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Strategic Sustainability for Leaders  
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## How Our Network Helps Drive Change in Sustainable Communities - A Letter From Regina Hauser, Executive Director

I like the simplicity of The Natural Step logo: the concentric circles growing outward and expanding. People frequently ask if TNS is for communities as well as businesses. Our answer is that TNS is for everyone that makes up a community: individuals, businesses, governments, community action groups and more. Our systems include every one of these groups - how could we achieve sustainability without including everyone in the process?

We were cleaning out old files recently, and it was fun to read [Rejuvenation Inc.'s](#) 2001 breakfast presentation on their TNS-based environmental management system - pictures from 10 years ago revealed old friends and old hairstyles! The Network began with a group of business leaders that saw the value of the Framework. Early Network events here in Oregon focused on members sharing their experiences with creating baselines, backcasting and using the science of TNS to guide their organizations' sustainability efforts.

Currently, we're seeing groups working together in [Clackamas County, OR](#), and the [Twin Ports](#) of Superior, WI and Duluth, MN. A recent visit to Minneapolis revealed activities in several communities and we're seeing a lot of activity sprouting in Indiana. As we reported in the November 2009 newsletter, [The Center for A Sustainable Future](#), in South Bend, IN, sponsored a round of sustainability-centered activities last fall. On Earth Day 2010, International TNS Ambassador David Cook and I will be in [Fort Wayne, IN](#), facilitating another full day workshop with business and government leaders in that community. In Elkhart, IN, local business leaders have organized [The Sustainability Coalition](#). John Helmuth, president of Elkhart based Genesis Products, says "we feel we can have a more substantial impact by working together and not in isolation."

The Natural Step offers a number of tools for community building. Many people have started with [The Natural Step for Communities](#), by Tjorborn Lahti and Sarah James. Some are using the [TNS Sustainability Primer](#), while others begin with a workshop or community gathering. Still others are active on our community networking site, [TransformAgents.org](#). There are many ways to approach building a sustainable community - let us help you choose the tools that will work for you.



SEE OUR FULL  
SPRING 2010 COURSE  
SCHEDULE  
HERE

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For a List of Our Current  
Founding and Sustaining  
Members, [click here](#)

## NEW MEMBERS

### Organizational

Post Carbon Institute  
Sustain Environmental, Inc.  
Sustain Jefferson  
WasteCap Nebraska

### Individuals

Lynda Arakelian  
Alexa Bach  
Beatrice Benne  
Yee Won Chong  
Paul Erickson  
Zev Fainsilber  
Barb Gardner  
Bruce Hecht  
Rebekah Ingersoll  
Chris Ann Lughino  
Meg McHutchison  
Amme Michaelsen  
Joe Moloughney  
Karen Olson-Ramanujan  
Tamara Wagner

## Introducing The Natural Step into Your Community

The word “community” has a wide range of definitions. Each of us belong to multiple communities - locally, regionally, nationally and globally. These communities can be further organized by something as simple as geography, or by complex thinking systems such as theology or ideology. A community can share common interests, goals, values, or habits, and at their best, communities provide structure within which to develop shared curiosity, purpose and vision.

While the purpose of communities can differ tremendously, the underlying goal of providing continuity and resilience for community members is very much the same. Continuity to hold focus as the community ages and expands its reach, and resilience to meet the inevitable challenges that arise on the road to transformation.

The Natural Step Network is a community without boundaries. We support other communities in their quest for resilience, and advocate for transformation focused on the interconnectedness and interdependence of all communities. In the sustainability chain, complacency is the weakest link.

Our mission is to provide the education, inspiration, and motivation. As a member of The Natural Step community, you are a critical link to help create and support emerging sustainable communities.

### Your Next Steps:

Share your commitment to transformation by helping other emerging communities to discover their own path toward sustainability.

- Introduce others to The Natural Step through our [Study Paths](#)
- Share our link to free [Learning Resources](#)
- Or contact us directly at 503.241.1140



We are happy to share the news that Natural Step Member [The Joinery](#) received a Build Local Challenge award at the annual BLA meeting this month. Joinery founder Marc Gaudin and shop foreman Gary Michael were on hand to receive the honor.

The [Build Local Alliance](#) was founded with a mission to improve the vitality of local forests and related human communities by connecting local, responsibly grown and processed wood with local projects. The BLA's goal is to make it easier to get what's grown in our region's FSC-certified forests into the hands of local builders. To learn more about the BLA, [see here](#).



