



# THE NATURAL EDGE PROJECT

## UPDATE 9

15<sup>th</sup> OF OCTOBER 2003

Supported by:



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

Sitting at my desk, gazing out the window on a Thursday afternoon in North Adelaide I can feel a hint of a warm breath on the air, and my ground shaking sneezing fits signal the coming of spring. My attention returns to my laptop where the next update for our project is taking shape. Our project team has truly been blessed by the opportunity to develop TNEP and we are very grateful for the amazing support we have received. Being in the position to single-mindedly focus on documenting best practice in sustainable development and to be able to interact, learn and converse with leaders in the field has been awesome fun and god sent.

James, Mike and I all owe thanks to many people who have helped us along the way, however particular thanks needs to be paid to the 5 people who supported us on the first day and mobilised resources to ensure we had a chance to make a real go of this project. They are Steve Williamson and Martin Dwyer of Engineers Australia, Ron Clarke of CEPA, and Geoff McAlpine and Elizabeth Heij of the CSIRO. Having said this there are many others that have made extraordinary contributions to the project and will be acknowledged in the preliminary information in the publication, you know who you are.... Thank you.

As the first initiative of the project, the book, draws to a close we are proud to announce that TNEP is receiving strong support from partners to develop education modules to compliment the publication and together with our ongoing work with Rocky Mountain Institute on the Design Integration Guide, the ongoing development of our website (thanks to Izilla) and hosting Hunter Lovins's Australian Tour in April, our team will be pretty busy in the coming months.

We thank you all for your ongoing support.

Kind Regards

Karlson 'Charlie' Hargroves  
Project Coordinator

Michael Smith  
Content Coordinator

James Bradfield Moody  
Strategic Coordinator

In order meet with co-authors and the editorial team, the Secretariat will travel to Sydney (Oct 28 – 31), Brisbane (31 – Nov 06) and Canberra (06 – 11).

Documents and the latest information regarding the project can be found in the TNEP Document Store accessed at <http://www.naturaledgeproject.net/Documents/>, including the project updates, publication brief, partner information and the drafts of the sections.

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#### Summary of Update:

- Peer Review of Manuscript (Week 7 of 14)
  - New Partner Profiles: Global Sustainability at RMIT and the National Institute for Environment (ANU)
  - Endorsement and Peer Review from EIANZ
  - Profile of new co-authors Steve Dovers and Alan Pears
  - TNEP to work with the Monash Centre for Green Chemistry
  - What happens after the book?
  - Quote of the Month by Michael Porter in the 2002 'Tomorrow's Markets' Report.
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#### Peer Review of Manuscript (Week 7 of 14) - Update

We appreciate the general review of the first and second sections received to date and will be making significant upgrades to the material to strengthen the argument and make it more rigorous, particularly the economics and business related material.

All remaining reviews, comments and thoughts on the first drafts of Sections 1 and 2 will need to be received by **Friday the 24th of October**, in what ever form or level of detail, all will be considered.

As we appreciate you are all very busy we have decided to streamline the remaining peer review process in order to allow review to focus on particular elements of the publication. General peer review will not be requested for Sections 3 - 6 as the secretariat will make particular invitations for peer review of various parts. However if you are interested in a particular part please reply to this email and nominate the topic and we will send you the material.

See the table of contents in the constantly updated brief at [www.naturaledgeproject.net/documents](http://www.naturaledgeproject.net/documents), current version 15.10.03.

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#### TNEP Partner Profile

##### **Foundation Partner: Global Sustainability at RMIT**

Global Sustainability is an emerging agenda involving all of us. Globalisation, revolutions in information and communications, environmental and community awareness and action are driving corporate leaders, political leaders and citizens to address the future in very different ways.

GS@RMIT has been established to develop these concepts in practical ways so they can be applied to the work of RMIT itself and to organisations in the private and public sectors. Drawing on RMIT's academic expertise, research capabilities and extensive network of external partners in Australia and overseas, the centre will assist RMIT and others to become working models of Global Sustainability.

"Issues of sustainability are fast becoming one of the drivers for education and research around the world. RMIT has a history of being practical, of getting things done, moving with the times. As a university of innovation we will be developing better ways and means of analysing and researching our own sustainability and our contribution to Global Sustainability... The challenge is to turn our commitments into realities, make RMIT a walking talking model of sustainability."

**Professor Ruth Dunkin, Vice Chancellor RMIT University**

GS@RMIT has been supporters of the project, through Tricia Caswell, throughout its development and we are proud to announce the formal relationship to focus on the development of the publication. GS@RMIT will bring a high level of peer review of the material and access to many leading works from within RMIT. The secretariat looks forward to developing an ongoing relationship with GS@RMIT and has begun to work on the detail of the publication with Mike Smith spending two weeks in Melbourne to work with the team.

