



THE NATURAL EDGE PROJECT

UPDATE 7

25TH OF AUGUST 2003

Supported by:



Greetings to the supporters and teams of [The Natural Edge Project](#).

During the development of the project, our team has learned a great deal of the complexities of not only seeking to achieve a sustainable future but in building a consensus on the preferred method and framework to do so. We have learned that many people and groups are undertaking vital roles in such a framework and we are driven by the belief that the combination of these efforts at a national level can bring about significant change and genuine progress.

Initially the project sort out to show how Natural Capitalism, as described by Lovins, Lovins and Hawkin in 1999, could be operationalised in Australia and throughout our region. As we researched the topic and began to discuss it with the stakeholders we quickly learned that in order to see a systemic response we needed to achieve an integrated whole of society approach and that many sectors and groups previously thought of as unrelated to sustainability actually played key roles.

Achieving a sound framework that responds to the concerns of economists and business is a key part of this work and has been one of the most interesting aspects. When the Secretariat met with Dr David Kemp recently to discuss Innovation and Sustainability, the Minister remarked that a major part of any case for sustainability will be based in economics, and we feel that this publication makes this case strongly.

The secretariat for this project is honoured to have been given the chance to work with many of the amazing pioneers both internationally and in Australia and we feel that significant resources, skills and ability exists for Nations to achieve a Natural Advantage through building a strong economy along side a growing environment and nurtured society.

The publication will be developed in 6 Sections each with a target of 60 pages together with pre and post material including a forward from Amory Lovins, to produce a 400 page manuscript. As stated in Update 6, our team has been focused on delivering a 150 page version of the publication as a 'July Précis' following the headings in the Brief and incorporating the work of co-authors, partners and contributors.

During this process however we realised that the breadth of information being compiled called for greater coverage, and as a first draft of the publication, we are in a position to deliver a 260 page version comprising of a full draft of Section 1, summarising the book, with 40 page versions of Section 2 - 6 following very soon.

Please follow the link below to the full draft of Section 1 of the publication for comment and peer review. It is a significant advance from the January Précis, and we thank all those who have been a great help in terms of improving the frameworks herein. This material will provide a base for review of the arguments being developed in the publication.

As with all the sections, Section 1 has very clear 1st, 2nd, and 3rd level headings so as to allow the reader to rapidly move through the text to get an overview. This first section allows the reader to get a summary of the book and lays out the major arguments to be further developed in the publication.

This document and the latest information regarding the project can be found in the TNEP Document Store¹ and contains;

1. The [Publication Brief](#), including the new Content Map and new Executive Summary,
2. The [Partnership Prospectus](#) and [Partner Information Form](#),
3. Project [Update 4](#), [Update 5](#) , [Update 6](#) and [Update 7](#)
4. NAON [Section 1](#) – Draft Manuscript for Comment

¹ Document store can be accessed at <http://www.naturaledgeproject.net/Documents/>

Our team is well aware of how genuinely busy you all are and hope that the draft material will;

- allow editors, co-authors and members of the advisory and steering committees, to rapidly identify any areas for which they have additional ideas. (If there are other papers, key reports and work that you wish us to incorporate and reference please send them now.)
- ensure that everyone involved with the project is clear on the direction of the book to date.

Contributions, comments and review will be gratefully received over the coming 4 – 6 weeks, early submissions are appreciated however the team from TNEP will be seeking to meet with and interact with partners and supporters during this period. (Please track changes and comments made to the documents.)

In five weeks time the secretariat for the project will be travelling to the major capital cities to discuss the comments made with contributors with the aim of incorporating the material into the manuscript for a final pre publication version by the end of October. This timeline is preferred as the Environment Business Australia have offered to have Hunter Lovins officially launch the publication at the Dinner for ENVIRO '04 late March next year and we are focused on doing all we can to have copies of the book in hand to meet this date.

We appreciate the patience and ongoing support you have all given our team and we have been very focused on producing a document that reflects this support and the contributions made in a strong framework that can be the basis of a nation achieving natural competitive advantage.

Clearly we cannot hope to cover all we would like to in the book, as there is so much great work going on, but we are trying as much as possible to cover crucial areas that add value and build on from existing work, and then refer people to relevant web sites, reports and publications for further information.

Kind Regards



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Summary of Update:

- Hunter Lovins to Tour Australia in April 2004
- 'Universities and Sustainability' TELA Paper Launched (with TNEP Co-author Mike Smith)
- Quote of the Month from the World Bank.

Hunter Lovins to Tour Australia in April 2004

The 1999 Publication *Natural Capitalism*¹ details a new business model that enables companies to fully realize the opportunities sustainability brings. Co-Author, Hunter Lovins has founded the Natural Capitalism Group to implement the principles of Natural Capitalism throughout the business world.

Increasingly nations are including sustainability as part of their national systems of innovation. Australia has announced that one of our 4 major national research goals will be “an Environmentally Sustainable Australia”. Australian’s Environmental Industry Action Agenda highlights the fact that over 23% of Australia’s R&D presently goes into eco-innovation and better understanding and managing the environment for the public good.

In June 2002, after 20 years building RMI, Hunter has started a new chapter in her amazing career by forming the Natural Capitalism Group of the Global Academy.



Hunter's black cowboy hat is one of the sustainability community's most recognized icons.

A kindred spirit and a dedicated environmental activist, Hunter Lovins has authored and co-authored numerous books, including *Brittle Power* (1982), *Energy Unbound* (1986), *Factor Four* (1997), *Green Development* (1998), *Natural Capitalism* (1999), and hundreds of papers and articles. She was identified as a 2000 *Time* magazine Hero for the Planet.

