



Our Vision: Creating a Sustainable Twin Ports

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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

Thank You!

Funding for the Early Adopter Project was provided by the A. H. Zeppa Family Foundation, the Duluth Superior Area Community Foundation's Fund for the Environment and Wildey H. Mitchell Family Fund, and the University of Wisconsin-Superior

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.” This definition, from the 1987 Brundtland Report, represents the common focus of the global sustainability movement.

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 of our Early Adopter Project participants - the first to be formally trained in The Natural Step by Sustainable Twin Ports. www.sustainabletwinports.org

Education & Training Opportunities

Level 1: Perspectives on Sustainability

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

Level 2: Possibilities in Sustainability

If you're ready to dig in a little deeper, register for a 1-2 day seminar in which you will explore basic principles, create a vision for a sustainable future, compare your current reality to that vision and map out an action plan to reach your vision.

Level 3: Practices in Sustainability

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 organizational teams, through a step-by-step program and action planning process. This program evolved from the Early Adopter Project and is our flagship training.

Level 4: Performance Through Sustainability

Private, one-on-one consulting with your business or organization is the right choice if you're looking for full organizational involvement. Get 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.

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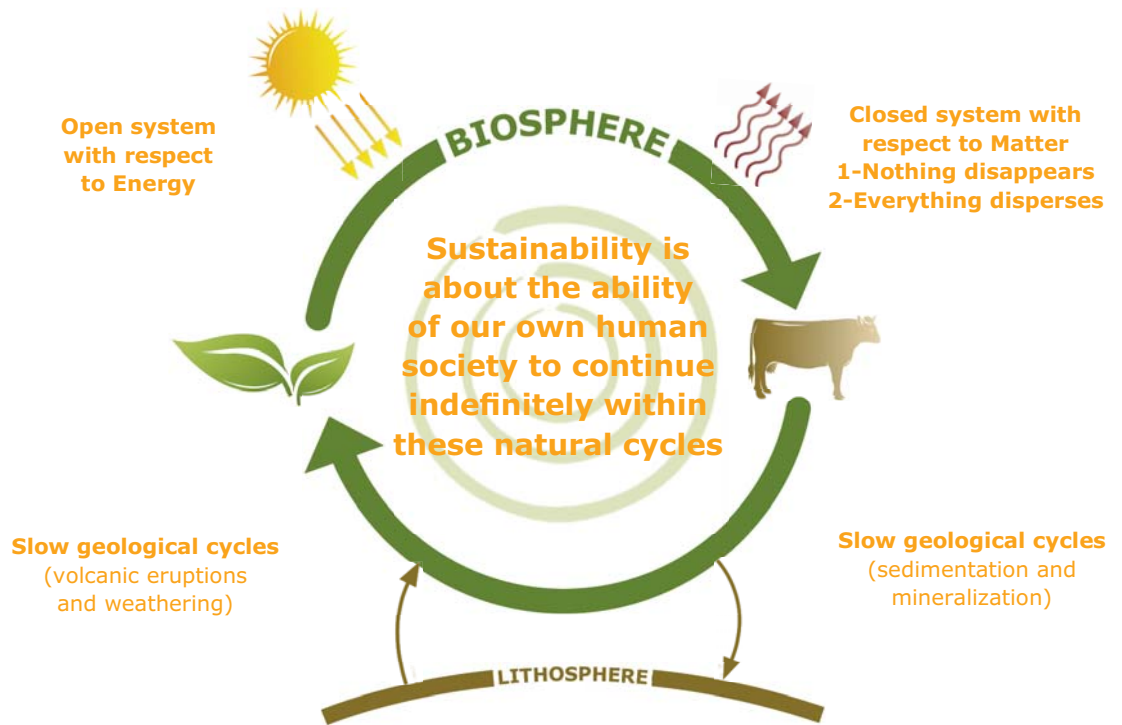
The Natural Step ... a graphic definition

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 Project Participant*



The Four Principles of Sustainability

To become a sustainable society we must:

1. eliminate our contribution to the progressive buildup of substances extracted from the Earth's crust (for example, heavy metals and fossil fuels)
2. eliminate our contribution to the progressive build up of chemicals and compounds produced by society (for example, dioxins, PCBs, and DDT)
3. eliminate our contribution to the progressive physical degradation and destruction of ecosystems and natural processes (for example, wetland destruction and paving over critical wildlife habitat); and
4. eliminate our contribution to conditions that undermine people's capacity to meet their basic human needs (for example, unsafe working conditions and not enough pay to live on).

The ABCD Process

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

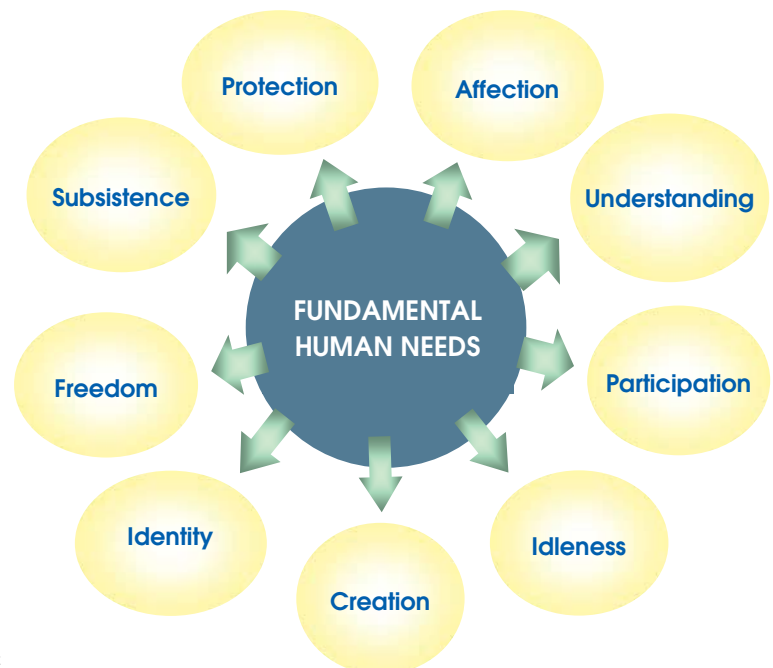
Step A: Learn the Sustainability Principles (Awareness)

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

Principle 4: Global Human Needs



This graphic shows nine human needs that apply across cultural and historical boundaries. These needs and their “satisfiers” can be used to develop strategies that support the 4th Principle of The Natural Step framework. *Source: Manfred Max-Neef, Human Scale Development, 1987.*

Sustainable Twin Ports trainings provide facilitated, strategic integration of this proven framework into your organization, with tools, case studies and a global network of support. Get more information about The Natural Step at www.naturalstep.org.