

“Dream Team” Advances in Competition to Improve Aviation Industry

-By BTH Information

A team of four BTH students has advanced to the semi-final round of the "Airbus Fly Your Ideas" challenge. The team is one of 84 teams to advance out of 315 first-round entries. The competition is to help the airline industry to work toward a more sustainable future by developing new and innovative ideas relating to eco-efficiency in the industry, and it is open to university students around the world in any area of study.

The BTH team - with the name "Dream Time" - is made of three students from the new master's programme in Sustainable Product-Service Innovation (MSPI) and one Ph.D. student working with sustainable product innovation.

The team includes Mark Simmons (Canada), Yurie Makihara (Japan), Shahryar Eivazzadeh Kaliahi (Iran), and Tony Thompson (PhD student, USA). They attribute their success to the creativity that comes from interacting with different cultures. "The international aspect of our team - studying together here in Sweden -

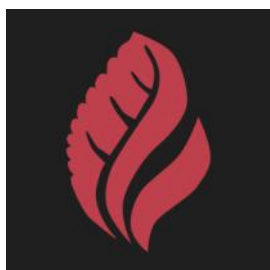
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An Unreasonable opportunity...



TerraShift, a social venture co-founded by 2011 MSLS student Nathaniel Koloc, has been named a Finalist to attend this year's Unreasonable Institute. The Institute is a mentor-driven international social business accelerator program, based in Boulder, Colorado, USA.

Of over 300 applicants, 45 were chosen as Finalists to compete in an online crowd-funding campaign. The first 25 ventures to raise \$8,000 (the cost of tuition to the Institute) will be named Unreasonable Ventures and get to attend. Finalists hail from all over the

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Message from the Programme Team

We send our greetings and warm wishes from a chilly Karlskrona! The winter has been long, dark and fairly snow-filled, but we did not hibernate (...and finally it is getting lighter out)! We hope that this edition of the Trunk & Branches can give you a flavor of what has been happening here over the past several months and kept us busy throughout this winter.

Both MSLS (Master in Strategic Leadership towards Sustainability programme) and MSPI (Master in Sustainable Product-Service-System Innovation) have welcomed some amazing students from all over the globe; this edition of the T&B will share with you some of their work and thoughts about their time here in Karlskrona. You can also view their biographies on our homepages (www.bth.se/msls and www.bth.se/mspi) in case you are interested to learn more about the excellent talent that we have attracted.

The academic year kicked off with a bang and has progressed very well. Highlights this year included lectures from Göran Carstedt and Otto Scharmer, as well as many field trips throughout the region to nearby cities and partner companies.

Period 2, as always, was filled with much project work, which kept us and the students busy. Just now the MSLS programme has begun its thesis period, and students have begun working on their various topics ranging from rooftop gardens to improving your skills and practices as a sustainability practitioner. We are excited about all the opportunities and look forward to watching the findings emerge over the next few months.

In our other educational adventures, we continue to offer campus courses to other BTH programmes, distance courses to professionals from around the world, customized sustainability training for leaders in the Chemical Industry (in conjunction with TNS – see page 8), and summer school courses for educators in the Baltic region. We are also engaging in more and more discussions about collaborating with other universities regarding sustainability education. It's an exciting time to be involved in education for sustainable development! See www.bth.se/sustainability for all our course offers.

Our alumni are also out creating lots of positive change around the world, and this edition of the T&B has several stories from our MSLS alumni. We are so proud of all the sustainability accomplishments that our

network is helping to achieve!

As we look forward to spring, we are excited about many upcoming workshops and events, including the [Art of Hosting training](#) in March 2011, and a day-long workshop on 'Flow Performance' by Frank Heckman, former mental coach of the Dutch Olympic team. This, and many other emerging events look to keep us busy for the next several months!

On a personal team note, we were able and happy to have all staff members here for a second consecutive year, as well as get some part-time assistance from Jenny Lind (MSLS '09). What a joy it has been to build on our experiences together and capitalize on the learnings from the year before.

Well, it is time for us to get back to work. We hope that you enjoy all the different stories and updates included in this newsletter. Please don't hesitate to get in touch if you have any questions or would like to suggest a story for our next edition, slated for March/April.

