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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.

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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?

We ask you to join us in continuing to reverse the damage to our nation's habitats and protect our remaining natural landscapes—the foundation upon which our precious resources, our wildlife, and the lives of our children depend. Cooperative conservation efforts among the government, conservation organizations, and ordinary citizens—private landowners, hunters, and bird watchers—really are making a difference.

Audubon Lifestyles, a non-profit organization founded upon the Principles for Sustainability, is engaged in keeping the spirit of bird conservation alive in the name of the John James Audubon Bird Conservation Network, and has developed programs for communities, called Bird City USA, and for University and Business Campuses called Bird Campus USA. Simply stated, the Bird City and Bird Campus programs provide direction, technical assistance, public attention, and national recognition for municipalities, communities and businesses throughout the United States who have embraced the importance of birds as part of our American Heritage, and who include "bird friendly" landscapes in the way their properties are being managed. This includes landscapes with a focus on the needs of birds during their nesting, migratory and winter seasons. The Bird City/Campus USA Programs are intended to be fun, educational, increase community and civic pride, and encourage public participation.

Portions of this story have been excerpted from the "State of the Birds" and can be found at www.stateofthebirds.org

To learn more about The Bird City/Campus USA Programs visit: www.audubonlifestyles.org



Through kindling a passion for nature within youth and communities, we can ensure that our natural heritage is preserved through birding and other outdoor activities.

Urbana University Launches Sustainability MBA Program

In the Spring of 2010, Urbana University plans to unveil a new MBA program designed to show how social and environmental responsibility can make business sense.

The Urbana University MBA in Leadership in Sustainability, created with the help of The International Sustainability Council Chairman Ron Dodson, will provide graduates with an MBA augmented with an environmental sustainability focus.

"The concept of sustainability is that we need to balance environmental protection in economically viable ways that also benefit society," said Dodson, who is also on the university's board of trustees.

There are a number of green MBAs starting up around the country, "but this is the only one ... rooted in the notion that you can do the most good if you can make money doing it," said Stephen Jones, Urbana University president.

Many of the world's larger corporations have seen the need to merge social and environmental responsibility with economic sustainability and development, Dodson said. In response, some of those corporations have created offices of sustainability.

The new MBA program will operate out of the new Chapman School of Leadership in Sustainability — the springboard for a number of initiatives, from the new MBA program to the creation of a future undergraduate degree in environmental studies to an outdoor education program the university plans to create with the development of its new native tall grass prairie and oak tree savannah and observatory.

The university hopes to become a national model for sustainability studies, practice and outreach, Dodson said.

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

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Additional Resources & Sources

Audubon Lifestyles

The International Sustainability Council

LandDesign

Green Living Tips

The Daily Green

Sustainability Campaign

Energy Star

American Society of Golf Course Architects

Urbana University

Cold Climate Housing Research Center

Sustainable Northern Shelter

State of the Birds

www.audubonlifestyles.org

www.thesustainabilitycouncil.org

www.landdesign.com

www.greenlivingtips.com

www.thedailygreen.com

sustainabilitycampaign.blogspot.com

www.energystar.gov

www.asgca.org

www.urbana.edu

www.cchrc.org

www.cchrc.org

www.stateofthebirds.org