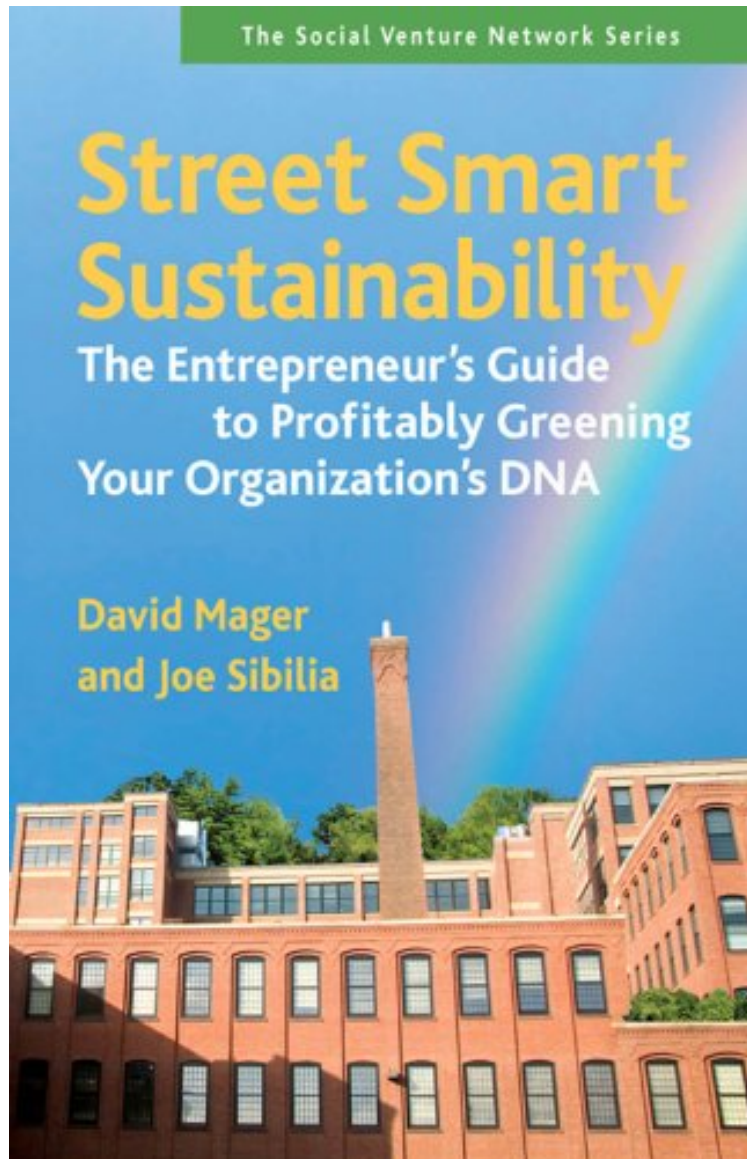


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## Street Smart Sustainability: The Entrepreneur's Guide to Profitably Greening Your Organization's DNA (Social Venture Network Series)

*David Mager, Joe Sibilias*

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**David Mager, Joe Sibilias : Street Smart Sustainability: The Entrepreneur's Guide to Profitably Greening Your Organization's DNA (Social Venture Network Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Street Smart Sustainability: The Entrepreneur's Guide to Profitably Greening Your Organization's DNA (Social Venture Network Series):

0 of 0 people found the following review helpful. Rainbow wisdom - the whole spectrumBy RachaelThis book is WONDERFUL! It is inspiring and practical, offering creative examples that guide the reader through all of the necessary components to make a company green! It is an invaluable resource stocked with helpful hints and accessible tools.

