

Dear Students, Colleagues and Friends,

My beef with blogs is that, often, the blogger feels like they have to produce all the time; ergo they can sometimes just be filling space. I don't know about you; but the amount of time I want to "fill space" with more online information for the sake of information, is less than zero. Instead, what you've just received is an e-mail newsletter which I hope will give you useful insights, tools, and opportunities that you in return, can apply toward making our world a more sustainable place. If you're not interested, please let me know or simply delete this thing now. If you like it and know of folks who aren't getting it, please just tell them to e-mail me and I'll put them on the list.

By far, the largest number of you receiving this are past students of mine or people I have coached. A smattering of you are colleagues who have visioned forward with me on various topics or who have helped me in some way(s). Regardless, we're all people who want to see people operate on this earth in such a way as to leave our natural resources in better shape than we found them. Just to be clear; in the classroom you'll hear me tie everything to economic performance; but the entire reason I work on the projects I do is for the sake of the planet and for people - in that order.

My interest in the planet is a no-brainer. Aside from the obvious fact that it's our home, I feel an enormous responsibility to all the life forms who basically - don't get a vote on what happens on this big blue ball. In addition, since I like to spend all my spare time on rivers or in the woods for the beauty, wildness, brilliance in design and good ol' healing power of the places; working for the planet is a selfish devotion. As for people, the span of our human lives is so microscopically infinitesimal that we hardly warrant any attention at all except for two things. Some of my favorite people are humans - and I want them to do good and do well while they're around on the planet (even if I don't know them). The second thing is that we humans can do so darn much harm while we're around; that each of us, I believe, has a duty to support all others who have even the remotest chance of living/working sustainably while here.

So, now you know what this is and why I'm doing it. You'll get one of these things - unless you tell me otherwise - whenever I get enough information to make it worth your while - in my humble opinion. If you have any questions; the answers may be beneficial to others on this list, so ask away. Your identity is safe here but please let me know if you want anonymity or not. If you have any comments or ideas, let me know those as well! So with that, I'll sign off and say:

Be well. Do no harm. Do good.

Best,

Margo

Margo Farnsworth

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P.S. I'll archive these on my website and give you that address at some point. I just use it for storage now so need to gussy it up for you a little prior to viewing. : }

### **Tools**

Autodesk helped create the technology that "Wow'd" us in **Avatar**. I visited them in San Francisco this summer and was happily amazed at how this company can also easily help you determine how to move from artificial to natural lighting while calculating the savings in dollars *and* carbon! For those of us interested in sustainable rivers in the Southeast, I can show you the equation for water savings as well (if you've forgotten it from class)! I'm sure there are other systems out there; but if you haven't checked something like this out you may want to at some point.

<http://usa.autodesk.com/adsk/servlet/oc/offer/form?id=15736714&siteID=123112&mktvar001=216601&mktvar002=216601&ch=EM&src=OEMEN>

### **Insights**

A couple of you have asked me how to access grants as businessmen and women. Many times partnering with an ngo can yield good outcomes for both of you and the planet. NGO's have 501c3 status that gets them in many funders' doors. You have projects and can support the ngo's in a long-term way so partnerships can be valuable to both of you. Here are 10 tips to get you started down one path to gain capital for your business if you are a small to medium-sized firm (although I don't know why it couldn't work as a large firm) ... and do good at the same time!

1. Figure out the core goal of the activity you need funding for; then figure out the nongovernment organization (ngo) who aligns most closely with that goal.
2. Approach that ngo and let them know what you're trying to do - including the fact that you need an insertion of capital to get it done. If they're interested, discuss tangible outcomes and outputs you could produce by going for a grant together and start brainstorming on what agencies, foundations, etc. you both know who fund this type of thing. If you don't know anyone who funds said work, check out: "The Chronicle of Philanthropy" <http://philanthropy.com/section/Home/172> and/or Grants.gov <http://grants.gov/> . Most ngos will have a pool of funders they typically seek funding from and you will have suppliers who may also be potential sources of "grant funds" for a worthy project in exchange for a positive corporate sustainability profile; so location of potential funding sources shouldn't be an issue.
3. Create an outline for and write the grant together. One of the single biggest mistakes partners make is not communicating enough on the front end. (But I thought you were doing that.....)
4. Write money into the grant for administration of the project - *and let the ngo do that*. There are two reasons for this. They need the money (usually). You don't - or

shouldn't have - the time to devote to it as a business person. You've got other fish to fry.

5. Make sure when you write the grant you create REALISTIC outputs/outcomes AND realistic timelines WITH people's names attached to each deliverable. Follow it. Communicate about it - regularly.
6. Be fair. Play nice. Never talk badly about your grant partners. Ever.
7. Work together to figure out how you're going to let people know what you're doing. If you have a stormwater problem and you've applied for a grant with the Compact to build rain gardens - let your employees know (and get them involved!), Let the Tennessean, the Business Journal, other papers, T.V. and radio, your investors, your suppliers, regulators ... and everyone you can think of know. You don't have to sound "braggy". Just give them the good news that someone is doing something good for the planet. This applies whether you're creating a new market for organic farm goods, reducing your energy intake, developing a composting program, creating a new product solution from biomimicry. We all need good news, and your work is it! (Also, I use the Compact as an example because they're so near/dear to me. You might partner with any of a number of ngo's. You can fill in the blank there.)
8. Follow up with the funder on the outcomes and outputs from the funding in a timely fashion. THANK THEM. THANK YOUR PARTNERS. Communicate further benefits after your project and final grant reports are done. Everyone likes to see the value added for what their investment brings.
9. Celebrate your efforts. Listen; this list applies to activities that will help the planet in some way, right? I'm assuming that if you do all these other things you're going to be successful to some degree, right? Well then, give yourself and your colleagues and partners a pat on the back! Have a party! Give your funders or partners an award. Play a game of croquet at the park - *something!!* The saying, "All work and no play makes Jack a dull boy, " had to have some basis in fact, yes?
10. Repeat.

**Resources** The following is part of a reference list I'm going to start giving my students - to give them a leg up when they're writing their papers - but I think these resources are broadly useful.

### **The 1987 Bruntland Report from the World Commission on Environment and Development**

<http://www.un-documents.net/wced-ocf.htm>

**Land Use and Planning in Tennessee** by The Tennessee Advisory Commission on Intergovernmental

Relations [http://www.tn.gov/tacir/PDF\\_FILES/Other\\_Issues/LandUseAndPlanning.pdf](http://www.tn.gov/tacir/PDF_FILES/Other_Issues/LandUseAndPlanning.pdf)

Report for Sanitation District No. 1 of Northern, Kentucky Inflow and Infiltration From Private Property by Strand &

Assoc. <http://www.wef.org/Utility/Library/OTHER/Reports/SD1%20Private%20Source%20Report.pdf>

**Sustainable Design and Green Building Toolkit for Local Governments**

EPA 904B10001 | June 2010

<http://www.epa.gov/region04/recycle/green-building-toolkit.pdf>

**The Value of Green Infrastructure A Guide to Recognizing Its Economic, Environmental and Social Benefits** by Center for Neighborhood Technology and American Rivers

<http://www.cnt.org/repository/gi-values-guide.pdf>

**Water Words Dictionary** *Nevada Division of Water Resources Department of Conservation and Natural Resources* A Compilation of Technical Water, Water Quality, Environmental, and Water-Related

Terms <http://water.nv.gov/WaterPlanning/dict-1/PDFs/wwords-p.pdf>