

Recommended Resources

- Anderson, R. (1998). *Mid-course Correction*. Peregrinzilla Press, Atlanta, GA.
The classic on flash-driven organizational change for sustainability, describing Ray Anderson's quest to make Interface a sustainable company.
- Barnett, D.L. and Browning, W.D. (1995). *A Primer on Sustainable Building*. Rocky Mountain Institute, Snowmass, CO.
Good, understandable discussion with summary of convincing evidence on why A/E/C companies and owners should go green. Also a good overview of the basics of sustainable design.
- Bennett, M. and James, P. (1998). *The Green Bottom Line: Environmental Accounting for Management*. Greenleaf Press, Sheffield, UK.
Compilation of papers describing ways to increase the environmental accuracy of accounting methods.
- Carson, P. and Moulden, J. (1991). *Green is Gold: Business talking to Business about the Environmental Revolution*. HarperCollins, Toronto, ON.
Good discussion of environmental trends that affect business and attributes of the green consumer. Presents a framework for developing a corporate environmental strategy. Described as "a practical guide for companies who want to go green."
- Clayton, A.M.H. and Radcliffe, N.J. (1996). *Sustainability: A Systems Approach*. Westview Press, Boulder, CO.
Presents sustainability as a function of complex, adaptive systems, and describes its attributes in terms of a number of different disciplines and perspectives. Includes basic systems theory, economics, and assessment and management of sustainability.
- Collins, J.C. and Porras, J.I. (1997). *Built to Last: Successful Habits of Visionary Companies (paperback ed.)*. HarperCollins, New York, NY.
Describes the attributes of long lasting, successful companies, based on a comparison study of 36 different US corporations. Very useful information on defining core ideology and values, and transforming your organization into a vehicle for achieving sustainability.
- Doob, L.W. (1995). *Sustainers and Sustainability: Attitudes, Attributes, & Actions for Survival*. Praeger Publishing, Westport, CT.
Describes the five basic attributes of sustainable individuals and presents theory on why people who are prone to behave sustainably act the way they do. A useful way to understand how some people are more likely to be sustainable than others.
- Hawken, P. (1993). *The Ecology of Commerce*. Harper Press, New York, NY.
Another classic on the need for change in how we do business. Presents ideas for rearranging the commercial system to encourage, not discourage, environmentally friendly behavior by business.
- Hawken, P., Lovins, A., and Lovins, L.H. (1999). *Natural Capitalism: Creating the Next Industrial Revolution*. Little, Brown, & Company, Boston, MA. Available online at <http://www.naturalcapitalism.com>
The essential reference describing ways that business must change in order to achieve sustainability. Provides clear, inspiring examples of strategies and technologies that are available off the shelf to make money by being sustainable. Excellent coverage of the new business mindset for sustainability.
- Hoffman, A.J. (2000). *Competitive Environmental Strategy: A Guide to the Changing Business Landscape*. Island Press, Washington, DC.
Excellent discussion of the reasons to change the way we do business. Includes information on strategic organizational planning and recognizing the context in which change has to occur.

International Institute for Sustainable Development (IISD): Business and Sustainable Development site. See <http://iisd.ca/business/default.htm>

Provides a definition of sustainable development from a business perspective and includes information on building competitive advantage, increasing market share, increasing shareholder value and other topics. Also includes case studies.

Mendler, S.F. and Odell, W. (2000). *The HOK Guidebook to Sustainable Design*. Wiley & Sons, New York, NY.

A checklist guide and set of case studies on sustainable building design. Excellent reference for ideas on how to increase the sustainability of projects. Includes classification of ideas in terms of owner receptivity.

Natrans, B. and Altomare, M. (1999). *The Natural Step for Business: Wealth, Ecology, and the Evolutionary Corporation*. New Society Publishers, Gabriola Island, BC.

Provides an overall framework in terms of the Natural Step for changing business practices to become more sustainable. Includes four detailed case studies of leading international corporations, along with a discussion of the benefits realized by each company.

Rogers, E.M. (1995). *Diffusion of Innovations, 4th ed.* Free Press, New York, NY.

This is a classic reference that covers all aspects of innovation theory, including strategies for increasing the rate of adoption of new concepts and technologies by individuals and organizations alike. Highly recommended.

Romm, J.J. (1994). *Lean and Clean Management: How to Boost Profits and Productivity by Reducing Pollution*. Kodansha International, New York, NY.

Presents examples and strategies for making money by reducing pollution (one aspect of sustainability). Examples are from multiple industries.

Romm, J.J. and Browning, W.D. (1995). *Greening the Building and the Bottom Line: Increasing Productivity through Energy-Efficient Design*. Rocky Mountain Institute, Snowmass, CO.

Includes case studies to illustrate the relative importance of people costs in making the decision to build green. Available online at <http://www.getf.org/file/toolmanager/O16F8527.pdf>

US Federal Executive Order 13123. See <http://www.ofee.gov/>

“DoD and GSA ...shall develop sustainable design principles. Agencies shall apply such principles to the siting, design, and construction of new facilities... Agencies shall consider using Energy-Savings Performance Contracts...”

“Agencies shall designate exemplary new and existing facilities with significant public access and exposure as showcase facilities to highlight energy or water efficiency and renewable energy improvements”

US Federal Executive Order 13101. See <http://www.ofee.gov/>

“Agencies shall comply with executive branch policies for the acquisition and use of environmentally preferable products and services and implement cost-effective procurement preference programs favoring the purchase of these [items]” Wilson, A., et al. (1998). *Green Development: Integrating Ecology and Real Estate*. Wiley & Sons, New York, NY.