## Calling Portland Foodies!

TNS Member Food Alliance has a great event planned for April 10. See their [website](#) for more information.

**Where's Food Alliance?**  
**A Scavenger Hunt**

Five Hours – 30 Locations  
100 teams of two adults

**Fun!**  
**Challenging!**  
**Prizes!**

Forever change how you think about Portland's local, sustainable food system.

**When:** Saturday, April 10th, 10:00 am – 6:00 pm  
**Where:** Natural Capital Center (EcoTrust), 721 NW 9th Ave.  
**Cost:** \$35 per team, free to Food Alliance members

**Play for Free, Join Food Alliance!**

[FoodAlliance.org/scavenger](http://FoodAlliance.org/scavenger)  
(503) 493-1066 x26



## Strategic Sustainability For Leaders: Bring new knowledge and skills back to your community

We just wrapped another offering of our advanced Natural Step Framework workshop in Chicago, and seats are filling for the Portland and Seattle workshops in May. For more information about Strategic Sustainability for Leaders, [see here](#).

Eric Shawn of Catlin Gabel School in Portland, OR, attended the advanced training in Fall 2009. Catlin Gabel has since implemented a very successful hot compost project, and Eric had this to say about participating in the training:

“Catlin Gabel is stretching to become a sustainable school. I appreciated the Strategic Sustainability for Leaders workshop because it expresses a resilient way of being on that road to becoming [sustainable.] I use the system conditions and guidelines daily in my efforts to increase tree canopy, reduce transportation emissions, achieve zero waste and retain our capacity to meet human needs. The school community is co-creating an inclusive, interconnected and interdependent future.”

Our advanced course gives participants a robust understanding of The Natural Step Framework. You will gain skills and knowledge to make the case for change, apply a systems based approach to planning, and guide decision making to achieve sustainable results inside your community or organization.

## LEARN MORE

### Leverage Your Membership. Use Our Logo

We're a network. Referrals and connections are how we grow. Recently, a few of our very sharp business members began displaying our logo (and links to our web site) in their email footers and on their web sites. See [Willamette Print and Blueprint](#), for example.

When you include our logo in your outbound communications and on your website, you increase our visibility, and that expanded awareness helps us reach a broader audience with our educational resources.

TNS Members may download our logo [here](#), through our members-only community site, TransformAgents.org. If you are not yet registered to participate in TransformAgents, it only takes a few minutes to create a profile, and then you'll be able to download the logo, connect with other Network Members, and join the discussions. [Go to TransformAgents.org](http://Go to TransformAgents.org).

Many of you have asked if there was a way to re-visit Bob Wise's presentation from our December 2009 Breakfast. See the video of "Taipei Ecocity Vision" [HERE](#).



On March 11, 2010, six Twin Ports businesses and organizations began seven months of intensive training in strategic sustainability planning with Duluth, MN nonprofit (and Natural Step Member) [Sustainable Twin Ports](#).

The 2010 training cohort participants are:

- Duluth Public Schools
- Members Cooperative Credit Union
- The Jamar Company
- St. Luke's Hospital
- National Bank of Commerce
- Fit City Duluth

For full media release and more information about Sustainable Twin Ports, [see here](#).

## Partnering for Change: Part 1

There is a reason why we turn to one another when we face the unknown and boldly step into transition - when facing change and new learning opportunities, and evaluating our value propositions, it's often easier to move forward with support and shared resources.

We are well aware of this at The Natural Step Network. The Network exists because a few brave organizations and individuals turned to one another 12 years ago and shook hands over the establishment of this partnership for change. It was, and is a community of real leaders, teaching and learning from one another with a shared understanding of the need for change, and a framework to support it.

Today the spirit of partnership and collaboration is alive and well at the Network. Some Members are supported purposefully by Network staff, while other Members are connecting and partnering by their own design.

### Clackamas County and Municipalities

Representatives from [Clackamas County, OR](#), and staff representatives of several local municipalities within the county, have been meeting regularly with Holly Brunk (TNS) and Duke Castle (The Castle Group) for facilitated discussions on sustainability planning and implementation. These discussions have provided a space for sharing resources, identifying projects to partner on and working on common challenges.

Most recently the group hosted Nan Fey, Plan Commission Chair for the [City of Madison, WI](#), who shared her perspective on successes and challenges faced by Madison in the effort to design and implement sustainability initiatives.

