

LEARNING SUSTAINABILITY

A Regional Community Forum

BUFFALO CONVENTION CENTER • OCTOBER 10-13, 2001



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"Sustainability has become a buzzword, but it is not just a slogan. It is a challenge to us to live without compromising the ability of future generations to meet their own needs. The concept of sustainability is not just for the future; it is for everyone, regardless of age, race, or gender. We must take action now. We must study human society and believe that we can live in a way that the Earth can sustain. It is time for reflection and change."

Jane Goodall • David Suzuki • Paul Hawken • Sylvia Earle
Sheldon Kamieniecki • Faye Duchin • Dianne Dillonridgley • Marty Spitzer

presented by:

University at Buffalo Environment and Society Institute
Buffalo's Green Gold Development Corporation

Erie County

part of the

Official Pan-American Centennial Celebration 1901-2001

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Learning Sustainability

The **Learning Sustainability Forum** is designed to explore environmental, social, and economic issues by bringing together communities, businesses, government, and academia for wide-ranging discussions about sustainability.



Our intention is to:

Initiate a regional dialogue on sustainability in the public and private sectors;



Develop economic strategies that promote environmental restoration; and



Create informed constituencies and leadership inspired to work toward sustainability.

The Learning Sustainability Forum will bring globally recognized speakers and organizations together with regional and community activists and decision makers. We believe the results will include lasting relationships and an expanding dialogue that will promote leadership and problem solving that will lead us to a more sustainable future.

Green Gold's 2001 Exposition, which will be held in conjunction with the Forum, will showcase Western New York's environmental business cluster, industry leaders practicing sustainable development, and non-profit organizations working toward a sustainable society.

Both events will celebrate the 100th anniversary of the Pan-American Exposition of 1901 by re-envisioning how humankind should proceed in the 21st century. We hope to generate new ideas and initiatives as we all begin to learn sustainability.

Mark your calendars, for we warmly invite you to attend these exciting events in Buffalo, New York, October 10-13, 2001.

Jay Burney
Conference Director

Randi Mail
Exposition Director

GREEN GOLD'S 2001 Exposition

Green Gold's 2001 Exposition is the 21st-century equivalent of the Pan-American Exposition of 1901. It will present environmental technology and sustainable business as a defining theme for the region's future.

The Exposition will showcase Western New York's leading environmental technology firms along with industry leaders that have implemented sustainable business practices and continue to enhance corporate accountability. National and local non-profit organizations and government agencies working towards a sustainable future will also exhibit.



Goals of the Exposition include:

Promote and strengthen the environmental business cluster in Western New York;



Showcase thriving corporate models of environmental stewardship and sustainability policy;



Demonstrate to youth and the general public that there is an environmental job market; and



Raise awareness of the "Next Industrial Revolution," where businesses redefine themselves in terms of ecological compatibility.

A "Sustainable Business Challenge" will be featured at the event. The Challenge will encourage local companies to improve the way they do business by adopting and putting into practice the idea of a "triple bottom-line." The term helps to express inclusion of a business' environmental and social responsibilities beyond traditional financial concerns. Businesses that accept the Challenge pledge to examine and transform their operations in terms of resource use and productivity, efficiency, employee culture, and community connections.

As part of the Forum's program, there will be an Awards Ceremony at 11:30 am, Thursday, October 11th. Green Gold's President James W. Pitts, also president of the Buffalo Common Council, will outline the Green Gold strategy and present a Sustainable Business Award to a local business that has demonstrated leadership in sustainability. This award will initiate a new effort to be held annually to catalyze progressive action in the private sector.

Featured Speakers



Jane Goodall

One of the world's most recognized people, Jane Goodall is an author, primatologist, conservationist, and founder of the Jane Goodall Institute. From her 40 years of research on chimpanzee behavior and social relations to her present day commitment to social and environmental causes, her contributions to humanity are remarkable. Dr. Goodall will be our keynote speaker both Wednesday night, at the University of Buffalo's Distinguished Speaker Series, and Thursday morning, at the opening of the Learning Sustainability Forum.



David Suzuki

Recognized around the world for his work on sustainable ecology, Dr. Suzuki is an award-winning scientist, broadcaster, and author of more than thirty books. He is well known as host of CBC's *"The Nature of Things,"* his eight-part PBS series *"The Secret of Life,"* and his five-part series *"The Brain,"* which aired on the Discovery Channel. For CBC Radio he founded the long-running radio series *"Quirks and Quarks,"* and he has presented two influential documentary series on the environment, *"From Naked Ape to Superspecies"* and *"It's a Matter of Survival."* Dr. Suzuki will be our dinner speaker on Thursday evening.



Paul Hawken

A business leader, environmentalist, and author, Paul Hawken is one of the leading architects of corporate reform with respect to ecological practices. His writings and work have caused CEOs to transform their internal corporate culture and business philosophy towards environmental restoration. He is the author of *"The Ecology of Commerce,"* *"Growing a Business,"* and *"Natural Capitalism: Creating the Next Industrial Revolution."* Among his many awards, Hawken received the Design in Business Award for environmental responsibility from the American Center for Design and the Utne 100 in 1995: *"One Hundred Visionaries Who Could Change Our Lives."* Paul Hawken will be our luncheon speaker for the Friday Green Gold Exposition Luncheon.



Sylvia Earle

A globally recognized marine biologist, Sylvia Earle was recently named as a Hero of the Planet, along with Jane Goodall. Author of the book *"Sea Change,"* which Jane Goodall called "A landmark book of tremendous importance...", Sylvia Earle has been compared to both Jacques Cousteau and Rachael Carson. Dr. Earle will speak at the global issues plenary session on Thursday afternoon.