Until next time,

The BTH Sustainability Team



Artwork by Kara Stonehouse, (MSLS '10)

MSLS Alumni helping to train at Forum for the Future

-By Liane Fredricks and Simon Goldsmith (MSLS '08)

In December, alumni Roya Khaleeli ('05), Liane Fredericks ('08) and Simon Goldsmith ('08) delivered a second FSSD training session to the UK's Forum for the Future MSc Leadership for Sustainable Development scholars. This course is highly regarded in the UK and has produced a long list of sustainability leaders since it launched in 1996.

We started as a group of London-based MSLS alumni meeting socially before deciding to pull together a practical way of sharing what had brought us all together. The group, which then also included Tim Nichols (08) and our honorary Aussie 'alumni' Rachael Westhafer, focused on embedding the key learning points: the Rules of the Game, Backcasting, Systems Thinking. What we collectively generated and piloted was a 3.5 hour fun and hugely informative workshop that could be delivered to almost anyone.

After a meeting with Forum staff we were invited to deliver the TNS component of training to their scholars. The workshop involved a range of activities from exploring backcasting through spaceships and making cups of tea, to experiencing systems thinking using a web of string and trying to keep up with the second rule of thermodynamics using lego!

Although it was surprising that some scholars were

not aware of the Framework, the groups found it invaluable in helping to define and apply sustainability. For us the whole experience was great fun, bringing together old and new friends and challenging our creativity, determination and skills. All this with the added bonus of producing a training package that has been extremely well received and can now be delivered for a decent fee.

What we learnt is that the co-creativity and passion that we found in Karlskrona can be recreated, reinforced and transformed...and it starts with an idea and a little help from our friends.



A Quick Visual Tour of the new Campus by Kim Davis (MSLS '11)



Alumni Spotlight



Sven Borén '10 (Sweden)

The idea about starting up a consultancy company focusing on sustainability and sustainable transportation came to my mind during the introduction course and the inspiration grew as classmates told their success stories about consultancies. The final decision took place in September 2010 as I got some funding from the job agency and the company Eco Pilots was registered in mid-October 2010.

As I'm living in Karlskrona, I had the fantastic opportunity to participate in the ESS class of 2011 and expand my knowledge about sustainable product development and meet more wonderful MSLS/MSPI guys. It became a little hard to maintain the business activities along with course activities, especially as my wife gave birth to Stella in late November. The efforts paid off and at the beginning of February 2011, Eco Pilots had succeeded with one finalised mission, a few more booked and a lot of potential customers that want to know more about sustainability and how Eco Pilots can help them towards a sustainable future.

Eco Pilots will receive an Environmental price from the Lions Club Jarramas by mid February and the start of a think tank about sustainable transportation will hopefully lead to more

success stories from Eco Pilots within the next years.



Liane Fredericks '08 (United Kingdom)

Since MSLS, I've worked as a Sustainability Officer for the London School of Economics and Political Science (LSE). It's involved everything, from an Environmental Management System and the London Universities Environmental Group, to installing urban rooftop beehives. I even managed to get 50 colleagues to participate in an [applied improvisation](#) session. It's been a rewarding experience but that's not to say I didn't need heart, determination and senior management backing.

Outside of my day job I started to fulfil my need for creative challenges. It started with co-creating a [UNESCO Languages Matter](#) poster with Jen Nichols'08 and Tim Nichols'08. Then a London-based MSLS crew got together and we ended up delivering a TNS-based workshop to the Forum For The Future Master students. I also got into taking photos for social enterprises like [Limina](#) and even did a BBC Online feature about deforestation in [Kenya's Mau Forest](#).