### **Project Partner: National Institute for Environment (ANU)**

The National Institute for Environment (NIE) aims to foster research and education to create an environmental future worth having. NIE brings together environmental teaching and research from the Australian National University's diverse schools, centres and faculties. In conjunction with the Australian and international community NIE's members are providing practical solutions for environmental challenges.

The NIE has the following goals relevant to the project:

- Deliver practical options for environmental challenges
- Communicate with the Australian and international community
- Foster social and financial support for environmental research and education
- Enhance educational outcomes and employment prospects for students
- Bring together and support ANU staff and students to work on environmental themes.

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### **Environment Institute of Australia and New Zealand**

The EIANZ have recently approved involvement in the development of the publication and will become an official supporter with Simon Molesworth joining the list of endorsees and negotiations are underway to enable peer review of the material.

The EIANZ is a professional body established with primary purpose to, facilitate interaction among environmental professionals, promote environmental knowledge and awareness, and advance ethical and competent environmental practice.

In order to better achieve the this, but without limiting their generality, the Institute has adopted Secondary Purposes as follows:

- To provide a forum for and to otherwise assist the discussion, consideration and advancement of professional environmental practice;
- to convene and hold seminars, lectures and conferences in relation to professional environmental practice;
- to produce, publish and distribute reports, journals, books, papers and other informative material in relation to professional environmental practice;
- to encourage and develop awareness, discussion and consideration of professional environmental practice amongst the associated professions and the community at large in Australia and abroad;
- to liaise, consult, work in conjunction and make arrangements and contracts with any individuals, trust, corporations, foundations, firms, partnerships, associations, societies, institutions, organisations and authorities and with the government of the Commonwealth of Australia or of any locality, municipal, State or Territory thereof and any foreign government, organisation or agency or any international body, for carrying out the purposes of the Institute;
- to raise, borrow and secure payment of money by any lawful means and to solicit, receive, enlist and accept financial and other support from individuals, trusts, corporations, foundations, firms, partnerships, associations, societies, institutions, organisations and authorities and from the government of the Commonwealth of Australia or any locality, municipality, State or Territory thereof or from any foreign government, organisation or agency or any international body for carrying out the purposes of the Institute;
- to grant, give and make available money and facilities to any individual, trust, corporation, firm,

partnership, association, society, institution, organisation or authorities or with the government of the Commonwealth of Australia of any locality, municipality, State or Territory thereof for carrying out the purposes of the Institute;

- to encourage and organise social and recreational activities amongst Members of the Institute and other persons interested in the purposes of the Institute.

The Environment Institute of Australia and New Zealand, as part of its commitment to communication with its membership and participating in broader community debate concerning crucial environmental issues, is constructing a new web site at <http://www.eia.asn.au/>.

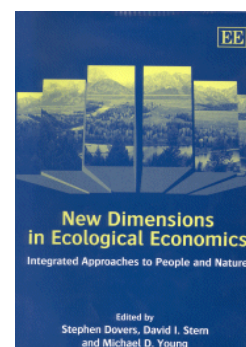
## Profile of new co-authors

### **Dr. Stephen Dovers, Senior Fellow at the Centre for Resource and Environmental Studies, ANU**

With research activities including theoretical and policy dimensions of sustainability, institutional arrangements for resource management, science-policy linkages, and Australian environmental history Steve is a co-author of the upcoming publication '*Institutional change for sustainable development*' (Cheltenham: Edward Elgar).

Steve has been involved in the development of over 16 publications, including the recently released '*New dimensions in ecological economics: integrated approaches to people and nature*' (Dovers, S., Stern, D. and Young, M. (eds). 2003. Cheltenham: Edward Elgar) and '*Managing Australia's Environment*'. (Dovers, S. and Wild River, S. (eds). 2003. Sydney: The Federation Press.)

Steve is also a member of the Editorial boards of Journal of Environmental Management; Environmental Science and Policy and the Australasian Journal of Environmental Management. In 2001 Steve released the '*Institutions for Sustainability*' Tela paper published by the Australian Conservation Foundation. ([www.acfonline.org.au](http://www.acfonline.org.au))



### **Alan Pears, Adjunct Professor and Senior Lecturer in Environment & Planning, RMIT**

Alan is at the Faculty of the Constructed Environment in the RMIT School of Social Science Planning. Alan was named on Anzac Day as a recipient of the Centenary Medal, one of nation's highest honours awarded for achievements or contributions at the time of the centenary of federation, for outstanding service to public policy on climate change and the environment.

