



THE NATURAL EDGE PROJECT

Achieving a Sustainable Future:
Business Opportunities, Innovation, and Governance in the 21st Century
Collaborative Research, Documentary Book and Web Site
www.naturaledgeproject.net

Proudly supported by:



Greetings to the supporters, endorsees and teams of The Natural Edge Project.

We are grateful for your support in developing this project to assist our region to achieve a sustainable future. And are confident that the energy, momentum and enthusiasm building around this and other similar projects will continue to drive the sustainability debate further than ever before. With this passion combined with years of research, practice and activism in many areas across society, we are confident that we have a strong opportunity to achieve a sustainable future.

Since the last update the secretariat has been working overtime to prepare for our study tour to the Rocky Mountain Institute and the release of the 50% First Draft. The draft will be firstly released to the editorial team and co-authors on the 15th of May and then more broadly for peer review in early June.

The main focus has been in the development of the structure for the publication to bring together the various works and experiences into world class frameworks for the book that integrate and address the fundamental obstacles to sustainability. The frameworks are presented in languages that speak across the disciplines and for example, use the latest in economics to debunk basic economic free market rationalism as not backed up anymore by economic theory.

Highlights of this period have been the formation of the projects advisory board and steering committees, the formation of a Young Professions Australia Roundtable on Sustainability, the confirmation of industry support for the project, partnership with the Australian Collaboration to develop the database and the opportunity to meet with a range of contributors and hear of the great advances being made in Australia and the region towards achieving a sustainable future.

Study Tour to Rocky Mountain Institute – 1 week to go!!

The Secretariat will be departing in late April for a 2 week stay at RMI and will be meeting with Amory and Hunter Lovins to discuss the structure developed in consultation with co-authors and the editorial team over the last 3 months. Further to this we have the opportunity to meet with researchers from the institute to discuss particular aspects of the project and in particular the potential role for Australia to support an Asian shift to sustainability.

Advisory Board and Steering Committee – Under Construction

The secretariat for The Natural Edge Project seeks to promote a ‘Whole of Society Approach’ to sustainability and is currently inviting individuals and respected leaders of companies, groups and bodies involved in sustainability throughout Australasia to become members of an advisory board and steering committee.

Members are invited to join based on the progressive role they play in the shift towards sustainability in Australasia. As in many corporate structures the project will seek overview direction and mentoring from the advisory board and operational direction from a steering committee, similar to an executive, to work closely with the secretariat, editors and co-authors.

Members agreeing to join the [Advisory Board](#) currently include;

Dr Brendan Mackey – ANU School of Resources, Environment and Society,

Dr Brian Walker - CSIRO Sustainable Ecosystems,

Fiona Wain – Environment Business Australia,

Em. Prof. Frank Fenner – John Curtin School of Medical Research, Prime Ministers Prize for Science 2002,

Molly Olsen – Ecofutures,

Paul Perkins – ActewAGL

Dr Peter Greenwood – President of the Institution of Engineers Australia (2001/03)

Phillip Toyne – Earthmark Institute,

Ron Clarke - Council for the Encouragement of Philanthropy in Australia

Invitations to the remaining nominated persons are being issued and the secretariat seeks to finalise the Board before the release of the 50% First Draft in late May 2003.

Further to the Advisory Board, a steering committee is currently being formed to focus on the operations of the project and ensure the project receives strong peer review of the material generated.

Members agreeing to join the [Steering Committee](#) currently include;

Australia Conservation Foundation - Mike Krockenburger

Australian Council of Professions/WFEO - Barry Greer, AO

Australian Green Development Forum - Jim McKnoulty

CSIRO - Geoff McAlpine

Environment Business Australia - Joanne Kildea

Institution of Engineers Australia - Professor Gary Codner

ANU Centre for Resource and Environmental Studies (CRES) - Val Brown

Nature and Society Forum - Bryan Furness

The Barton Group: Environment Industry Development - Bill Leane

University Leaders for a Sustainable Future (ULSF) - Heather Tallent

Invitations to the remaining nominated persons are being issued and the secretariat seeks to finalise the committee before the release of the 50% First Draft in late May 2003.

Young Professions Australia Roundtable 2003

Professions Australia (previously the Australian Council of Professions) and The Natural Edge Project will be working together to develop a young professionals roundtable in 2003 to focus on the role of the professions in achieving a sustainable future.

As the secretariat for the project consists of young professionals and researchers we are very keen to involve other young Australians in the project and have recently been approved by Professions Australia to form the Inaugural Young Professions Australia Roundtable to be chaired by the project coordinator, Charlie Hargroves and a member of the projects working group, Nick Palousis.

Professions Australia is a national organisation of professional associations focused on advancing and promoting professionalism for the benefit of the community. The roundtable will be focused on communicating the benefits of ethical and sustainable practices, sharing information, ideas and experience among young professionals, encouraging wide debate on professional matters related to sustainability and, through the annual report, providing the professions, governments and community with the views of young professionals.