Overview of how to make money by considering the environment in real estate development. Includes 80 case studies with economic data, described in more detail on the accompanying CD-ROM.

Web Resources

International Activities to Promote Sustainability

Agenda 21 – <http://www.un.org/esa/sustdev/agenda21.htm>

ISO 14000 – <http://iisd.ca/business/isoorg.htm>

Business Charter for Sustainable Development – <http://www.iccwbo.org/sdcharter/charter/principles/principles.asp>

Ecolabeling

Forest Stewardship Council – <http://www.fscoax.org>

Green Seal – <http://www.greenseal.org>

Carpet and Rug Institute – <http://www.carpet-rug.org>

GreenGuard – <http://www.greenguard.org>

U.S. Green Building Council – <http://www.usgbc.org>

Environmentally Conscious Investing

Coalition for Environmentally Responsible Economics (CERES) – <http://www.ceres.org>

Investor Responsibility Research Center – <http://www.irrc.org>

Case Studies and Other Evidence

Lawrence Berkeley National Labs - <http://eetd.lbl.gov/CBS/insurance/LBNL-41919.pdf>

Judith Heerwagen: Indoor Environmental Quality -
<http://www.johnsoncontrols.com/ifm/research/files/Ppt/Panel3/12Heerwagen.htm/>

Military Case Studies – <http://www.afcee.brooks.af.mil>

Mixed sector case studies – <http://solstice.crest.org>

School case studies - <http://www.ed.gov/inits/construction/impact2.html>

General Green Business Resources

GreenBiz – <http://www.greenbiz.com>

Other References

- Chen A. and Vine, E.L. (1998). *A Scoping Study on the Costs of Indoor Air Quality Illnesses: An Insurance Loss Perspective*. Lawrence Berkeley National Laboratory, Environmental Energy Technologies Division, Berkeley, CA. See <http://eetd.lbl.gov/CBS/insurance/LBNL-41919.pdf>.
- Edwards, B., ed. (1998). *Green Buildings Pay*. E&FN Spon, London, UK.
- Hays, S.M., Gobbell, R.V., and Ganick, N.R. (1995). *Indoor Air Quality: Solutions and Strategies*. McGraw-Hill, New York, NY.
- Heerwagen, J.H. (1999). *Green Buildings, Organizational Success, and Occupant Productivity*. Presentation to the Cost + Value Symposium, University of British Columbia, Vancouver, BC, Nov. 17-18. See also <http://www.johnsoncontrols.com/ifm/research/files/Ppt/Panel3/12Heerwagen.htm/>
- Jones-Crabtree, A.J. (1998). *From Technical Decision-makers to Policy-creators: A Model for Sustainability-Driven Organizational Change Applied to Built Facility Maintenance*. Ph.D. Dissertation Draft, School of Civil & Environmental Engineering, Georgia Institute of Technology, Atlanta, GA.
- Kibert, C. J., Grooskopf, K.R., Peng, C. L. (1994). "Sustainable development and the environment: U.S. and International Trends," *Proceedings of the First International Conference on Sustainable Construction*. Kibert, C.J., ed., Tampa, FL, November 6-9. CIB TG 16.
- Kinlaw, D. (1993). *Competitive and Green: Sustainable Performance in the Environmental Age*. Pfeiffer & Co., San Diego, CA.
- Loken, S., Miner, R., and Mumma, T. (1994). *A Reference Guide to Resource Efficient Building Elements, 4th ed.* Center for Resourceful Building Technology, Missoula, MT.
- National Association of Home Builders. (2000). *Building Greener Neighborhoods: Trees as Part of the Plan*. NAHB, Washington, DC.
- Pearce, A.R. (1998). "Sustainable Decision Making in the A/E/C Industry: A Cyclical Problem Solving Process," Working paper, Sustainable Facilities & Infrastructure Program, Georgia Tech Research Institute, Atlanta, GA.
- Pearce, A.R. (1999). *Sustainability and the Built Environment: A Metric and Process for Prioritizing Improvement Opportunities*. UMI Dissertation Services, Ann Arbor, MI.
- Roodman, D.M. and Lenssen, N. (1995). *A Building Revolution: How Ecology and Health Concerns are Transforming Construction*. Worldwatch Paper 124, Worldwatch Institute, Washington, DC.
- Tchobanoglous, G., Theisen, H., and Vigil, S. (1993). *Integrated Solid Waste Management: Engineering Principles and Management Issues*. McGraw-Hill, New York, NY.
- ULI – Urban Land Institute. (2001). *Environmentally Sensitive Development*. Training Materials, Short Course. April 2-3, Chicago, IL.
- Vanegas, J.A. and Pearce, A.R. (2000). "Drivers for Change: An Organizational Perspective on Sustainable Construction." *Proceedings, Construction Congress VI*, February 20-22, Orlando, FL. Available online at <http://maven.gtri.gatech.edu/sfi/resources/pubpres.html>
- Von Weizsacker, E., Lovins, A.B., and Lovins, L.H. (1998). *Factor Four: Doubling Wealth, Halving Resource Use*. EarthScan Publications, London, UK.

Zeihner, L.C. (1996). *The Ecology of Architecture: A Complete Guide to Creating the Environmentally Conscious Building*. Watson-Guipill, New York, NY.