sustainabilitynewsletter@solonline.org.

Edited by Monique Barry, SoL Sustainability Intern, with assistance from Jacquelyn Ottman.

Design: **Studio Calavaria**, www.calavaria.com

Society for Organizational Learning 955 Massachusetts Avenue, Suite 201, Cambridge, MA 02139 (617) 300-9500 www.solonline.org

©2004 Society of Organizational Learning. All Rights Reserved.