Project receives strong industry support

Foundation Partner: The Barton Group – Environment Industry Development

Foundation Partners are chosen based on the progressive role they play as representative bodies of practitioners, researchers, members and networks in the shift towards sustainability in Australia and the Asia Pacific. These partners will form the foundation for the project and enable core operations and development.

The Barton Group is focused on positioning the Australian environment management industry as the commercial cornerstone from which Australian business can build a sustainable future. Having received long term support from both Jill Grant and Bill Leane in the development of the project, we are very grateful for the support from the Barton Group and it is our pleasure to announce the Foundation Partnership of \$20,000.

Members of the Barton Group include:

- [Actew Corporation](#)
- [Collex Waste Management](#)
- [Environmental Solutions International](#)
- [SA Water](#)
- [Tenix Infrastructure](#)
- [The Venturebank Limited](#)
- [Westpac Financial Services](#)
- [Visy Recycling](#)
- [Wright Corporate Strategy](#)
- [CSIRO Land and Water](#)

Project Partner (Industry): Hatch Engineering

Project Partners are chosen from groups, companies and representative bodies actively involved in implementing and/or developing enabling technologies and strategies for sustainability. Hatch is involved in the design and implementation of many enabling technologies crucial for achieving sustainable outcomes such as detailed below and it is our pleasure to announce the Project Partnership of \$5,000.

By-Products Utilisation - mapping material needs and wastes in particular industrial regions.

- *CemStar*; This is a technology for converting air cooled slag to Ordinary Portland Cement. In doing this the cement producer can lower their CO2 emissions, lower their NOx emissions and increase their production with no additional fuel requirements. CemStar has the potential to utilise about a quarter of the iron and steel slags produced in Australia. Granulation technologies can potentially consume another quarter.
- *Bauxsol*; Re-use of Alkaline red mud from the alumina industry has been a topic research and industrial trials for many years, however, recently a breakthrough was made by Virotec International that easily converts red mud into a product and can be used to remove heavy metal contamination rapidly, simply and economically from water. The heavy metals are bound into an inert matrix and the end product can be used safely in agriculture. In essence the stable forms found in nature are replicated in this technology.

Business Initiatives

- *FutureWatch*; A value adding process for assessing projects in the concept and early development stages. This process identifies the how sustainable a project will be and where it's strong and weak points are. And can also be used as a metric to measure how a business is travelling with SD measuring change and can give a business wide indicator if the results from each project are combined.
- *Sustainable Plant Design*; To bring all of our global engineering knowledge together to define a set of guidelines of what defines a sustainable industrial facility and what practical steps can be taken to achieve this. The inspiration for this has been [Natural Capitalism](#) and we see the guide as a fundamental way of systemising SD into our processes.

'Hatch aims to be a **sustainability leader within the engineering, mining and minerals processing industries**. We take the view that it takes very little additional effort to conceive and develop projects that are sustainable as opposed to ones that are unsustainable. The main differentiator is being able to see and apply the principles of sustainability at the right time. As engineers we are in an ideal position to apply sustainability in industry.'

Invariably projects are formulated with us and pass through design with us before being built. We consider ourselves as "upstream" players who work on defining the concept with our clients rather than tendering on jobs after the concept has been envisaged. We are a private company with a quite select list of clients. To date we have not made much of a fuss over the things we have done. However we see that now some of our clients are charging forward in SD while others need to be led.

It is time that we made a stand and started spreading the message of how important SD is. We see that if our clients don't adopt sustainable principles then they will go out of business. If they go then we go to. Enlightened self interest really. **I am in wholehearted support of your book and see it as timely in its content and message. I look forward to helping you any way that I can to turn your project into reality.'**

Steve Gale, Australasian Sustainable Development Leader, Hatch Engineering

Australian Collaboration to assist in data-base development

The Collaboration Steering Committee met recently and agreed that the Collaboration would in principle be very pleased to work with The Natural Edge Project as a partner to establish a data-base of best practice. The Collaboration is particularly interested in projects, examples and case studies with multiple goals and outcomes covering environmental, social and economic sustainability.

Supporters

The members of the secretariat wish to thank the following supporters of the project;

- [Australian Conservation Foundation](#) (ACF),
- [Australian Green Development Forum](#),
- [Australian Virtual Engineering Library](#) (AVEL) – Sustainability Knowledge Network
- [Barton Group](#),
- [Business Council for Sustainable Energy](#),
- [Centre for the Encouragement of Philanthropy in Australia](#),
- [CSIRO](#),
- [Environment Business Australia](#),
- [Green Innovations](#), [EcoFutures](#) and [Hatch](#);
- [Institution of Engineers Australia](#),
- [International Young Professionals Foundation](#),
- [Nature and Society Forum](#),
- [Rocky Mountain Institute](#),
- [University Leaders for a Sustainable Future](#) (ULSF),
- [World Federation of Engineering Organisations - ComTech](#),
- [Young Engineers Australia](#).



The Natural Edge Project Website is under construction!

Thanks to the amazing team from Izilla, an Australian website application design company, our project will receive their expert services in-kind to ensure the site has a state of the art content management system and interface. [click here](#).



Please contact the team at secretariat@naturaledgeproject.net for any queries regarding the project.

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