



LIM E-Learning Solutions: Sustainability Program Course Guidebook

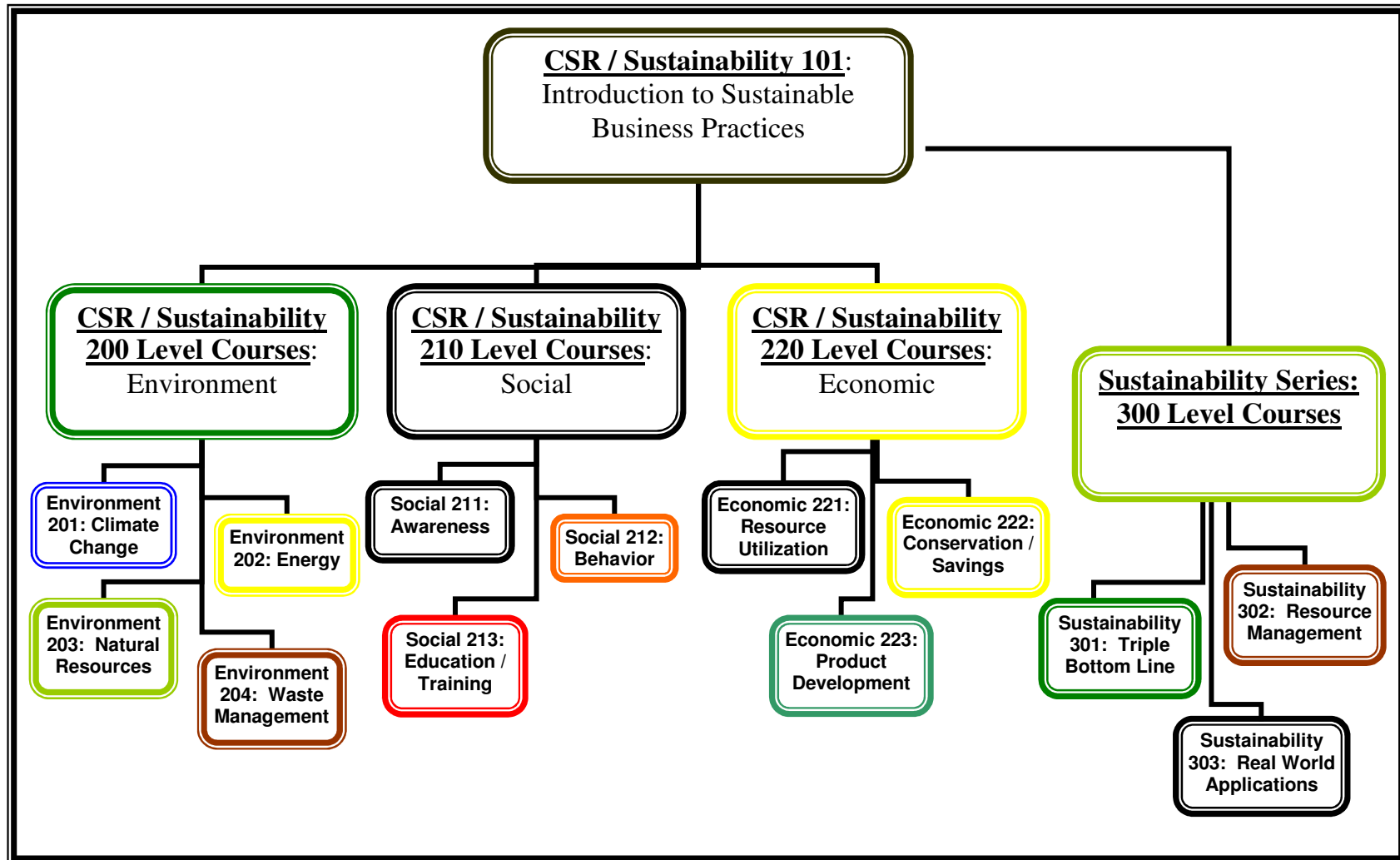




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I. E-Learning Sustainability Program Overview