Lisa Nead of the [City of Wilsonville](#) attests to the value of the group: "The Natural Step Network discussion group has provided an open environment for local municipalities to share their successes and their challenges in taking sustainability to the next level. The resources shared and honest discussions have made this group meeting extremely valuable for all involved."

The Sustainable Business Network of Portland presents  
["Building a Sustainable Local Economy"](#)  
with Bill Bradbury, Rex Burkholder,  
Mary Edmeades and Jared Gardner  
Portland, April 8

Sponsored by TNS Member



**PORTFOLIO 21**  
INVESTMENTS



## PARTNER EVENTS

### Water Warrior

Illahee Lecture Series  
Portland, March 27

### Power, Change and Money

Illahee Lecture Series  
Portland, April 12

### GoGreen Conference

Seattle, April 21  
and  
Portland, October 6

### New Ideas for a New Decade

Baraboo, Wisconsin  
April 25

### The Nature of Power

Illahee Lecture Series  
Portland, April 26

### Green Collar Symposium

Madison, Wisconsin  
May 1

### The Power of Nature: Mt St. Helens, 1980-2010

Illahee Lecture Series  
Portland, May 18

### Greening the Heartland

Minneapolis, Minnesota  
May 19

## Documentary Film Needs Your Support

**Conserving Our Future**, a 1-hour documentary produced by Jane Turville and Wagging Tale Productions, presents a compelling case for conservation, rehabilitation and adaptive reuse of existing buildings as the single most effective strategy for reducing, reusing and recycling a critical resource – our buildings.

This documentary dispels the myth that new construction is always better and cheaper. Through six prototype projects, the film focuses on how renovation and adaptive reuse of historic and existing structures can fully achieve a sustainable triple bottom line of economic, social, and ecological balance.

Generous support from The Kinsman Foundation and The National Trust for Historic Preservation has covered 60% of the project. Your support will help complete the film, and you can help preserve our cultural identity – past, present, and future. See **Conserving Our Future** for additional information about the film and its producer.



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## Partnering for Change: Part 2

### Green Team Discussions

The Natural Step Network partnered with the City of Portland's Best Business Center to bring together staff from 14 organizations in two sessions to discuss best practices for Green Teams. Attendees shared resources, challenges and approaches to their efforts. In the words of one attendee, "I came away with great insights from others in the group, and feeling recharged about pushing the green team to move forward with more initiatives, as well as feeling pretty good about what we have accomplished."

These sessions were followed by an online discussion for members outside of the region. Visit our events calendar for upcoming opportunities to participate online. Please contact **Holly Brunk** if you are interested in initiating a live Green Team discussion.



TNS Member **Structures NW** will be a featured exhibitor at the Better Living Show this weekend - stop by their booth to see their predesigned packages of **Back Yard Buildings**.

### Partnering for Change: Part 3

#### Partners for a Sustainable Washington County Community

Understanding the value of sharing resources and partnering to create change, the founding partners of PSWCC - five city governments, five special districts and the Washington County government - formalized the organization after a January 2007 community summit on sustainability. The summit resulted in a consensus for the need to coordinate sustainability efforts across Washington County, OR. In May 2009, the agency hired its first coordinator and started programming.

The agency is currently focused on improving the internal operations of its partners. Projects include:

- sustainability benchmarking and reporting
- energy efficiency assessments and improvements
- research and knowledge sharing on best practices
- internal training and education

Jim Hough, City Manager for the City of Banks, OR, sums up the value of the partnership well: "From our perspective here in Banks, the Partnership is of great value because of the synergistic and symbiotic effects of continuous collaboration on this significant matter of our time. Our small capacity is greatly magnified by participating with larger partners, while at the same time our larger capacity friends can gain consistency and enhancement of their sustainability efforts by having similar actions and activities being accomplished across the board. 'Think globally, act locally' links us as a working organization and an organism by the existence of the Partnership."

At the Network we continue to create opportunities for connecting. If there is something we can do for your organization in this regard, let us know! In the mean time attend events (on-line and in person), and tell us what you are up to so we can help you connect the dots and make the change.



MARCH 26-28, 2010  
PORTLAND EXPO CENTER

**Nathan Good Architects** will be at the show, too!

#### Future Energy Conference

An Unmatched Forum for Learning, Networking and Business Development  
Portland, April 21-22

Receive \$50 discount with registration code TNSPOR10