Then, while reminiscing about our MSLS trip to Luxembourg, it came to me that London needed an All We Need exhibition of its own. As the exhibit in Luxembourg, it could be based on Manfred Max-Neef's Fundamental Human Needs and draw on the arts to playfully engage a wider audience. The first step to realising this came at the end of 2009. Tim Nichols put me in touch with Hege Sæbjørnsen who had produced an art exhibition based on the book, *Affluenza*. With a mutual belief that the arts can be catalyst for personal, professional, and community transformation, the platform for our own [All We Need](#) was born. I'm now part-time at LSE which gives me the space to prepare for the launch of All We Need later this year and to build up the momentum for the exhibition in 2012. The platform is taking on a life of its own with structures and solutions emerging. From this new experience I'm understanding the similarities between [creative processes and complex adaptive systems](#) on a whole new level! It really feels like a '[business inspired by nature](#)' and one that you're all invited to get involved in.

So thank you to my fellow MSLSers for cultivating my adventures in co-creation from the moment I arrived in Sweden. Whether it's listening to the latest thesis presentations in Karlskrona, cooking dinner in London, sharing stories across the Atlantic, partying in the Pyrenees or just picking up my violin at home - my MSLS moments continue to be a source of magic for me. Long may we co-create them :)

Alumni Spotlight ...continued



Caroline Nolan '09 (Canada)

Post BTH, and after much reflection, I decided to leverage my strengths, experience and Rolodex and launched [ThinkSustain® Consulting](#), a boutique consultancy focused exclusively on helping organizations develop and implement strategies for environmental, social and economic sustainability through strategic planning, communications, marketing, media and stakeholder engagement.

One of the tremendous learnings for me while studying in Sweden, was the true power of collaboration – so my business model is now designed to enable me to collaborate with many different individual organizations. In Fall 2009, I had the good fortune to receive a call from a former long-time client, RBC Royal Bank, Canada's largest financial institution. They asked me to create a green business guide for their commercial banking clients. We started collaborating and I helped them see there was a much bigger opportunity (using systems thinking and leverage points), which eventually led to the development of vision for a robust website chock full of resources to help small- and medium-sized businesses become more environmentally sustainable – and set out to work. The [online advice-centre](#), launched at the 2010 Globe conference in Vancouver, is the result. (There is even a video with Bob Willard!) A featured product is the 50-page [Greening your Business](#) guide which features many experts from The Natural Step Canada and our growing community. The site continues to grow with many other additions including a [Shifting Markets, Shifting Mindsets: Creating Value through Cleaner & Greener Manufacturing](#), the product of collaboration between RBC and Canadian Manufacturers & Exporters (CME) in association with ThinkSustain® Consulting.

I continue to serve as the editor of the [Living Architecture Monitor](#) magazine. I especially enjoy the opportunity to interview industry thought leaders from multiple disciplines on cutting-edge topics including urban agriculture, biophilic design, and the built environment and health. Finally, further along the theme of collaboration, over the past year and a half or so I've had an opportunity to get to know the folks at The Natural Step Canada. Together, we realized that there many potential synergies towards our working together, so in February 2011, I also became an Associate of TNS Canada (a pilot project), supporting the organization's efforts to transform Canadian businesses and communities using the Framework for Strategic Sustainable Development (FSSD) and other TNS capacity-building tools and processes. I am thrilled to have the opportunity to apply and carrying forward all that I learned at BTH through my consulting and collaborations – and looking forward to an exciting growth-filled year ahead. Thank you BTH!



Lea Thuot '10 (Canada)

Before I left home to head off on a year-long MSLS adventure in Sweden I knew I didn't want to return to my hometown. I was ready for a change of scenery and a change of lifestyle. I knew I wanted to live some place smaller, more rural and a place with a strong sense of community. As it turned out, after a few lovely summer months off, I landed my dream job in Rossland, BC a city of 3,400 people. Nestled high up on a mountainside, Rossland is a ski resort community with an impressive sustainability focus. In 2008, through a year-long community engagement process, the city created its Strategic Sustainability Plan – Visions to Action. The first recommendation from the plan was to create an organization that would implement the strategic actions and measure and monitor the results. In 2009 through a city by-law the Rossland Sustainability Commission was created. Made up of nine volunteers including two city councillors plus one hired Manager, the Commission has undertaken a variety of projects and initiatives all aimed at moving Rossland towards sustainability. I am the Manager for the Sustainability Commission.

