



TABLE OF CONTENTS

- Visions of Prosperity in 2011
- Irving, Texas Schools Engage Students in Sustainability
- Webinars to Change the World
- City Planning with The Natural Step

EVENTS

Green Professionals Conference
Portland, OR
January 26, 2011
(TNS Members receive 15% off)

Creating a Sustainable
Community Using
The Natural Step :
A workshop for city planners
Oregon City, OR
February 17, 2011

Powerful Messages in
Unnatural Times:
Change Series 2011
Webinar series begins
February 17, 2011

Sustainability Using The Natural
Step Framework
Portland, OR
May 4, 2011

Visions of Prosperity Dance in My Head - A Letter From Regina Hauser, Executive Director

It was a dark and stormy night* last Thursday as I rode my bike home in a deluge. On the down stroke water filled my shoe and on the upstroke it poured out. It's only natural that this is the season of wishing, no? Two years of stormy economics and politics alike can get everyone focused on the negative and wishing for an alternate reality. Well, that isn't going to happen. So instead of wishing, I propose we create visions of our hoped-for alternative reality.

After 8 years with The Natural Step, I advocate most heartily for creating beautiful and inspiring visions of how we want to live, how we want to do business, and how our world looks. Our brains understand the problems we face, or in Natural Step vernacular, the funnel. But our brains aren't equipped to move us forward. It's our hearts that move us.

Perhaps some hearts yearn for the past, but this is probably because the heart may see only what it best remembers in the past, the good times, the good business climate, profits, abundant forests. The future may seem dark and unpleasant, if we have no vision of success.

This is why I enjoy using The Natural Step Framework, it emphasizes the use of a positive vision of the future. It is a pleasure to see people envision futures powered with clean energy, products that create new jobs, thriving and healthy communities. These are visions of prosperity.

According to Wikipedia, prosperity is the state of flourishing, thriving, success, or good fortune. While prosperity often encompasses wealth it also includes other factors which are independent of wealth to varying degrees, such as happiness and health.

So, my vision for 2011 is that we will prosper, because we will enjoy some success and good fortune. We will find ways to work together to achieve more, even when at times it seems like we have less. I'm not merely hoping this vision will happen by itself - this will take a lot of work (and by the way, have you renewed your membership?), but work is part of my vision for prosperity. As December comes to a close, my hope is that all of you enjoy friends and family and that you take some time to create the vision that will lead you forward next year.

* with apologies to Snoopy



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

We're re-working our membership pages so we can more easily share links to your businesses and organizations - the full membership listings will be back up by 1/1/11!

Lori De La Cruz, ABC, is principal of [Blue Marble Media, LLC](#), an environmental education, marketing and consulting firm in North Richland Hills, Texas. You can reach her at Lori@BlueMarbleMedia.net or 817-233-4093.

Irving Schools Say "YES!" - by Lori De La Cruz

[Irving YES](#) (Youth for Environmental Sustainability) is underway in Irving, Texas schools. Designed to educate, inspire and engage students, this grant-funded project curriculum includes environmental, economic and social topics that culminate with hands-on projects. Students at Irving's four high schools ([Irving](#), [Nimitz](#), [Singley Academy](#) and [MacArthur](#)) and two universities ([North Lake College](#) and the [University of Dallas](#)) are challenged at the weekly meetings to discuss topics that are outside their typical classroom lessons and share that new-found knowledge with their peers. Originally developed as the Green Teens program in 2008 for one high school in North Richland Hills, Texas, the Irving YES project has expanded to include more schools, more students and special projects for each campus. Built upon TNS' four sustainability principles, topics include energy & water conservation, recycling, air quality, composting, renewable energy, slow food, green building, toxic-free cleaning, green living, community gardening and transportation.

During the fall semester, students cut up an apple to illustrate the 1 percent of drinkable water on the planet. When they cut a sliver of apple from the 1/32 piece that represented land that grows food, and understood that the sliver represented all water that is available for drinking, cooking, bathing, irrigating crops, watering lawns and washing laundry for 6 billion inhabitants, they were amazed. The ensuing discussions included how water conservation impacts all four of the TNS sustainability principles. Students also created miniature watersheds that illustrated different ecosystems, and in the spring, will build solar ovens, test air quality with an exercise from NASA, create community gardens and build compost and worm bins.

Each of the Irving YES schools will take on impact projects, both in-school and community focused, and both universities will participate in the nationally-recognized RecycleMania campaign. All participating students will come together for a Green Summit in April 2011 to share ideas and experiences and plan how they would like to continue the project after the grant funding ends in June 2011.

The curriculum is completely electronic (HTML and PDF) and available to registered users through the website at www.IrvingYES.com. The electronic curriculum will allow this project to be easily replicated and updated throughout the country. In addition, social marketing tools have been set up for students to educate their peers about the environmental problems their generation is facing. Keep up with the Irving YES project through [Facebook](#), [Flickr](#), [YouTube](#) or follow iYES on [Twitter](#).