Alan is an engineer and educator who has worked in the energy efficiency field for twenty years. He managed Melbourne's Energy Information Centre during the early 1980s, then worked in the Victorian Government's energy department until 1991. During that period, he played a central role in introduction of appliance energy labelling and home insulation regulations.

Since 1991, Alan has been co-director of an environmental consultancy, Sustainable Solutions. He has worked extensively on global warming issues, including co-writing a review of Australia's national greenhouse response strategy, analysing the potential for cost-effective greenhouse emission reduction in a number of industries, and co-writing a workbook for participants in the Greenhouse Challenge program. Alan is the author of a number of educational resources, including the "Home Greenhouse Saver" for the Victorian EPA and "[Global Warming - Cool It!](#)" for Environment Australia, and the educational computer kit "Australian Home Greenhouse Scorecard".

Alan is also involved in development of energy efficient products, and helped develop an energy- and water-efficient dishwasher and drink vending machine. Alan co-developed and help run the very successful 5 year Federal government program Energy Efficiency Best Practise.

Alan is convenor of the Policy Committee of the Sustainable Energy Industry Council of Australia.

## TNEP to work with the Monash Centre for Green Chemistry

The Centre for Green Chemistry is a Special Research Centre, funded by the Australian Research Council. The centre is located at Monash University, utilising custom built research laboratories with state-of-the-art facilities. The mission of the centre is to become a world leader for research, industrial collaboration and teaching in the field of Green Chemistry and to harness this expertise to enhance the international competitiveness of Australian industry.

TNEP will be working with the centre to develop the material on Green Chemistry for Section 4. Special thanks to Dr Chris Strauss and Dr Janet Scott <http://web.chem.monash.edu.au/GreenChem/>

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## What happens after the book is done?

**TNEP Website:** The website for TNEP will include a companion resource for readers of the publication with material and resources organised in the same structure providing access to the full depth of material summarised in the publication. The website will be updated in an ongoing process as the core business of the project and will be linked into the databases our partners. The Secretariat needs to pay particular thanks to Newcastle based internet company, Izilla Pty Ltd for the amazing commitment to undertake over \$20,000 in-kind probono services to develop this site.

We are in the final stages of the technical design specification and will be building the site over the coming weeks and will announce the opening of the new site as soon as it hits the e-waves....

**Education Modules:** Once the final manuscript is delivered to the publisher on January 15<sup>th</sup> 2004, TNEP will be spending 8 weeks to develop the basis of a series of introductory education modules for trainers, educators and individuals to compliment the publication. The modules will consist of 6 units that can be delivered in a 45 minute time slot to allow a single day course or to be spread out over 6 weeks. The focus will be on entry level for professionals and first year undergraduate students. This material is aimed at complimenting professional development delivered by professional bodies, companies and universities by building a peer reviewed and endorsed entry level module in much the same process as the publication.

The proposal for this initiative will be developed in the next 2 weeks and will be sent to partners and supporters for comment and consideration.

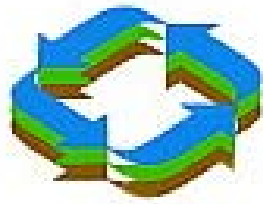
**Design Integration Guide:** TNEP will be working with Rocky Mountain Institute over the next 2 years to assist in the development and dissemination of a Whole Systems Engineering Design Guide highlighting best practice in design to achieve multiple savings in resource efficiency through single expenditures in design. The Guide will showcase a range of costed case studies with required calculations and will draw on international sources.

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## Quote of the Month

*In modern competition, economic and social policy can and must be integrated. Environmentalists, who often believe that companies seek to profit from polluting, see their role as advocating regulations to compel companies to install available technology whatever the cost. Yet virtually all corporate pollution is a sign of economic waste and the unproductive use of resources, and can be addressed with better technology or improved methods.*

**Professor Michael Porter, Harvard Business School**  
(<http://www.wbcds.ch/DocRoot/NomqBWD9ZafICkslurQQ/tomorrows-markets.pdf>)



# The Natural Edge P R O J E C T

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 Green Chemistry, Monash University](#)
- [Centre for the Encouragement of Philanthropy in Australia \(CEPA\)](#),
- [Commonwealth Science, Industry Research Organisation \(CSIRO\)](#),
- [Environment Business Australia](#),
- [Environment Institute of Australia and New Zealand \(EIANZ\)](#)
- [Green Innovations](#), [EcoFutures](#), [Arup](#) and [Hatch](#),
- [Global Sustainability at RMIT](#)
- [Institution of Engineers Australia](#),
- [International Young Professionals Foundation](#),
- [Nature and Society Forum](#),
- [New Zealand Business Council for Sustainable Development](#)
- [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 final development stage with [izilla](#) building the new stage site to run parallel with the existing site until it is ready to go!