In the first three months you could usually find me meeting in one of the four coffee shops in town getting to know the key players and members of the community either directly or indirectly involved in sustainability initiatives. While being new to town meant I was a bit slower at jumping into action, it did mean I had the ability to meet with folks and build relationships that maybe hadn't been thought of before, or weren't there because of historical differences.

With the year still new we are now creating action plans and gaining some momentum as new projects and recommendations to council are being drafted and created in the areas of water conservation, energy efficiency, affordable housing and business attraction and retention (to name a few!). There are of course challenges such as funding, awareness in the community and City priorities, but that's all they are...challenges – something to overcome through hard work and perseverance.

On the personal side, my partner Andrew and I love the community and the outdoor lifestyle of the people here. We've made some great friends and are enjoying a snowy winter and all the activities that brings.

Dream Team Advanced in Competition (continued)

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gives us a lot of creativity," says Tony, the team spokesperson. "Since our studies and research are combining sustainability and innovation, this challenge is a great opportunity for us to show what we are learning, and how sustainability thinking can be used to drive innovation in companies. We can't say anything about our idea now, but if it works, the airline industry will be able to reduce carbon emissions and other environmental impacts while also providing better service to passengers: it's exactly the kind of win-win-win that we want the world to see is possible."

"I think this is a good way for BTH students to get a feel for the real challenges companies face and also get their feet wet in using their skills for real projects with real companies facing sustainability challenges," says the team's advisor, Professor Tobias Larsson.

The team will now work on developing their idea and then will submit a written report and a short video by mid-April. From the 84 teams, five teams will advance to the final round where they will present their ideas in person to a panel of Airbus judges. Good luck Dream Time!

More information about the competition can be found at <http://www.airbus-fyi.com/>

Cooking with Matt and Spud

-By Matt Lobach and Spud Marshall (MSLS '10)

After our thesis was done and the graduation ceremony complete, we waved "Hej då" to Wayne's Coffee and the world's best ice cream shop. Like many of the alumni before us, the time had come to take those first steps out into the vast "real world" equipped with a new set of tools, knowledge and allies to better the world around us.

As we ventured out of Karlskrona, we continually faced the hurdle of sustainability being viewed as simply another discipline; similar to engineering, accounting, or chemistry. The majority of people that we encountered were concerned about issues such as climate change, poverty and water scarcity, but they often felt that those issues should be left to the sustainability experts to figure out.

How could we express and explain the need for co-creation and collaboration? They were wonderful concepts and work beautifully in a



Cooking with Matt and Spud (continued)

context like MSLS, but outside of that bubble, they seemed to be mysterious terms to everyone else.

Of all places, the answer started to hit us as we were reflecting back on the food of Sweden.

After our time abroad, we like to talk about the sustainability movement in relation to cooking (Swedish meatballs and pepperkakor may have had something to do with that). If sustainability were the food industry, MSLS would be one of the best places in the world to train professional chefs. But when it comes to sustainability, the attitude more often than not seems to be “let the professionals take care of those problems.”

If we relate that to cooking, it is like saying we should leave all food preparation for everyone in society to be done by professional chefs Gordon Ramsey and Emeril Lagasse. Sure, sounds delicious, but it also sounds silly and completely unfeasible. We all need food, and to expect that our entire society should be fed by two ‘expert’ people is ridiculous. Just as food affects all of us, so does sustainability.

After discovering this frustration and realization, we decided to start our own non-profit designed to teach the general public how to cook. We would use the examples and cookbooks of professional chefs (aka, the tools and approaches of MSLS and TNS), but present it in a way that appealed to the general public and those unfamiliar with the concept of sustainability. We wanted to be the Rachel Ray of the sustainability world – and that’s when New Leaf Initiative took form.

Since that first day of filling the official nonprofit paperwork back in August (if you’ve never done it before, you’re really not missing much), it has been one exciting adventure that continues to open new doors and opportunities.

New Leaf Initiative (www.newleafinitiative.org) is designed to provide individuals and organizations with immersive experiences to enhance their understanding and application of sustainability. We believe project-based learning is one of the most effective tools for introducing society to sustainability. Through hands-on projects, we can show how sustainability can be fun and directly apply to each of our lives. It doesn’t have to be solely carbon footprint calculations and dramatic statistics illustrating the decline of society. Rather, it can be a way to build meaningful communities and discover new talents and passions within each of us.