Please help us beef up our efforts to reach out to the community via social media and “like” our page on Facebook. We promise we will be judicious with our postings, sharing news we think you can use and alerting you to TNS classes, breakfasts and events as well as other happenings we believe you will find of interest throughout the country.

Here's the link

If you've already “liked” The Natural Step Network USA- thank you! We like you too and intend to make your Facebook page visits and our status updates worth your while.

News from TNS International

See [here](#) for a Special Transition Issue of Stepping Stones, the newsletter for the international Natural Step Community

Webinars to Change the World - Change Series 2011

Behind every successful endeavor, there is a well-planned process. And like every other initiative your organization will undertake, from supply chain processes to marketing efforts, good sustainability practices require good planning, a powerful message and skills to create motivated teams to effect change. Join us for our 2011 webinar series - interact with six amazing and motivational leaders in the industry. You will learn from their successes (and failures) on topics like powerful messaging tactics, community transformation catalysts and ways to build group commitment and energy.

Speakers include: Bob Doppelt, Executive Director, The Resource Innovation Group; Sarah James, Co-Director, The Institute for Ecomunicipality Education & Assistance; Anna Fahey, Communications Strategist, Sightline Institute and more

Please note: This offering is a series of six webinars to take place in 2011. Additional participants from an already registered organization may register for \$15 each. Please contact april.knudsen@thenaturalstep.org for details.

Change Series 2011 also sponsored by [Town and County RC&D](#)

See full Speaker bios and webinar descriptions [here](#)

Series cost is \$48 for TNS Members and Town and County Members, \$60 General admission

Register at: <http://tnswebseries2011.eventbrite.com>

Eugene Emerald Award for Organically Grown Company

TNS Member [Organically Grown Company](#) has recently won two awards. The Eugene, Oregon Chamber annually presents Emerald Awards for recipients in several categories, and OGC won the the category of Environmental Values. There was a video prepared for the awards event, which you can see [here](#).

The second award was in Portland. Organically Grown was selected as one of the [Oregon Next Generation Companies](#) by [GenCubed](#). Out of 22 nominees, OGC won third overall, and first in sustainable practices.

Organically Grown Company is also one of the founders of [Organicology](#), a dynamic annual conference in Portland, Oregon dedicated to the study of a sustainable food future. Put February 10-12 on your calendar for this exciting event!



We're pleased to announce a new workshop this spring, **Creating a Sustainable Community Using The Natural Step**. This workshop is aimed at city planners and engineers, planning commission members, and other city and council staff interested in learning how the Natural Step Framework can be a valuable tool in the creation of sustainable services for a community.

Creating a Sustainable Community Using The Natural Step

February 17, 2010
Clackamas County Offices

The Greenest Building, a new film by Wagging Tail Productions, will be making its national debut at The Gerding Theater at the Armory on January 31, 2011. The Natural Step is pleased to be a partner with filmmaker Jane Turville and Wagging Tail, and we hope to see you at the premiere. Details will follow in an upcoming event bulletin.

City of Lake Oswego Updates Comprehensive Plan

Cities and counties are required to maintain and update comprehensive land use plans by state law. Lake Oswego, a city with about 36,000 residents, is currently in the process of reviewing its plan (last updated in 1994). Rather than just bring the plan into compliance with new state laws and regulations, the City saw this as an opportunity to transform it into a more useful and action oriented plan to guide the City for the next 25 years. To achieve this goal the city set three objectives: 1. to engage the public in the process; 2. make the plan user-friendly; 3. integrate sustainability as a framework to update the plan.

Lake Oswego has been a Natural Step Network member for many years, so several of the staff were already familiar with The Natural Step Framework. In 2005 a small group went through The Natural Step's 4-part ABCD workshop, which helped guide the staff in their internal decision making. Former mayor Judie Hammerstad was supportive and a series of executive briefings were given to the city council and department directors.

A full-day Natural Step training brought several ideas and concepts together for planning staff, including the Natural Step definition of sustainability, the triple bottom line, and creating a vision of a sustainable future. Thus Lake Oswego was prepared to include a sustainability framework in its planning process. In addition the City's Sustainability Advisory Board, made up of 9 citizens, had been advocating for a sustainability action plan.

The comprehensive plan's goals have been reduced from 19 to 7 for easier understanding. In addition the city has prepared a sustainability planning tool for citizens to better understand and engage in the process, and to date over 1000 Lake Oswego citizens have been involved in updating the plan through surveys, presentations and participation in the City's centennial events.

It hasn't all been smooth sailing. One of the biggest challenges is to get people to understand what sustainability is and what it means for Lake Oswego specifically. Sidaro Sin, City Planner, observed that in hindsight it would have been nice to run an early adopter group like that in Whistler, British Columbia. Having a small group of businesses and residents experience some of the benefits of sustainability would have helped generate more community support and more change agents.

There's still plenty to be done, as the Comprehensive Plan is a work in progress. With the Citizen Advisory Board's help, more citizen input will be sought in 2011. The Plan is scheduled to be completed by April 2013.