II. LIM Sustainability Program Overview

The world of business, which is constantly evolving, has gone through significant changes in the past decade. About ten years ago, a few forward-thinking companies began to issue reports reviewing and measuring their business's ability to produce goods in a sustainable way (i.e. to examine their impact on the environment and society). As a result, words like corporate responsibility and sustainability have morphed into commonly used terms. Today, a key word Google search returns millions of results for these words. Businesses all around the world are starting to realize that they must not just understand these terms, but they must learn how to build their business around these key principles. Today tens-of-thousands of companies have followed-suit and Sustainability Reports are now a common output. Moreover, companies that adapt successfully are not only thriving but are also capitalizing on positive public relations. The LIM Sustainability Program will systematically guide users through a transformative growth process ultimately producing knowledgeable sustainability leaders who are ready and capable of helping guide their company or organization to effectively function across the three principles contained within the Triple Bottom Line.



Each course in the LIM Sustainability Program will include (in varying degrees) a range of materials including video clips, presentations, additional reading materials, case studies, surveys, and will finally test your knowledge on a given subject before allowing a user to advance to the next course. Currently the program design contains a total of 12 courses.



III. Course List: Module Number & Description

1. CR 101: Introduction to Sustainable Business Practices

This brief course is necessary for all participants who are enrolled in the program – regardless of an individual’s background or knowledge. As it is an introductory course, it will focus on a broad overview of the topics by introducing some key concepts which will be addressed in greater detail throughout the progression of the program. Participants will start to see that these concepts can be applied across all industries ranging from producers of goods (food, furniture, equipment, etc.) to service-driven consulting companies. In fact, participants will begin to realize that just about every action in life and business represents an opportunity to make decisions which can be measured according to degrees of sustainability (ranging from not sustainable to completely sustainable). Following the completion of this course, participants will continue the learning process by taking 200 level courses beginning with a series of modules focused on The Environment and progressing to Social Modules then Economic Modules. This course is designed to be completed in 60 minutes.

Bamboo is a quick growth tree, which can be harvested sustainably and utilized for a range of products such as floors, paper, bed sheets, food, etc. creating jobs and earning money.



2. CR 200: Environmental Series

Environmental topics and issues have continued to make their way into the mainstream discussion of news, media and business. The devastating consequences of storms like Hurricane Katrina and the tsunami which struck Thailand in 2004 serve as a wakeup call and reminder of nature's power and of the need to find ways to



better understand and protect the environment and to live in harmony with natural ecological cycles. The popularity of films like “An Inconvenient Truth” served to launch the discussion of global warming, along with the environment, to new levels now reaching the broad public rather than just a small minority of environmental experts and activists. The consequences of climate change ultimately threaten the survival of many species on earth, including that of human civilization. The present situation calls for real change in the way we live – including the use of energy, the use of natural and synthetic resources, and even the use of our waste materials. Business activity is not only a huge part of the global economy, but continues to play an increasingly important role in the health and sustainability of the planet's natural environment. This series includes the following four courses: Environment 201, 202, 203, & 204.

A. Environment 201: Climate Change

Scientific evidence has continued to demonstrate that human activity is responsible for climate change. While there are some scientists who believe otherwise, the scientific community has in fact reached consensus on this topic. This course will teach some of the basic principles behind the science of climate change including the greenhouse effect and heat-trapping properties of various gases such as carbon dioxide and methane, as well as the cause and effect of human activities which play a role (both negative and positive). Ultimately, you will begin to learn about the consequences of your behavior and then learn ways to lessen the impact that your individual actions and your company's actions affect the climate.



Some have called climate change the greatest challenge that humans have ever faced – consequences include melting glaciers, rising sea levels, desertification and more. By taking the right steps your company / organization can turn this challenge into an opportunity by making behavioral changes and finding new solutions which can reduce your impact on the climate without harming your economic success.