Over the past few months, our MSLS colleagues have been some of our greatest supporters and many have joined us as part of the New Leaf community. In the short time since graduation, it’s been incredible to watch as something brand new takes form and to see what ideas emerge through the organization. We believe that a community committed to make a difference has incredible collective power and potential - our goal is simply to harness that potential and provide a community for people to dream together.



Creating Sustainability Change Agents within the Chemical Industry

The Natural Step (TNS) and BTH are collaborating for a second time to offer a unique distance-learning course for senior professionals within the chemical industry Leading Change for a Sustainable Chemical Industry (LCSCI)!

The course will run from March through October 2011, with a schedule and course content designed to support companies with their sustainability work. Course participants are being drawn from a range of industry leaders, companies like Dow, Omya, Chemson, BASF, and Baerlocher. Applications are still being accepted for the March start.

If you'd like to apply to or learn more about this course, or if you'd like to express interest in the next LCSCI course, please contact Richard Blume at The Natural Step by e-mail at richard.blume@thenaturalstep.org or phone at +46 768 43 21 96.

More information is available at the course website at:

<http://www.bth.se/lcsci>

Or

<http://www.thenaturalstep.org/en/chemical-industry-distance-learning-courses>

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An Unreasonable opportunity... (continued)

(Continued from page 1)

world, and have business models that address various social and environmental needs.

TerraShift, based in Pittsburgh, Pennsylvania, USA operates a one-year expense-paid fellowship for recent college graduates to work on projects relating to regional and organizational sustainability. TerraShift fellows are trained in hard skills such as business plan writing, grant proposal writing, market research, and strategic lifecycle assessments, before being deployed to work on projects for mission-driven organizations.

TerraShift client organizations include those advocating for local organic food systems, local

renewable energy, community empowerment and local democracy, alternative transportation, and other elements of a resilient local economy.

Those who are interested can follow TerraShift's progress in the competition at the following link:

<http://marketplace.unreasonableinstitute.org/ventures/view/24/TerraShift>

Note: Shortly after submitting this story, Nat and his partner at TerraShift became one of the first 25 finalists to raise \$8000, thus securing a spot as one of the lucky groups to participate in this great opportunity. Congrats, Nat!

Tend yourself: 7 ways to maintain your motivation

- By Sophie Graine (MSLS '11)

The Merriam-Webster definition of the word “tend” is: To apply oneself to the care of. As sustainability practitioners, we have made a conscious commitment to apply ourselves to the care of the planet. This work can be exciting, full of learning, and resonant with our deepest values. However, this same work can also be frustrating, competitive, and poorly paid. The problems are immense. The results may not be visible for a very long time. We may, at times, feel alienated in a society that does not yet value our efforts. Perhaps unsurprisingly, we face a higher-than-average risk of experiencing loss of motivation and burnout. If we want to enjoy long careers in tending the planet, we must also know how to sustain ourselves.

These 7 behaviours can help us maintain our motivation through long and productive careers. Most of us know we need to care for our bodies and minds, but we don't need to stop there! If an action particularly resonates with you, why not try it today?

1. Tend your family and friends. It's no secret that strong relationships can help you be more relaxed and more effective. So, make sure to tend those friendships with love and care.

Action: Send someone you've lost touch with an email, or better yet, a postcard. (Try buying postcards in bulk, pre-stamping them, and keeping them in your desk, along with your address book).

2. Tend your networks. Strong networks can help us in unforeseen ways. They can also support us, by nourishing the feeling that we are all facing the sustainability challenge together.

Action: Is there an MSLS grad near you? Invite them for coffee! Or, conduct a 15 minute interview with a colleague, just to lend a listening ear. You'll likely end up with a better understanding of their work, successes, and challenges, and you may even be able to help!

3. Tend the earth. It's easy to lose the connection to your sustainability work if you're spending your days in a climate-controlled office. If you have the chance, get out, get dirty, and feel a sense of immediate gratification not often possible in this line of work.