Throughout her career Hunter has consulted for governments and the private sector, briefing senior management at such groups as Interface, Mitsubishi, Bank of America, Royal Dutch/Shell Group, and numerous utility companies.

Currently Hunter is working on a number of projects including a sequel to *Natural Capitalism* with her college Walter Link co-founder of the Global Academy, entitled *The Human Dimensions of Natural Capitalism*. Also Hunter is creating the Presidio World College, offering the first accredited MBA program in sustainable management

Closer to home, Hunter is a key part of the Editorial Team for The Natural Edge Project (TNEP) currently developing the publication *Natural Advantage of Nations – Business Opportunities, Innovation and Governance in the 21st Century*.

Hunter will officially launch the publication at the *ENVIRO 2004 – Business of the Environment* dinner in Sydney on the 27th of March 2004, hosted by Environment Business Australia, followed by a 2 week tour of Australia supported by various groups, bodies and institutions in partnership with TNEP. Once the program for the tour has been confirmed it will be posted to all supporters of TNEP.

‘Universities and Sustainability’ TELA Paper Launched

Tim Flannery recently launched the 'Universities and Sustainability' TELA Paper, published by the Australian Conservation Foundation TELA series, to a packed audience at Melbourne University last week. The paper argues that Universities are a key institution that will in large part determine whether society achieves sustainability or not. Contributions to the paper were made by TNEP member Mike Smith.



The main focus of the paper is to act as a document that;

- explains why universities should take the issue of sustainability seriously;
- discusses which aspects of sustainability need to be considered in universities;
- describes the very many initiatives that have now been taken world wide;
- lists the findings of a survey of all Australian universities and a select group of overseas universities;

¹ Hawken, P., Lovins, A. & Lovins, H. (1999). *Natural Capitalism: The Next Industrial Revolution*. Earthscan Publications: London

- e) provides case study examples of best practice internationally; and
- f) makes recommendations for governments and universities.

For instance, Dr Daniella Tilbury from Macquarie University informs us that despite over 6 PhD's worth of effort on the need to reform Dip Ed courses to include environmental literacy, Universities are still not addressing this important area. University Dip Ed courses train the next generation of teachers and still do not require any level of environmental literacy.

Also research shows that once a design is finished over 50% of its environmental impact has been determined. Yet still most engineers, designers, architects, unlike in Europe, get little training in proven "design for sustainability" techniques, methodologies in their tertiary training.

But the bottom line is that over 800,000 Australians either study, research, work or teach in the University sector of Australia. The Australian University sector trains future leaders from all over the world. And Universities are looked to for intellectual leadership by society, business and government.

The United Nations has recognised the key role Universities will play as part of the 'Decade of Education in Sustainable Development' starting in 2005. Also UNESCO has formed the Global Higher Education for Sustainability Partnership which has over 1000 Universities as members already but largely so far in Europe and North America.

UNESCO has asked Australia to lead in creating the Asia Pacific UNESCO Global Higher Education for Sustainability Partnership. There has been a significant shift here in Universities in Australia from which we can build.

This paper will convince even the most sceptical and cynical that there is a vast array of ways Universities can meet the challenge of sustainability even in tough funding environments. Infact it may even help Universities gain funding. The Australian Federal Government has made " Achieving an Environmentally Sustainable Australia " one of the 4 main research directions for Australia late last year.

The paper is available at <http://www.acfonline.org.au/asp/pages/publications.asp> (See the bottom of the page in the tela papers section)

Quote of the Month

World Bank's latest World Development Report 2003: Sustainable Development in a Dynamic World Report. (<http://econ.worldbank.org/wdr/wdr2003/>)

"The next 50 years could see a fourfold increase in the size of the global economy and significant reductions in poverty but only if governments act now to avert a growing risk of severe damage to the environment and profound social unrest. Without better policies and institutions, social and environmental strains may derail development progress, leading to higher poverty levels and a decline in the quality of life for everybody.

Misguided policies and weak governance in past decades have contributed to environmental disasters, income inequality, and social upheaval in some countries, often resulting in deep deprivation, riots, or refugees fleeing famine or civil wars.

These are among the key findings of the World Development Report 2003. The report suggests new alliances are needed at the local, national and global levels to better address these problems."

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
- [The Barton Group](#),
- [Business Council for Sustainable Energy](#),
- [Centre for the Encouragement of Philanthropy in Australia](#),
- [CSIRO](#),
- [Environment Business Australia](#),
- [Green Innovations](#), [EcoFutures](#), [Arup](#) and [Hatch](#),
- [Institution of Engineers Australia](#),
- [International Young Professionals Foundation](#),
- [Nature and Society Forum](#),
- [Queensland Environment Protection Agency – Sustainable Industries Group](#),
- [Rocky Mountain Institute](#),
- [Triple Bottom Line Australia](#),
- [University Leaders for a Sustainable Future \(ULSF\)](#),
- [UN International Environment Technology Centre \(IETC\)](#),
- [World Federation of Engineering Organisations - ComTech](#),
- [Young Engineers Australia](#).



The Natural Edge Project Website is under construction!
The development of the website has moved into the content development stage with [izilla](#) building the new stage site to run parallel with the existing site until it is ready to go!



Please contact the team at secretariat@naturaledgeproject.net or on +61 (0)8 8361 6929 or +61 (0) 412 427 543 for any queries regarding the project.

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