B. Environment 202: Energy

Combined global energy consumption has grown steadily for the past few centuries. It is predicted that energy consumption will grow an additional 44% above today's level by the year 2030. At present, approximately 7% of this energy comes from renewable resources while 93% must be met through fossil fuels (oil, coal, gas) which are becoming increasingly difficult and more expensive to find, mine and process. Businesses across the globe consume a large share of this energy. Not only does the search for and processing of fossil fuels strain the environments ecosystems, but the use of these fuels contributes harmful pollutants into the air which negatively affect the health of animals (including humans) and plants while also contributing to global



warming. Renewable energy technologies (solar, wind, geothermal, etc.) offer an alternative approach to energy production which can reduce or eliminate the negative strain on the environment. These technologies have continued to improve and are becoming more cost competitive. However, a less-sexy-concept of energy efficiency is one of the easiest ways to scale back the present energy consumption trends. The technologies exist to drastically

reduce wasted energy, but ultimately we must learn how to do more with less. This course will show you how the world's energy is consumed (buildings, transportation, industry, residential) and teach you ways to scale back on energy consumption without harming your quality of life or your business's bottom line.



C. Environment 203: Natural Resources

The use of natural resources is increasingly important as the planet becomes more and more populated (or over-populated) creating competition over a finite quantity of resources necessary for life and shelter as well as for the production, distribution and consumption of goods and services. In particular this course will cover three key categories of resources: 1) Water, 2) Trees & Plants and, 3) Minerals. The amount of water on the planet is fixed. While access to water varies according to geographic location and the hydrological cycle, it is increasingly important to use this resource sensibly and sparingly so that there is enough fresh water to support the varying life cycles (including human activities). In addition to the valuable resources present in trees / plant fibers which are used for wood and paper products, trees also serve a valuable natural function for the planet by filtering air and storing carbon dioxide. This course will talk in more depth about sustainable harvesting of trees as well as the necessary preservation of trees which serves the function of a carbon sink. Finally, the various metals and minerals used in business productions needs to be done in way which limits the degradation to natural lands. Additionally, the mining process itself and the use of these materials needs to be better managed to limit waste and allows for continued use of these resources.



D. Environment 204: Waste Management

Waste materials have long been disposed of in a throw-it-away mentality, but the question about where exactly “away” is becomes increasingly difficult to answer as the population continues to grow and the world continues to feel like a smaller place. This course will look at ways to more efficiently use materials and ultimately minimize the amount of “waste” that individuals and businesses produce. It is important to understand how you and your company can better manage your disposal of ‘waste’. However, even the best waste management system will not totally eliminate waste materials. This course will teach you about the entire waste management process. Some highlights from this course include businesses which find ways to turn trash into something valuable. Specifically, waste products have been used to make products ranging from homes to floor mats to the production of energy. All these applications reduce the amount of land used to pointlessly store trash and live up to the saying that “one person’s garbage is another person’s gold.”

The below 'Earth Ship' is a form of sustainable housing which uses a variety of cutting edge techniques including the use of a variety of waste materials.



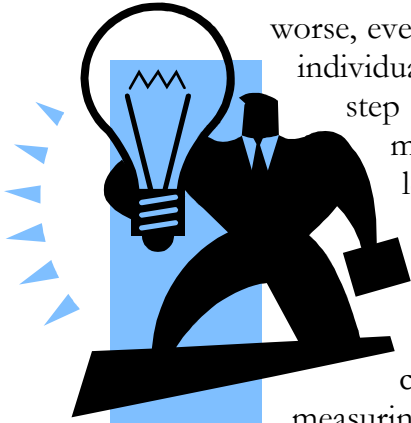


3. CR 210: Social Series

With a solid background of knowledge about the environment and connection between the environment and business practices, we now begin to explore different ways to measure this impact at various levels of interaction ranging from the individual level to business and all the way up to the global community. This series will take the participants through a developmental learning process which begins by strengthening awareness about cause and effect, understanding our impact, becoming aware of the choices and power of each decision we make, and finally helping participants to ultimately make behavioral changes and/or teach/guide others to make behavioral changes to lessen their negative impact and/or improve their positive impact on society and on the planet. This series includes the following three courses: Social 210, 211, & 212.