Action: Contact your local conservation group and ask how you can help. You could be removing invasive species or planting trees on the weekend. Or, start a garden. If you don't have the space, see if you can help a friend or neighbour with theirs.

4. Tend your inner student. Chances are good that you love to learn. Sustainability is a rich field for lovers of learning! There is always more to know. Nourish that desire; learning can help sustain you.

Action: Set aside time to read a thought-provoking article. Or, sign up for a course, workshop or seminar. Try your local university or community college – mine has courses in green building, plant identification and herbal medicine.

5. Tend young seedlings. If we're going to live in a sustainable world, everyone will have to take part in its creation. By teaching others, you can spread the word, nurture the learner, and observe how much you've grown in your work, too.

Action: Is there someone new working in your organization? Ask them to tea; ask about their work. Listen and encourage. Or, take your favourite kid(s) out to the local nature reserve and explore! Count how many birds you hear, or how many textures you can identify by touch alone.

6. Tend the fire inside. Why did you choose this line of work? What makes you want to jump out of your seat and get started? Maybe it's seeing your successes, or watching a documentary that makes you yell at the screen. Whatever it is, identify it, and do it.

Action: Write a short essay starting with the phrase “I am a sustainability practitioner because...” Or, rent a documentary on a topic close to your heart.



7. Tend your roots. As the world becomes increasingly more complex and interconnected, it also becomes more important to establish roots. Moving can be very exciting and inspiring, but strong bonds with a place can fuel you to continue your work. Get to know the place where you live. Consider staying.

Action: Take a walk with someone who grew up where you live. Ask them to tell you their stories as you walk. Or, borrow a book of local history from the library, and visit the places mentioned inside.

Hopefully these tips can help you continue a wonderful career in earth-tending. And one last tip – don't forget to take time out and celebrate!

Student Reflection on Studies at MSLS

-By Xavier Koenig (MSLS '11)

Last November Reed Evans, Isabella Wagner and Ricardo Garcia went knocking on Kockums door in Karlskrona for one of our university assignments. They asked if I would join them, and I jumped onboard when I heard of the company! Kockums AB designs, builds and maintains submarines, naval surface ships and commercial vessels in Karlskrona, Malmö and Muskö with 1000 employees.



Since customers and authorities are growing concerned about sustainability issues, Environmental Manager Rolf Petersson received us to hear more about our project. It involved a process designed to help organisations change from 'business as usual' to progressive sustainability oriented operations. Full sustainability is defined with four principles:

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

1. Concentrations of substances extracted from the Earth's crust,
2. Concentrations of substances produced by society,
3. Degradation by physical means,

And in this society,

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

Seeing value in the project, Rolf spoke to Mats Grähs, Head of the Composite Department, and they offered us the possibility to work on the

CarboCAT® - a vessel designed primarily for offshore wind-farm maintenance services. With a time frame of five weeks for this assignment, we agreed to focus on the composite construction of this type of vessel.

Our team then met Rolf, Mats and Arne Lindstöl (CarboCAT® Project team) to kick-start the project. Mats scheduled a four hour walk-through of the composite workshop for our baseline assessment. We went through every stage of the production process asking questions about everything. Isabella, also a Masters Student in Energy Engineering, was especially intrigued by the heating system and energy aspects – “there are so many losses!” she noticed.

With answers to our extensive list, we went off for hours of research and analysis. I was glad to contribute my ship building knowledge to help keep the team in check while we assessed the sustainability performance of the CarboCAT®'s production. From his project management experience, Ricardo structured a template to process the information gathered – materials sources, wastes, recycling, alternatives, energy sources, social, economical and environmental risks, and more...

The next step? - Brainstorming with Rolf, Mats and Tim Hultberg (Systems Specialist/ Product Development) to think of possible actions to move the composite production towards sustainability. Reminder of the rules of brainstorming: as many ideas as possible, no judgement, crazy ideas encouraged! As Dr. Karl Henrik Robèrt puts it; “what is currently realistic is only allowed to influence the pace of transition, not its direction”. From this process we created a list of 142 actions.