Also featuring:

Sheldon Kamieniecki • Faye Duchin • Dianne Dillonridgley • Marty Spitzer

Featured Workshops by the Rocky Mountain Institute



Rocky Mountain Institute (RMI) is an entrepreneurial, nonprofit organization that fosters the efficient and restorative use of resources to create a more secure, prosperous, and life-sustaining world. RMI offers a variety of thought-provoking seminars, one for

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For additional information on RMI and Natural Capitalism visit www.rmi.org

Schedule of Events

WEDNESDAY October 10

8:00pm Dr. Jane Goodall - University at Buffalo Distinguished Speaker Series, UB Center for the Arts

THURSDAY October 11

8:00am REGISTRATION DESK OPEN
8:45 Welcome and Introduction
9:00-10:00 *Acting Locally While Thinking Globally* - Dr. Jane Goodall
10:15-11:30 *Thinking Like A Region In A Globalized World*, Plenary Session with Marty Spitzer
11:30-12:00 Awards Ceremony and Opening of Green Gold's 2001 Exposition
12:00-1:30 LUNCH FOOD STATIONS IN THE EXPO HALL
1:30-5:00 *Taking A Global Perspective On Sustainability*, Global Issues Plenary Session with:
Dr. Sylvia Earle: Sustainable Ecology,
Dr. Faye Duchin: Sustainable Economics, and
Dianne Dillionridgley: Sustainable Society.
5:00-6:00 *Acting Locally, Thinking Globally*
6:30-7:30 RECEPTION AT GREEN GOLD'S 2001 EXPOSITION
7:30 FORUM BANQUET with Dr. David Suzuki
9:30 MUSIC AND DANCE CELEBRATION

FRIDAY October 12

8:00am REGISTRATION DESK OPEN
8:30-10:00 *Creating a Shared Vision for a Sustainable Region*, Roundtable Discussion
10:15-12:15 *Taking Action to Achieve Our Vision of Sustainability*, Concurrent Symposia
12:30-2:00 LUNCHEON BANQUET with Speaker Paul Hawken
2:00-5:30 Concurrent Afternoon Sessions:
Workshops, Open Exposition, Roundtables

SATURDAY October 13

CONCURRENT PROGRAMMING

- Sustainable Community Development seminar led by the Rocky Mountain Institute
- Tour of Solar Homes throughout Western New York
- Special Symposium on Environmental Law for a Sustainable Society held at the UB School of Law

9:00-10:30 Theories of Law and Governance for Sustainability

11:00-12:30 Globalization and Environmental Governance

1:30-3:00 Environmental Protection Law and Sustainability

3:30-5:00 Toward Environmental Law for Sustainability

For detailed program information visit www.sustain.buffalo.edu

Registration Form

Name as it should appear on Conference/Workshop Name Badge _____

Business/Organization _____

Mailing Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone _____ Fax _____ Email _____

PLEASE NOTE:
Admission to Green Gold's 2001 Expo is free and open to the public. All program sessions and Green Gold Expo to be held at the Buffalo Convention Center, except as otherwise noted.

Program Selections:

Please check appropriate selection(s) and compute **Total Amount Due (US Funds)**.
High School and College Students with I.D. are free (not including banquets), and limited community scholarships are available.

Check here if registering as a student (enclose copy of I.D.)

<input type="checkbox"/> Jane Goodall - Distinguished Speaker Series Tickets	# of Tickets	Sub-Total
UB Alumni Arena October 10th, 8PM		
<input type="checkbox"/> \$36 Floor	<input type="checkbox"/> \$30 Golds	<input type="checkbox"/> \$20 Balc.
<input type="checkbox"/> \$14 R. Balc.		

Learning Sustainability Forum **Early Bird / After Oct. 1** **Sub-Total**

FULL REGISTRATION \$70 \$85 _____
Includes All Sessions on Thurs., Fri., and banquets with David Suzuki & Paul Hawken

THURSDAY REGISTRATION \$40 \$50 _____
(all sessions, lunch and David Suzuki banquet)

FRIDAY REGISTRATION \$35 \$45 _____
(all sessions plus Paul Hawken banquet)
Concurrent Friday Afternoon Sessions:
(please indicate your selection) **TOTAL AMOUNT DUE: \$** _____

- Implementing Natural Capitalism
- Environmental Governance and Stewardship in the Great Lakes
- Cross Border Environmental Indicators
- Media and Society
- Organic Gardening and Lawn Care
- Developing Practices for Environmental Justice

- Saturday RMI Sustainable Community Development Seminar**
Trinity Church, 371 Delaware Ave., Buffalo, NY 14202 (space is limited)
- Saturday UB Environmental Law Symposium**
UB Law School, North Campus (\$15 box lunch available upon request)

FREE

Payment Information:

Checks & Money Order make payable to:
"University at Buffalo Foundation"

- Visa MasterCard Discover Amex

Last Name (Name on Card) First M.I.

Card Number Exp. Date

Signature

Please return your completed registration form and payment to:
Learning Sustainability Forum & Expo
Office of Conference Operations
University at Buffalo
121 Fargo Quad, Building #3
Buffalo, NY 14261
Fax: 716-645-2801

Refund Policy: Full Refund less 15 % administrative fee for written cancellations received no later than October 4. Refund requests received after this date can not be honored.

For a full program schedule of the Learning Sustainability Forum, lodging information, or to download additional registration forms, please log on to www.sustain.buffalo.edu



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