A. Social 211: Awareness

This course will start small -- at the individual level. It is easy for individuals to get frustrated especially when following the “I’m only one person...how-much-can-I-do? what-does-it-matter?” approach. If everyone takes this approach then nothing will change. However, it is important to realize that even at the individual level we all have much more power and influence than we realize. Each individual needs to start to learn this truth. Unfortunately by doing nothing we are making things



worse, even if we don’t realize. This course will start by showing individuals how they can measure their impact – the step-by-step guide to making change will come in the following module. After strengthening awareness at the individual level, it will become easier to then look at the bigger picture – the corporate / organizational level and finally at the global society that we are all part of. At the organizational level, it is important to understand the way in which resources are used. To do so companies first need to identify a starting point by measuring the impact of their current operations. Specifically, companies can perform energy audits to identify how much energy they consume. Similarly, it is important to measure the use and disposal of other resources including water, paper, plastic, packaging goods, etc. Finally, this course will begin to examine how the global community is trying to address these issues through policy decisions which hope to guide individuals, businesses and countries toward more environmentally sustainable approaches.



B. Social 212: Behavior

In order to change behavior, it is necessary to first build awareness. Ultimately, individuals and organizations can learn enough to see the impact of their actions. But this is not enough. Measuring impact provides individuals and organizations with a benchmark of where things currently are. Now it is time for action. The good news is that there are so many ways to change behavior and some of these are really, really simple. The first step is often the hardest, but step-by-step change gets easier and momentum builds. This course will start by teaching the importance of simple actions such as turning of the lights, more efficient printing and recycling. Later this course will demonstrate that there are also ways to improve employee's work-life balance that are good for the environment and also good for business. Yes, it's hard to believe, but it's true. Finally, this course will reach beyond the call of duty by discussing community-driven initiatives, volunteer work, and public-private partnerships.





C. Social 213: Education & Training

Sustainable business is clearly more than just a fad. In fact sustainability is becoming more and more important in all aspects of life including in business. Individuals who can become more knowledgeable about sustainability and CR will strengthen their skills and appear more valuable to their employers as well as more marketable for other job options. Over time, a growing number of individuals will need to be trained to be sustainability leaders who can demonstrate and teach the power of both individual and collective actions. By continuing with LIM's E-Learning Sustainability Program you are in fact providing yourself with knowledge and tools which will allow you to help lead others to more sustainable living and to help your organization improve or possibly transform its operation by adopting more sustainable business practices. This program will also open your eyes to other courses, workshops, conferences, programs, networks, presentations, shows, books and tools so that you can get involved and continue to pursue your sustainable learning experience – that is IF you have the passion and interest to do so. Finally, this course will include a few video examples of individuals who have made real impact starting at the individual level in order to demonstrate what is possible and to help empower participants.