2 of 2 people found the following review helpful. A Field Guide to Organizational SustainabilityBy Joshua P. OConnerBrief synopsis: Unlike other similar books on the market, "Street Smart Sustainability" doesn't dwell on the current state of the environment; instead it tells you how to set your business apart from the status quo and how to become a leader in the field. The unfortunate reality of books on sustainability is a rather constrained discussion regarding the current status of the environment. While many books end with a call to action encouraging readers to take part in some positive change and a handful will enable readers with iconic suggestions to improve sustainability, we are rarely provided with a formative and absolute framework through which to engage sustainability. "Street Smart Sustainability: The Entrepreneur's Guide to Profitably Greening Your Organization's DNA" by authors David Mager and Joe Sibillia is that framework. Targeted toward small and medium sized businesses who desire to transform themselves, "Street Smart Sustainability" is the quintessential "how-to guide" for implementing sustainability initiatives at an organizational level. "Street Smart Sustainability" allows organizations to address sustainability on a broad-based and comprehensive level. Rather than advocating the typical approach aimed solely at harvesting the low hanging fruit (such as making the switch to CFLs or low-flow faucets), Mager and Sibillia offer a prescriptive means of analyzing an entire organization with a systematic approach. Instead of focusing on the current state of the environment or proselytizing the merits of green business, the authors dive directly into the types of reforms that can lead a business on the path toward true sustainability. Mager and Sibillia back up their ideas by integrating their approaches toward sustainability into the approaches used by several accreditation bodies (such as the International Standards Organization or ISO) that can provide an air of credibility to an organization's efforts. "Street Smart Sustainability" also features a handful of case studies that demonstrate how sustainability can be used to boost revenue. The authors provide excellent materials for anyone looking to engage in a sustainability push by providing example documentation as well as detailing how to collect and incorporate data into such efforts. I would recommend "Street Smart Sustainability" to a wide audience of individuals looking to understand the "nuts and bolts" of sustainable business practices. It is perhaps most useful in the hands of an individual newly nominated to lead an organizational charge toward sustainability. Mager and Sibillia have created a condensed guide to sustainability that will allow an individual to pioneer efforts within their organization without have to throw themselves behind the task full time. "Street Smart Sustainability" also makes an excellent desk reference for ensuring long-term organizational goals are on track and to find ideas for obtaining feedback.

Disclaimer: I served as a manuscript reviewer for this title.

2 of 2 people found the following review helpful. Very Street SmartBy Elaine CohenStreet Smart Sustainability is both inspiring and scary. I can compare it to what I imagine it would be like to compete in a decathlon. Every single event in the decathlon has its own technical requirements, demands a good deal of knowledge and a considerable overall understanding of sports, fitness, physical limits, risks and opportunities. After completing each event in the decathlon, I assume the athlete feels a great sense of accomplishment, but in thinking about the next event, I assume a sense of trepidation. This is how I felt reading Street Smart Sustainability. As someone who is generally reasonably eco-aware, and as a small business owner, representing the target audience for this book, I found the detailed step-by-step approach to greening a business to be incredibly eye-opening, full of new things that I learned for the first time, and actually pretty scary, because no matter how much the authors tried to teach environmental sustainability in manageable-sized chunks and lay language, the scope and challenges for those intent on implementing sustainability are serious stuff. And yes, quite scary. You couldn't get two more experienced people to teach you the practicalities of sustainabilizing your business. David Mager is a Principal of Major Environmental Solutions and worked as an Advisor to the Obama USDA Transition Team on complex environmental issues. He was one of the organizers of the first Earth Day in 1970 and has helped hundreds of companies work towards profitable environmental excellence. The scale of his experience comes through from examples cited in the book, including overseeing the first US voluntary standards for energy efficient lighting, water efficient fixtures, recycled business paper and more, or how David conducted an IOMBA (input/output mass balance analysis) and discovered that someone was stealing from the company as the analysis revealed that ingredients had gone missing, something that had not shown up in regular audits. Joe Sibillia is the founder and CEO of Meadowbrook Lane Capital, a self-described socially responsible/sustainable investment bank and CEO of CSRwire. Both clearly live on Sustainable Street, and Street Smart Sustainability is a testament to their knowledge and experience and also their understanding of the way entrepreneurs think. Street Smart Sustainability is astounding in the way it does not shy from introducing complex sustainability concepts and offering a multitude of advice-bytes relating to every single aspect of greening your business, including those you have almost certainly never thought of, in a way which makes a direct contribution to profitability. Whilst each chapter is a standalone on some aspect of greenification (design, workplace, energy, carbon, purchasing, emissions reduction, waste), a cover to cover read (as I did) helps you pull it all together and understand more fully the connection between individual impacts as you prepare for your own Sustainability Audit and decide your own performance plan and measurement metrics. The book contains personal perspectives from a range of

