Some resources for possible use in your Professional Writing courses

Please note that there is some overlap in terminology: “sustainability” has an important commitment to the environment and to “corporate social responsibility,” so these are useful terms for students in finding sources.

1. Articles/Chapters Suitable for Assigned Readings/Electronic Readers

- “World Scientists’ Call to Action,” 1997
- Makower, Joel. “The Greening of the Bottom Line.” Beyond the Bottom Line. Simon & Schuster, 1994, Ch. 6 (pp.113-121)

2. Additional readings from the following books:

See Foreward, Introduction, Ch. 1 Birth of Sustainability (these
Are useful for instructor background); Ch 3, Sustainability and Commerce


3. Websites (including link to online video, “V”) These can be used for summary exercise, student project ideas, research

UCSB Sustainability
http://sustainability.ucsb.edu/
This site has the campus sustainability plan, and (see menu option, “Academics”) many links to current projects at UCSB, as well as excellent sources for learning more about sustainability.

Association for the Advancement of Sustainability in Higher Education.
http://www.aashe.org/
Excellent resource; look at Campus Sustainability Profiles link for an overview of UCSB’s sustainability efforts!
http://www.aashe.org/resources/profiles/ucsantabarbara2006.php?PHPSESSID=9ffe271dfefffd19f429d90b878e45131 (handout provided)

“Campus Ecology” on the National Wildlife Federation website
http://www.nwf.org/campusecology/
Especially helpful, search under “student projects” for some general ideas and for research advice

Campus Sustainability Case Studies
http://www.nwf.org/campusecology/resources/Yearbook/

Notice UCSB as second-place winner for 2007 in the “Chill Out” Competition!
http://www.nwf.org/campusEcology/chillout/
**Video** Arnold Creek Productions: *A New Course for Higher Education*
*Integrating Sustainability Across the Campus* (online video with many links to campus projects)

http://www.arnoldcreekproductions.com/SustainabilityHigherEducation.htm

The site also has trailers available for two DVD’s available on sustainability (see below, item 5)

**GreenBiz.com**
http://www.greenbiz.com/ “GreenBiz is the leading information resource on how to align environmental responsibility with business success. We provide valuable news and resources to large and small businesses through a combination of Web sites, workshops, daily news feeds, electronic newsletters, and briefing papers.”

**Forum: Science and Innovation for Sustainable Development**, sponsored by the American Association for the Advancement of Science (AAAS)
http://sustainabilityscience.org/

(AAAS) is an international non-profit organization dedicated to advancing science around the world by serving as an educator, leader, spokesperson and professional association. In addition to organizing membership activities, AAAS publishes the journal *Science*, as well as many scientific newsletters, books and reports, and spearheads programs that raise the bar of understanding for science worldwide. http://www.aaas.org/programs/centers/sd/

**Social Funds** “The largest personal finance site devoted to socially responsible investing”
http://www.socialfunds.com/

The Business Global One Hundred: The Most Sustainable Corporations in the World.
http://www.global100.org/

US Partnership for Sustainable Education
Decade of Education for Sustainable Development 2005-2014
http://uspartnership.org/index.php?option=com_content&task=view&id=19&Itemid=42

Redefining Progress
Has Environmental Footprint for individuals, offices, etc.

Environmental Footprint
http://www.earthday.net/footprint/info.asp

Business for Social Responsibility
http://www.bsr.org/
Green Business.net, An Online Community of Eco Entrepreneurs
http://www.greenbusiness.net/

San Francisco Green Business Program
http://www2.sfenvironment.org/greenbiz/index.htm

4. Other Books at UCSB Library

Natural Capitalism, Paul Hawken HC106.82 .H39
The Sustainability Revolution HC79.E5 E327 (2005)
Composition and Sustainability PE1404 .O93 (2001)
Sustainability on Campus, Barlett & Chase, 2004. LB3223.3 .S89
Green to Gold
Earth in Mind, David Orr GE70.0771994

Green Business: A Five Part Model for Creating an Environmentally Responsible Company, Amy Townsend

Ethical Markets (Kryder copy)

5. DVD

ARCHITECTURE TO ZUCCHINI The people, companies and organizations pioneering sustainability
From the website, http://www.arnoldcreekproductions.com/Sustainability.htm

Program length: 129 min.
Presentation: 13 segments (12 case studies; each is a separate video for individual viewing)

"Architecture to Zucchini" is an exploration of socially responsible businesses and the passionate leaders who drive them. These are the pioneers who have put the principles of sustainability to work. In the process, they've built thriving companies and sparked regional economic development. It also features insights of nationally recognized leaders of organizations that focus on sustainability — those who serve industry, education, communities and government.

NATURALLY SUCCESSFUL: Entrepreneurship that redefines the Bottom Line

2008 Program length: 78 minutes