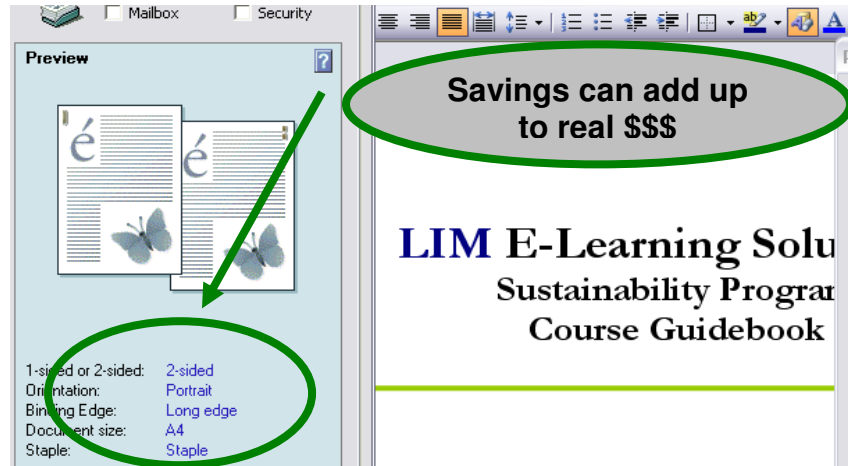


4. CR 220: Economic Series

As businesses strive to become more environmentally and socially responsible, many are discovering that in addition to finding ways to reduce their impact on the environment, business can in fact save money. Moreover, the pursuit of more sustainable approaches to business seems to also improve employee's job satisfaction and reduce the rate of employee turnover. Happier employees are typically more productive and companies that better retain employees have to spend less on finding new people. This series of modules will focus on the economic benefit of many of the behavioral changes highlighted in the preceding modules. Specifically this series will focus on the economic benefits achieved through more efficiently using resources, time and energy. Finally, this course will begin to challenge individuals and businesses to consider their entire production models in order to find innovative approaches, solutions and designs. This series includes three courses: Economics 221, 222, & 223.

A. Economics 221: Resource Utilization

How well do we use our resources? It's true, a lot of people already know about concepts like double-sided printing, but the reality is that few people actually have their printers set to do this a default setting. It's also a reality that many businesses spend a lot of money on printing and therefore could also save a lot by scaling back on printing (double-sided printing, multi-page printing or just avoid printing unless really necessary). If businesses start to approach this from an economic point of view it ultimately sounds like smart business rather than just a good idea. Business travel is



another area to consider. While it is sometimes really important to meet face to face other meetings can be just as productive without traveling. Virtual meetings offer an alternative to meet over video and have the capacity to save serious money that would have otherwise been spent on travel. This course will examine these ideas as well as others (reduced packaging, more efficient shipping, etc.) which really just make good economic sense not to mention can attract positive attention to employees among employees and consumers.



B. Economics 222: Conservation & Savings

After completing an energy audit you now know how much energy you as an individual and/or as an organization consume. The next step is to use this



information to find ways to save money. Remember the adage “a penny saved is a penny earned.” Basically this means that energy conservation tactics are equivalent to generating profits. In the end it doesn’t matter if you call it profit or savings. This course will teach participants about tactics which address building efficiency to better ways to use light. It may sound unfeasible to suggest that your company replace its incandescent light bulbs or invest in motion-sensor automatic light switches, but if you understand how

quickly the investment will pay for itself the case might just be too strong to ignore.

C. Economics 223: Product Development

As companies make new products or redesign old products it is important to be aware of key considerations that affect consumer's purchasing decisions. This course will cover a few aspects of product development, some of which provide real cost savings and others that will target consumers that are interested exclusively in sustainably produced products. People are starting to pay more attention to how products are developed and manufactured. There is a greater awareness in the actual material make-up, and specifically in the degree to which they are made from recycled content. Thus product designs that use recycled material may satisfy customer's needs while also utilizing materials which were previously considered waste. Another topic that is increasingly important is the distance that products travel before they end up on the shelf for your purchase. Some people are making conscious efforts to buy goods produced locally. While it may be cheaper to produce certain goods thousands of miles away, producing locally can save by reducing transport costs. Sourcing or producing locally may not win over all consumers focused on cost but it may attract a loyal group on environmentally-savvy consumers. You will also learn about a different approach to product development called "Cradle to Cradle" which designs products with the entire product life-cycle in mind including what happens at the end of a product's life.





5. CR 301: Sustainable Business

The final course in this program focuses on bringing it all together into a sustainable model of business operation considerate of the environment, society and economics – the Triple Bottom Line. This course will dig deeper into many of the topics covered in the previous modules and will challenge participants to prepare for the next step. What does success look like? This course will look at real world success stories of companies and organizations that have effectively capitalized as a result of making the choice to be more sustainable. Participants will learn about some different sustainability indexes which attempt to measure companies across a series of matrices which capture the environmental and social impact in addition to just the bottom line. Participants will read through CSR & Sustainability Reports to become more familiar with expectations and different techniques. This will prepare participants for the next step as begin to examine their own lives and organizations and finally as they attempt to apply lessons learned as individuals, employees and sustainability leaders.