



SustainAbility

A joint publication from Audubon Lifestyles and The International Sustainability Council

ISC Sustainability Campaign

The ISC is a non-profit coalition of thought-leaders dedicated to advancing understanding of the relationships among ecological, social and economic systems for the mutual benefit of people and the environment. Using the ISC Principles of Sustainability as a basis, the ISC has organized and launched the Sustainability Campaign.

The Campaign is aimed at forging partnerships with businesses, universities, governments and not-for-profits, encouraging the adoption of the ISC Principles of Sustainability through the creation of Charters of Sustainability and to publicly recognize sustainable based actions taken as part of the implementation of those Sustainability Charters.

The ISC Sustainability Campaign is focused on 10 broad goals which are:

1. Health and the environment
2. Economic prosperity
3. Social improvement and equity
4. Conservation of nature
5. Stewardship
6. Sustainable communities
7. Civic engagement
8. Population issues
9. International responsibility
10. Education



The ISC believes that in order to achieve the vision associated with a more sustainable society, some things must grow – jobs, productivity, efficiency, wages, capital and savings, profits, information, knowledge and education – and others – pollution, waste and poverty – must not.

Inside this issue

ISC Sustainability Campaign	1
Cold Climate Housing Research Center	2
John James Audubon Conservation Network.....	2
Urbana University launches Sustainability MBA Program	3
Audubon Lifestyles website viewed by thousands worldwide	4
Urbana University—First Bird Campus Member	4
References & Resources	4

Fast Fact

The energy we save when we recycle one glass bottle is enough to light a traditional light bulb for four hours!!



Cold Climate Housing Research Center

ISC partner, the Cold Climate Housing Research Center (CCHRC), located on the campus of the University of Alaska Fairbanks recently announced the completion of construction on its Sustainable Northern Shelter (SNS) demonstration house in Anaktuvuk Pass, Alaska. Construction began on June 16 with substantial completion four weeks later on July 11.

With guidance from the CCHRC and Tagiugmiullu Nunamiullu Housing Authority (TNHA), students from Barrow's Ilisagvik College built the home to gain home-building knowledge and experience, which they can apply to future building projects across rural Alaska.

"We hope this prototype home will change the approach to designing and building affordable, energy efficient, culturally-based, and environmentally-appropriate buildings for Alaska," says CCHRC President and CEO Jack Herbert. "This is the beginning of a new day for rural Alaska. This project incorporates ten thousand years of sustainable principles with new technology."

John James Audubon Conservation Network

Audubon Lifestyles is engaged in keeping the spirit of bird conservation alive in the name of the John James Audubon Bird Conservation Network, through programs for communities, called Bird City USA, and for University and Business Campuses called Bird Campus USA.

In these tough economic times, people might wonder: "Why should we care about birds?" In short, while the United States is blessed with diverse landscapes, a wealth of natural resources, and spectacular wildlife, we are also blessed with more than 800 species of birds, and we share these birds with people from around the world, as billions of migratory birds follow the seasons across oceans and continents. Birds have become a part of our national heritage. As Americans, our passion for nature is growing ever more evident, as wildlife watching generates \$122 billion in economic output annually, and one in every four American adults considers themselves to be a "bird watcher".

John James Audubon was born on April 26, 1785. He grew to become a famous American ornithologist, naturalist, hunter, and painter. He painted, catalogued, and described the birds of North America in the early nineteenth century, and published Birds of America, a massive book containing 435 hand-colored plates of 1,065 individual birds. Audubon became the chosen name and symbol for a movement coined "The Audubon Movement" that began in the late 1890s to stop the unrestricted slaughter of birds. Early Audubon members pledged to shun the fashion of the day of wearing hats and coats adorned with bird feathers and wings, and to hunt birds for consumption only, rather than sport or trade. Early members also studied birds, improved their habitats, and fought for bird protection. Their activism fledged a broader conservation movement and eventually led to passage of the Migratory Bird Treaty Act in 1918. The Act ended trade in migratory birds, and was among the first federal protections ever afforded to wildlife.



The U.S. human population has skyrocketed from about 8 million to 300 million since that time, and as we have harvested energy and food, grown industries, and built cities, we have often failed to consider the consequences to nature. During our history, we have lost a part of our natural heritage—and degraded and depleted the resources upon which our quality of life depends. We have lost more than half of our nation's original wetlands, 98% of our tallgrass prairie, and virtually all virgin forests east of the Rockies. Since the birth of our nation, four American bird species have gone extinct, including the Passenger Pigeon, once the world's most abundant bird. At least 10 more species are possibly extinct.

Birds are bellwethers of our natural and cultural health as a nation. They are indicators of the integrity of the environments that provide us with clean air and water, fertile soils, abundant wildlife, and the natural resources on which our economic development depends. In the past 40 years, major public, private, and government initiatives have made strides for conservation. Has it been enough? How are birds faring?

Audubon Lifestyles website viewed by thousands worldwide

The Audubon Lifestyles website hasn't been "live" for very long, but already has experienced an unprecedented amount of website traffic from visitors located all over the world.

Over the last year the Audubon Lifestyles website has been viewed by thousands of website visitors from all 50 US states, and from 54 countries around the world.

With the recent updates to the Audubon Network, and Audubon Forum, we anticipate increased exposure and activity to the website. We are asking for your help to continue this positive trend. Please consider linking to the Audubon Lifestyles website from your business or personal website and help us continue to grow!

Urbana University—First Bird Campus USA

Urbana University, an ISC Charter Member, recently became the first Bird Campus USA member in the country. Steve Jones, PhD, President of Urbana University indicated that participation in the Bird Campus USA program was a logical step to take, not only because the program provides a mechanism



to implement part of the Universities Sustainability Charter connected with stewardship, but because it will both contribute to the conservation of birds, as well as save the University money connected with campus management. Dr. Jones said, "With the financial assistance of the US Fish and Wildlife Service, we have identified 14 acres on the campus that we previously maintained in turfgrass. Those areas are now being restored to native Ohio prairie habitat. This will not only reduce the time, money and resources that we expended in maintaining turfgrass, but we will be helping several species of prairie habitat oriented bird species. In addition, we have created a learn by doing experience for students, faculty and administration that will result in a community environmental education asset."

Learn more about Urbana University at: www.urbana.edu

For more information

35246 US Hwy 19 #299
Palm Harbor, FL 34684

Phone: 727-744-6831
Fax: 727-733-0762
Email: info@audubonlifestyles.com



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Additional Resources & Sources

Audubon Lifestyles	www.audubonlifestyles.org
The International Sustainability Council	www.thesustainabilitycouncil.org
LandDesign	www.landdesign.com
Green Living Tips	www.greenlivingtips.com
The Daily Green	www.thedailygreen.com
Sustainability Campaign	sustainabilitycampaign.blogspot.com
Energy Star	www.energystar.gov
American Society of Golf Course Architects	www.asgca.org
Urbana University	www.urbana.edu
Cold Climate Housing Research Center	www.cchrc.org
Sustainable Northern Shelter	www.cchrc.org
State of the Birds	www.stateofthebirds.org