



OUR VISION: Creating a Sustainable Twin Ports

SUSTAINABLE TWIN PORTS BOARD OF DIRECTORS

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EARLY ADOPTER PARTICIPANTS

2009

Challenge Center
City of Duluth
Duluth Area Chamber of Commerce
Duluth Grill
DSA Community Foundation
Duluth Transit Authority
Glenwood Signs & Awards
Gloria Dei Lutheran Church
Inn on Lake Superior
London Road Car Wash
Superior Public Schools
Twin Ports Testing
UW-Superior

2010

Duluth Public Schools
Fit City Duluth
Members Cooperative Credit Union
St. Luke's Hospital
The Jamar Company

2011

Clyde Park Association: Boys & Girls Clubs of the Northland, Clyde Iron Works Restaurant, Duluth Children's Museum, Duluth Heritage Sports Center
Common Ground Construction
Duluth Housing and Redevelopment Authority
Ecolibrium3
Spirit Mountain Recreation Area

Sustainable Twin Ports is a non-profit organization dedicated to furthering economic, environmental and social sustainability in the Twin Ports and western Lake Superior region through education, networking and action.

"Sustainable development meets the needs of today without compromising the ability of future generations to meet their own needs."
– 1987 Brundtland Report

Here in Duluth, MN and Superior, WI, we are focusing on training our business leaders, municipalities, community groups, and individuals in the principles of sustainability. Using **The Natural Step**, a science-based, systems framework for making sustainable decisions in a strategic way, our offerings range from introductory to in-depth, creating many opportunities for the community to get involved in creating a sustainable Twin Ports.

Achieving our vision will rely on involvement of the whole community. There are many ways to be part of this movement toward sustainability! Attend a training, donate to our work, participate on a committee, become a sponsor, offer a scholarship, join the membership network, or simply help spread the word to get involved. You can learn more about Sustainable Twin Ports at our website and view the documentary vignettes and case studies of our Early Adopter Participants. www.sustainabletwinports.org

Thank you!

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EDUCATION & TRAINING OPPORTUNITIES

Perspectives on Sustainability Presentation

Attend a session to learn the basic sustainability principles of the The Natural Step and how they can be applied to everyday decision making. These presentations are open to the public and offered regularly around the Twin Ports. Contact Sustainable Twin Ports to schedule a session for your community group.

Possibilities in Sustainability Seminar

Register for a 2 day seminar to explore basic principles and process, tools for creating a vision for a sustainable future, compare your current reality to that vision and begin your sustainable journey.

Practices in Sustainability: Early Adopter Strategic Sustainability Planning

Ready for transformational change toward a sustainable future? This 6-8 month in-depth training will guide your team, along with a group of 10-12 other organization teams, through a step-by-step program and action planning process. Build sustainability into your daily decision making.

Performance through Sustainability Consultation

Private, customized one-on-one consulting with your business or organization for a full organizational involvement. Gets your entire team speaking a common language, offering valuable perspectives and ideas, and working toward a shared vision of a sustainable future.

You can register for any of our trainings online. Please contact us for further information.

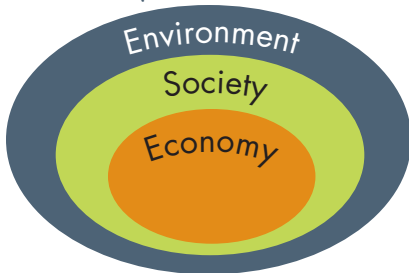
THE NATURAL STEP

is a science-based, systems framework for strategically moving toward sustainability.

By developing strategic action steps focused on a vision of a sustainable future, an economically viable, socially responsible strategic plan for sustainability can be achieved.

"The Natural Step addresses issues we all need to be aware of. It isn't a process on how to be 'green', it is a process on how to live life."
 ~ Early Adopter Participant

The Triple Bottom Line



The largest sphere represents the environment, or earth, upon which all economic and social progress ultimately depends. That's our natural capital: it provides the ecosystem services and natural resources that we need to survive. The middle sphere represents society, or human capital. Our economy is the smallest circle because it is governed by the rules, regulations and structures of the other two spheres. The economy depends on human capital and natural capital to thrive. You can't have one at the expense of another.

Source: United States Sustainability Primer page 6 ©2009

The Four Principles of Sustainability

In a sustainable society, nature is not subject to systematically increasing . . .



. . . concentrations of substances extracted from the Earth's crust,



. . . concentrations of substances produced by society,

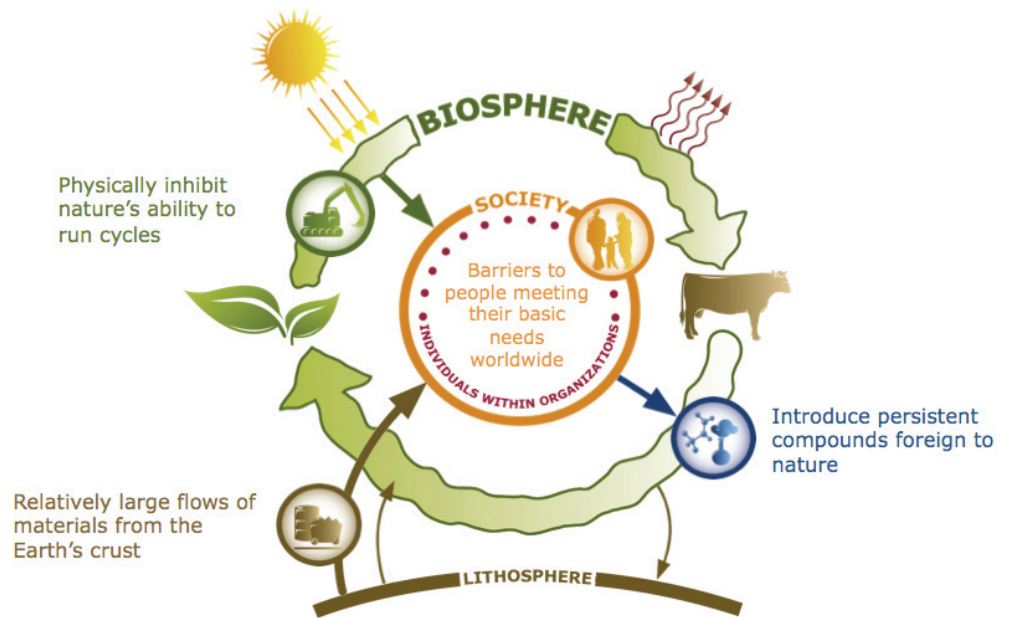


. . . degradation by physical means,

and, in that society . . .



. . . people are not subject to conditions that systematically undermine their capacity to meet their needs.



WE ALL HAVE A PART TO PLAY . . .

The ABCD Process

The science, the principles, and the process. These are the basic building blocks of using The Natural Step Framework.

Step A: Learn the Sustainability Principles (Awareness)

Step B: Identify your current reality (Baseline)

Step C: Create a "Compelling" Vision of a sustainable future

Step D: Develop action plans by "Backcasting" from the Principles