Of course some were completely unrealistic in the short term, meaning that we need to be strategic to make progress! We prioritized the actions with a set of criteria including these three key questions: Will it take us in the right direction – viable and sustainable? Is it a

Student Reflection on Studies at MSLS (continued)

flexible platform for future actions - not a dead end? Does it provide enough ROI (financial, social and environmental) to fuel further action?

For the immediate future, it is clear that the Toyota Production System currently being implemented is a smart move – efficiency and waste reduction will provide significant savings. Later, collaboration with suppliers may help develop materials for which price is not dependant on the oil market, and also materials that are not harmful to the environment. Ultimately, Kockums may build ships which benefit society beyond their operational services.

Being a leader in sustainability has an immense business potential; “As we climb mount Sustainability, with the four principles at the top, we are doing better than ever on bottom line business. This is not at the cost of social or ecological systems, but at the cost of our competitors who still haven’t got it” - Ray Anderson, CEO of Interface Inc.

Within the Strategic Management process, a visioning stage is critical. Reed was particularly keen to conduct a workshop, knowing the importance of a clear vision and high goals for a company from her consulting experience. The goal is to create an attractive vision of the future guided by the sustainability principles; only then can we be strategic to realise it. All stakeholders must be onboard to co-create this vision and help the continuous improvement of the strategic plan towards success. Unfortunately this step was not possible within our timeframe; however this work has been a unique experience, especially thanks to Kockums support.

The BTH student team would like to warmly thank Rolf Petersson, Mats Grähs, Tim Hultberg and Arne Lindstöl for their friendly collaboration, and wishes Kockums all the very best in their Sustainability journey.



Shifting a Sector: US Colleges & Universities Pursue to Climate Neutrality

-By Georges Dyer (MSLS '06)

After graduating from the MSLS programme in 2006, my thesis partner (and now wife) Michelle and I were introduced to Tony Cortese through the programme's network. Tony Cortese founded Second Nature, a non-profit based in Boston, USA, that helps colleges and universities transform their education, research, operations and community engagement practices to ensure that the goal of creating a sustainable society is central to the purpose of these institutions. In the 1990s Tony and Second Nature also played an instrumental role in helping to bring The Natural Step to the US.

Just as we were returning from Sweden, Second Nature was involved in creating, launching and managing the American College & University Presidents' Climate Commitment (ACUPCC) - a collective effort by university presidents address runaway climate disruption.

Presidents who sign the ACUPCC make an institutional pledge to pursue climate neutrality — net zero greenhouse gas emissions —from specified sources in their campus operations, *and* to ensure that climate and sustainability issues are a part of the educational experience for all of their students.

The hardest thing about combating climate change and creating a sustainable society is also the easiest - that is, *changing the way we think*. There were a couple of variations of a favorite Einstein quote when we were at the MSLS programme: "if mankind is to survive we shall require a substantially new way of thinking," or, "we cannot solve problems using

the same type of thinking we used to create them."

This is why the ACUPCC is so exciting. Over 675 presidents and chancellors from across the country have now committed to measuring and creating a plan to eliminate their net greenhouse gas emissions and publicly reporting on their progress. It is designed to promote a strategic approach to sustainable development. These institutions are backcasting from a climate neutral future where all graduates are sustainability-literate, and creating metrics and interim goals in their action plans for making that vision a reality. To date, over 360 institutions have submitted climate action plans and more than 550 have submitted greenhouse gas inventories, all of which are publicly available at www.acupcc.org/reportingsystem.

The schools represented run the gambit, with the largest (Arizona State University, Florida, the entire University of California system), the smallest (College of the Atlantic), the Ivy League (Penn and Cornell), hundreds of community colleges. There are signatories in every US State and Washington, DC, and these institutions represent nearly 6 million students - about one-third of the total college student population in the US.

While colleges and universities only represent approximately 3% of US greenhouse gas emissions, they represent 100% of the "educational footprint," in that most of society's leaders are educated and trained at these institutions - including those that teach our children in the k-12 systems.

