

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’ Warning to Humanity” Nov. 18, 1992.
<http://www.ucsusa.org/ucs/about/page.cfm?pageID=1032>
- “World Scientists’ Call to Action,” 1997
- “Buy Water, Help Children” *Business Week*, March 22, 2006
[Accessed Sept. 18, 2006]
- Makower, Joel. *Beyond the Bottom Line*. Simon & Schuster, 1994. Ch 4 (pp. 66-80).
- Daly, Herman E., “Economics in a Full World.” *Scientific American*. September 2005, pp. 100-107.
- Adler, Jerry. “Going Green.” *Newsweek*. July 17, 2006. Pages 43-52.
- Singer, Thea, “Can Business Still Save the World?” *Inc.* April 2001, Printed Version from *Inc.com*
- Makower, Joel. “The Greening of the Bottom Line.” *Beyond the Bottom Line*. Simon & Schuster, 1994, Ch. 6 (pp.113-121)
- Seelos, Christian and Johanna Mair, (2005) “Social Entrepreneurship: Creating new business models to serve the poor.” *Business Horizons*. Vol 48, Issue 3, pp. 241-246.
- Porter, Michael and Claas Van Der Linde, (Sept-Oct. 1995). “Green and Competitive: Ending the Stalemate.” *Harvard Business Review*. Reprint 95507, pp. 131-167.
- Fried, Rona. (July 13, 2006) “The 2006 SB20: Companies Changing the World (for the better).” *Sustainable Business*.
- Preston, Lynelle. “Sustainability at Hewlett-Packard: From Theory to Practice.” *California Management Review*. Spring 2001, Vol 43, Issue 3 ProQuest , ABI Database Retrieved 3/15/2005

2. Additional readings from the following books:

Edwards, Andres R. *The Sustainability Revolution: Portrait of a Paradigm Shift*. New Society Press, 2005.
See Foreward, Introduction, Ch. 1 Birth of Sustainability (these

Are useful for instructor background); Ch 3, Sustainability and Commerce

Odell, Anne Moore. "Top Execs are Embracing Corporate Responsibility." (Sept. 27, 2007) from *GreenBiz.com*, <http://www.greenbiz.com/> [accessed 9/27/07]

Savitz, Andrew W. *The Triple Bottom Line*. Jossey-Bass, 2006.
See Ch. 2, The Sustainability Sweet Spot

Willard, Bob. *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line*. New Society Publishers 2002.
See Introduction

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=9ffe271dfeffd19f429d90b878e45131> (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

<http://www.nwf.org/campusEcology/resources/HTML/dspResearchExamples.cfm>

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.

<http://www.myfootprint.org/en/> <http://www.rprogress.org/>

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

Sustainability Advantage HD 30. 255. W54 (2002)

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