

WHAT IS THE NATURAL STEP?

The Natural Step is an international network of educational organizations that use a science-based systems framework to help companies, communities, and organizations understand and take the next steps towards sustainability. The Natural Step framework (TNS) is a guide to thinking and acting in harmony with the earth's cyclical processes. It provides a pragmatic set of design criteria that can be used to direct social, environmental and economic actions. It is used to enable organizations to profitably and intelligently leverage environmental strategy.

“The Natural Step offers an exceptional framework for sustainability which can be used to guide and assess green building programs and rating systems, leading us beyond “green” toward restorative and regenerative building approaches.”

David Eisenberg,

Director, Development Center for
Appropriate Technology



HOW DID IT BEGIN?

The Natural Step was developed in Sweden by Dr. Karl-Henrik Robért, a leading cancer specialist. Frustrated by a piecemeal approach to addressing environmental problems, he brought leading Swedish scientists together to develop a consensus on requirements for a sustainable society. These findings, based on systems thinking reflected in natural cycles, have become the backbone for an educational process.

“The Natural Step provides the “compass” that companies need to profitably align their products and processes with the principles of sustainability.”

Dr. Stuart Hart,

Management Faculty, Cornell University

WORKSHOP LEADER

Mare Cromwell is the founder of Sacred Dog Productions. She is a sustainability specialist and author. With a Masters in Natural Resources from the University of Michigan, she has worked in the environmental field for 26 years both internationally and locally in the Baltimore-Washington region. She trained in The Natural Step framework under Karl-Henrik Robért and Paul Hawken and has led dozens of sustainability workshops in the Mid-Atlantic region. In addition to her sustainability consulting efforts, Mare occasionally speaks on Deep Ecology, simplicity and “Right Relationship”.

SACRED DOG PRODUCTIONS

Sacred Dog Productions' mission is to help transform our modern culture to one that is in balance with natural systems and where prosperity is measured by a commitment to profitability, environmental awareness and social responsibility – the “triple bottom line”. We enable organizations and individuals to grow and thrive in an evolving global environment. We do this by offering education and training on Sustainability and related topics.

“Using tools such as ISO 14000 or lifecycle analysis without a larger framework like TNS is similar to looking at a ship's log book without a compass – you have no direction in the system.”

Dr. Karl-Henrik Robért,

Founder, The Natural Step

SPONSORED BY:

**Baltimore Chapter US Green
Building Council**

**Chesapeake Sustainable Business Alliance
Maryland Department of Natural
Resources Environmental Design Program**

SUPPORTED BY:

Baltimore Chapter Architects
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Washington Area Business
Alliance for Sustainability

Washington DC Chapter
Architects Institute of
America Committee on the
Environment

Sustainability The Competitive Edge for the 21st Century

Presenting

The Natural Step A Strategic Framework for Tomorrow's Leaders

An intensive half-day seminar for
**Builders, Designers, Business,
Government and Community Leaders**

Led by

Mare Cromwell

of

Sacred Dog Productions

WEDNESDAY, DECEMBER 13

12:30 p.m. – 5:30 p.m.

Owen Brown Interfaith Center
7246 Cradlerock Way, Columbia, MD 21045



*“Sustainability is firmly in the
contemporary business environment –
if companies fail to see that,
they do so at their peril.”*

Jack Ehnes

CEO at CalSTRS



SUSTAINABILITY -
Has your organization seen the opportunity?

The marketplace is evolving as natural resources become more scarce, environmental regulations more strict and consumers become more eco-conscious. Innovative organizations are profiting and gaining decisive competitive advantage by shifting to seize the opportunity. Leaders and employees are more motivated at work. The Natural Step framework (TNS) is an integral tool that organizations are using to strategically take advantage of these social and environmental trends towards sustainability.

A PROVEN TRACK RECORD

Leading American organizations such as Interface, the Department of Defense, Nike, Starbucks, and Home Depot all use TNS principles to guide strategic decisions and daily operations. Top architects and designers across the nation apply the framework to complement LEED and better incorporate sustainability into their practice. Numerous small and medium sized businesses along with municipalities throughout the US also apply the TNS framework to improve competitive outcomes and heighten environmental stewardship in their communities.

“My mission is to transform my company into a sustainable business – one based on cyclical systems that are waste-free and resource efficient – by committing to the principles of The Natural Step.”

Ray C. Anderson,

Founder and Chairman, Interface, Inc.
World’s largest manufacturer of commercial carpet tiles

OVERVIEW OF THE WORKSHOP

This half-day program is designed to introduce builders, designers, business, government and community leaders to sustainability and The Natural Step framework. The presentation will define sustainability and present the basic principles of TNS including the science behind the framework model and case studies. Attendees will participate in small group exercises around the four principles and learn how to apply the framework in the creation of a business product or service.

WHAT YOU WILL LEARN:

- **A whole systems perspective for considering sustainability**
- **New strategies that can help you make your organization become more profitable**
- **How the TNS framework is used for decision-making and strategic planning**
- **Suggested ideas for applying the TNS framework in organizations**
- **Through case studies, how organizations have benefited from implementing the framework**
- **A hands-on exercise to apply the principles**

“At Nike, The Natural Step Framework is regarded as ‘rules for the earth’... TNS is the foundation of Nike’s Environmental Action Team.”

Sarah Severn,

Global Director, Environmental Action Team, Nike

ATTENDEES WHO HAVE BENEFITED FROM ATTENDING PREVIOUS NATURAL STEP WORKSHOPS:

- **Industry: Manufacturers, Services, Restaurant and others**
- **Building and Design Professionals**
- **University Leaders**
- **Federal, state and local governments**
- **Non-Profit and Community Leaders**

REGISTRATION FORM

SUSTAINABILITY
THE COMPETITIVE EDGE FOR
THE 21ST CENTURY

WEDNESDAY, DECEMBER 13
12:30 p.m. – 5:30 p.m.

Attendance is limited. Register early to assure a seat at the program. Complete a form for each registrant (payment can be combined).

NAME _____

ORGANIZATION _____

STREET _____

CITY _____

STATE _____ **ZIP** _____

PHONE _____

E-MAIL _____



Yes, I want AIA Credits

Workshop fee includes handout materials, parking, and snacks.

General Registration.....\$130 _____

CSBA and USGBC Members.....\$110 _____

Late Registrants (After November 21, 2006)

General Registration.....\$145 _____

CSBA and USGBC Members.....\$130 _____

Please make checks out to **Sacred Dog Productions, LLC.**, and note “Sustainability Workshop” on the face of the check. Your check is your receipt. Send to:

Sacred Dog Productions, LLC.,
Registrations
2310 Tucker Lane,
Baltimore, MD 21207

Credit Card payments for Registration can be made on the web site www.sacreddogllc.com.

Questions? Contact Mare Cromwell at 410-448-3679, mcromwell@toad.net.

Cancellation Policy: You may cancel your registration and receive a full refund provided you cancel by December 1. No cancellations accepted after that date.