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The Natural Step Network
2009 Annual Report is
available [HERE](#)

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Live Events

Identifying Qualitative Measure-
ments, 1/2 day Workshop
Portland, Feb 16

Applying The Natural Step
Framework, 1/2 day Workshop
Portland, Feb 25

Strategic Sustainability for
Leaders, 2 day Course
Portland, Mar 4-5

Strategic Sustainability for
Leaders, 3 day Course
Chicago, Mar 22-24

Applying the Natural Step
Framework, 1/2 day Workshop
Portland, May 19

Strategic Sustainability for
Leaders, 2 day Course
Seattle, May 27-28

Ready, Set, Start!

A Letter From Regina Hauser, Executive Director

Like most Januarys, January 2010 is full of reflections on the past year, and the last decade. I'll leave it to others to detail the ups and downs of the past decade, but it is fair to say that we are looking forward to another challenging decade.

So do you have a strategy for becoming more sustainable in the coming year, and decade? Instead of focusing on individual tactics, a strategy allows you to step back from the daily grind and take a broader view of your goals. Since the Super Bowl is upon us once again, like Januarys and renewed commitments to our gym memberships, I'll put it this way - tactics win yards, but strategy wins the game.

Take this example, paraphrased from [Michael Luehrs](#) at Less Conversation More Action: An employee at Company X suggests buying video conferencing equipment, as a tactic to reduce travel costs. Without the context of a sustainability strategy, company managers are resistant to the purchase, seeing it as an expensive outlay that won't show ROI immediately. But, if the organization has a comprehensive strategy to reduce emissions and builds company culture around that strategy, the purchase is more likely to be supported and approved. The tactic is allowed to come to fruition, because it clearly supports a strategy. And that's how we win the sustainability game.

For those of you who have been Natural Step adherents for a long time, you may think of the Framework as only its parts: the funnel, four system conditions and backcasting. In fact, the Framework has evolved to incorporate these original components into a comprehensive strategic planning tool for sustainability. It allows for a logical approach to resolving seemingly unsustainable trade-offs, and encourages you to focus on systems instead of symptoms, on the game instead of the play.

Of course we need our tactics to be successful, and our experience with applying the Natural Step Framework has proven time and time again that having and using a strategy for achieving sustainability guides us in choosing and employing effective tactics.

So it's the New Year, the New Decade. Are you ready? Do you have a strategy? If not, The Natural Step Network can help you create one. If yes, consider sharing it with others. Either way, let's get started!



EVENTS, cont.

Online Discussions/Webinars

Introduction to The Natural Step Framework
Bi-monthly presentation

Backcasting Series (1 of 4)
Building Cultural Change, Feb 4

TNS Member Discussions -
Building a Green Team, Mar 16

[See here for our full Spring 2010 Course Schedule.](#)

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

NEW MEMBERS

Organizational

City of Oregon City

ecodycleaner

Metropolitan Alliance for the Common Good

Second Nature

Sustainable Fox Valley Network

Sustainable Transformations

Sustain The Natural Step!

In the past year all of us have been swimming against a bad economic current, and the Network needs your help. The work we're doing with respect to offering workshops, facilitating discussions, webinars and making the Sustainability Primer available, **all require your support.**

We're here as a public resource. Our primary work centers around helping people understand the importance of a strategic approach to achieving sustainability. We connect people to resources and other Members, we teach students, community and business leaders about the importance of systems thinking, and introduce companies to the connections between sustainability and success. Your tax deductible Memberships and donations are needed for us to continue to make the Framework accessible and usable for all.

Renew your Membership, or [Donate](#) if you can.

The Value of a Network

News from Holly Brunk, Membership and Services Coordinator

The Natural Step Network has been connecting forward thinking business leaders to training and resources, as well as one another, for over 12 years. The core of original supporters has been joined by many organizations and individuals since, and we are challenged and privileged to work to maintain the relevance and value of of the Network for all Members.

Perhaps one of the most valuable benefits of belonging to The Natural Step Network is the access you gain to like-minded people who are working to meet the same challenges as you. The Network is a community of leaders, innovators and collaborators from a great diversity of industries, increasingly drawn from all across the United States.

Our Members have collaborated on a number of projects in the last year that have had significant impacts both on the individuals involved, as well as the work they are doing in their respective industries. For example,

- We recently were treated to a presentation by Bob Wise of TNS Member Cogan Owens Cogan, on the work done by Team Oregon (a collaboration including fellow TNS Member SERA Architects) in Taipei, Taiwan. Using the Natural Step Framework, the UN Environmental Accords, and natural system principles, Team Oregon's work was instrumental in shaping a new vision of what a city can look like in the 21st century.



NEW MEMBERS cont.

Individuals

Kevin Adkins
Ankush Brahmavar
Karen Burckhardt
Duke Castle
Craig Colella
Frank Costanza
Stephen Hatfield
Christy Hitchens
John Hoal
Ginny Hopkirk
Kevin McGuire
Alfred Meyer
Thomas Poupard
Carol Roskam
Luis Salazar

- Clackamas County, Oregon and several cities within the county are working together to share best practices, resources and training on sustainability planning in a peer learning group facilitated by the Network.
- Eleven TNS Member organizations currently participate in a Green Team discussion group to address challenges and opportunities in each organization.
- Over 160 TNS Members now share resources and discuss ideas on our member community site, TransformAgents.org. Educators, city planners, study circle facilitators and others have created groups on the site.
- Participants in the Fall 2009 Strategic Sustainability for Leaders cohort in Seattle have organized regular meetings to discuss applications of the Framework, and are building a strong local TNS network.

We are understandably proud of our Members and their achievements. We are working harder than ever to help Members work with and learn from one another through peer learning groups, online discussions and webinars, live training and events and social networking. If you are interested in opportunities to connect with fellow TNS Members further, let us know. We'd love to have your input and feedback.

Study Paths for 2010

Expanded Learning Options Organized by What You Need to Know



Our 2010 educational program has grown in size and flexibility of options. We now offer a wider range of courses, workshops and webinars, from 1-hour online discussions to 3-day intensive workshops. We have also created three suggested Study Paths to guide you toward your sustainability goals: Basics, Leaders and Trainers. Whether you require a general orientation or deep knowledge, one of these paths will help you identify your next step.

There are now more options to receive introductory training, with a shorter version of our traditional Framework workshop in Portland. These workshops will also become available online as we record and publish them. An ongoing TNS introductory webinar is now offered free of charge, and we're introducing a new online series on Backcasting. The 4-part series begins in February, is free for members, and will feature one or more TNS members and offer live discussion.

Discover your next step!



TNS Partner Events:

Leading Evolutionary
Change
Portland, OR Jan 21-23



[Learn More](#)

Investing in a Sustainable
Future
New York City, March 24



[Learn More](#)

A special offer from TNS Member **ecodrycleaner**

New TNS Member **ecodrycleaner** is offering discount pricing for other TNS members!

In their own words, "Breaking away from the trends of a stagnant industry, **ecodrycleaner™** is designed with cutting-edge technology and sustainable practices from the ground up. We employ only safe, non-toxic cleaning agents such as GreenEarth Cleaning - liquid silicone, a safe and natural by-product of sand. Traditional dry cleaners are still using petroleum-based solvents like PERC, which the EPA regulates as a toxic air contaminant because it can be harmful to humans."

ecodrycleaner is offering TNS members a 15% discount on all Daily Wear orders, and also offers free Pick/Up and Delivery service for the entire Portland Metro area. Check out our [website](#) to learn more about our company and practices, and [click here](#) for special pricing details. To register as a customer and get a coupon for good for your first order, [click here.](#)"