The things we learn there - usually in highly regimented and separated disciplines - have a huge impact on how we think and consequently how we make decisions. This accounts in large part for why economists, ecologists, policy-makers, climate scientists, farmers, doctors, and all sorts of other specialists find it difficult to



Shifting a Sector: US Colleges & Universities Pursue to Climate Neutrality (continued)

communicate and understand one another. The values we are taught in these institutions - either explicitly or implicitly - also have serious implications, particularly in the realm of the 'value-free science' of economics, which too often externalizes or ignores the social and bio-physical realities of human endeavors on planet earth.

The ACUPCC represents a great step in improving these all-important institutions of ours, and ensuring that they remain relevant and effective in creating a thriving civil society and ultimately a better world. Because it is a top-level commitment, it shifts sustainability efforts from discreet programs, usually driven by the passion of dedicated students, faculty, and staff working in isolation, to cohesive strategic initiatives. These institutions have launched hundreds of energy efficiency initiatives, installed dozens of clean, renewable energy systems, and established thousands of new courses, interdisciplinary sustainability centers and research institutes focused on creating a sustainable society.

Ball State University has installed a massive geothermal system that will heat and cool 45 buildings and save \$2 million in annual fuel costs. Cornell University received an \$80 million gift to support research center for a sustainable future. Stony Brook University is saving \$2.9 million annually as a result of energy conservation and efficiency measures. Green Mountain College supports a "Cow Power" program, which generates power from cow manure, and helps local dairy farmers in the process. The University of Southern Mississippi expects to save \$273 million dollars by implementing its Climate Action Plan over 40 years.

As a collective action, it is also sending a strong signal to suppliers, potential employers of

graduates, and policy-makers, in a way that would not be possible if all of these schools were only acting on their own. After four years, the impact of this collective action is being realized more and more. A group in Scotland launched a similar initiative modeled after the ACUPCC, and all but three Scottish universities have signed. In Peru a similar program has garnered commitments from thirteen universities so far. Groups in Australia and Southeast Asia are exploring their own versions of the ACUPCC. Last fall, the ACUPCC signed on as an academic partner to the R-20 initiative — an effort spearheaded by California Governor Arnold Schwarzenegger to create climate agreements among sub-national, regional government bodies. The ACUPCC presidents, by committing to climate action as a group instead of individually, have leveraged their impact and have created immeasurable positive ripple effects in other sectors.

As with any transformational change, the challenge will be sustaining momentum. The president signing the ACUPCC is a first step in a long walk, in which everyone, particularly the president, needs to be consistent, persistent and repetitive about staying the course, and ensuring all decisions are evaluated through the sustainability lens. The ACUPCC aims to ensure this by requiring that progress reports are publicly submitted each year, but to be truly successful, these institutions will need leaders from all levels to continue to embrace this challenge personally and remain committed to creating a healthy, just and sustainable society.



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MSLS Alumni and Friends Raise Money for Scholarships

As we have announced earlier, the fall of 2011 marks a new era in education within Sweden, where non-EU applicants are required to pay both application and tuition fees. To help combat the anticipated strain that this will cause for many of our potential applicants, we have been working hard to obtain as much financial support as possible.

With the help of alumni Brendan Seale, we were lucky to attract the personal donations of many MSLS alumni and friends, and in total have fundraised approximately 12,000 USD which will go straight to scholarships for incoming students. We have already formed an alumni committee to help with the granting of scholarships for the 2011-2012 awards.

Furthermore, we contracted alumni Shawn Westcott to put together (along with Brendan Seale) a whole swath of funding applications from various foundations, award schemes, private companies, etc. In total, we have applied for more than 2 million SEK, and are awaiting decisions on many of these applications. We are also allocating some staff time during the spring to continue this work, with the hope of setting up as many scholarships as possible for incoming students.

You are still welcome to make your contributions to our scholarship fund via the StratLeade network. You can do this via www.stratleade.org (paypal or credit card). Donors may also send checks/cheques (payable to StratLeade Sustainability Education, Inc.) through the mail to:

*StratLeade Sustainability Education, Inc.
11 Monument Ave #1
Charlestown, MA 02129
USA*

Donations may be tax deductible for donors filing US tax returns.

If you are a prospective student and want more information on the StratLeade Scholarships, please visit the MSLS homepage for more information. www.bth.se/msls

Thank you again for your continued financial support!