business leaders who have been-there-done-that but remain on the journey. Prominently featured, for example, is Gary Hirshberg, founder of Stonyfield Farm, who tells about how sourcing milk from rBGH free cows (recombinant bovine hormone growth), or building a wastewater treatment plant, or reducing methane emissions by changing cow feed and reducing packaging impact by 12% in one year through Life Cycle work on packaging. Other companies cited include Patagonia, Aveda, Ecover, ABC Home and many more. Central to this book is the guideline for conducting a Sustainability Audit. The authors work you through this in a detailed way, providing explanations and advice for even the most elementary activities. At the end of the book there is a set of useful resources which include an Audit Protocol, a summary of Enviro Management Systems, an IOMBA (see above) process and worked example, a Life Cycle Analysis matrix and a Carbon Footprint Calculator. All these are tools for a small business manager who is intent on understanding and doing business in a sustainable way. I confess to actually being tempted to put the book down and start using some of these great processes in my own business (but I decided to finish the book first!) Another useful resource is a sample questionnaire for employees to help you understand their views and gain their input and recommendations about what the company can do to advance sustainability practices because, as the authors say "Inspiring employees to buy in to the sustainability vision is key to becoming sustainable." Alongside the plain language and step-by-step approach of this book, Street Smart Sustainability introduces you to a host of technical terms and probably for the first time for many readers, explains them in a way you can understand and puts them into relevant context. Who would have thought that eutrophication, photovoltaics, pyrolytic processes, high efficiency particulate arrestors, integrated gasification, selective catalytic reduction, windrow composting, reverse osmosis and many other techy-greeny terms would be relevant to small business entrepreneurs? After reading Street Smart Sustainability you not only know what they mean, and why they are important, but you also know how they can help you and your business be more profitable whilst protecting the planet. The only problem with reading this book cover to cover is that by the time you have finished, you realize that there is so much to be done. This is good news, I suppose, but it sure is scary. Inspiring but scary. At least, however, now you know how to do it. This review first appeared on CSRwire.com on 20th October 2010

Go Green While Making Green You already know why your company should go green. This comprehensive guide tells you how to do it profitably. It details every step of the process—from getting employee buy-in and conducting a current sustainability audit to developing a plan of action and measuring progress. Nuts-and-bolts guidance helps you make continuous, cost-effective improvements and shift the prevailing business culture by infusing green practices into your organization's very DNA. Through illustrative examples from a wide variety of industries, this book shows how to:

- Design sustainable products
- Green your facilities
- Find green vendors
- Use renewable energy
- Reduce harmful emissions
- Recycle waste products, and more

The emphasis is on practicality—stand-alone chapters you can read when you need them and tools you can use to implement change in any area of your organization.

"This is essential reading for any business leader—and anyone who wants to become one." —Joel Makower, Executive Editor, GreenBiz.com, and author of *Strategies for the Green Economy*

"A GPS for steering your business in a green and profitable direction way ahead of the curve with insight, innovation, integrity, and passion." —Paulette Mae Cole, CEO and Creative Director, ABC Carpet and Home

"This book makes the path to sustainability feel truly achievable." —Eileen Fisher, Chief Creative Officer, Eileen Fisher, Inc.

"No one has tried harder to quantify 'good beyond profit.'" —John Stossel, Fox news correspondent

"Provides an essential outline and all the creative new ideas to make any business greener." —Denise Hamler, Director, Green Business Network of Green America