



Second Nature

Second Nature's mission is to accelerate movement toward a sustainable future by serving and supporting senior college and university leaders in making healthy, just, and sustainable living the foundation of all learning and practice in higher education.¹

Too often, we view health, social, economic, security, environmental, and other major societal issues as separate, competing, and hierarchical, when they are really systemic and interdependent. We do not have environmental problems per se - we have negative environmental consequences of the way we have designed our business, social, economic, and political systems. The challenge of addressing these flaws in societal design is unprecedented, daunting, and exciting. It is one that will require the best in all of us, especially in higher education.

We believe that in order for society to move in a sustainable direction, higher education must develop a new framework in which the sector and individual institutions operate as a fully integrated communities that teach, research, and model social and ecological sustainability.

Since 1993, Second Nature has worked with over 4,000 faculty and administrators at more than 500 colleges and universities to help make the principles of sustainability fundamental to every aspect of higher education. Our successes include advancing Education for Sustainability (EFS) networks at the state, regional, and national levels; and conducting a multi-million dollar, ten-year advocacy and outreach effort that was instrumental in launching the higher education EFS movement.

Today, as senior leaders in higher education (presidents, chancellors, provosts, chief financial officers, trustees, etc.) adopt the values of sustainability, Second Nature is well-positioned to build their capacity to rapidly translate these values into action.

¹ **Sustainability** can be scientifically defined as a dynamic state in which global ecological and social systems are not systematically undermined. The United Nations has defined **sustainable development** as *that which meets the needs of the present without compromising the ability of future generations to meet their needs.*

STRATEGIES

- Work closely with senior leaders in higher education to make sustainability a strategic imperative
- Identify and create opportunities for higher education to lead the way in creating a sustainable society
- Create strong networks and build coalitions among institutions and organizations within higher education
- Foster effective collaboration with other sectors of society
- Enable productive dialogue on accelerating the transition toward sustainability
- Develop effective methods to transition from awareness to understanding to action

PARTNERS

- The Association for the Advancement of Sustainability in Higher Education (AASHE) | www.aashe.org
- ecoAmerica | www.ecoamerica.net
- The Higher Education Associations Sustainability Consortium | www.heasc.net
- The Clinton Foundation | www.clintonfoundation.org
- The Campaign for Environmental Literacy | www.fundee.org
- US Conference of Mayors | www.usmayors.org
- Au Sable Institute of Environmental Studies | www.ausable.org
- The US Partnership for Education for Sustainable Development | www.uspartnership.org

CURRENT & PLANNED INITIATIVES

Second Nature's current and planned initiatives both leverage the success of the American College and University Presidents' Climate Commitment (ACUPCC) and work to reinforce that success.

American College and University Presidents' Climate Commitment (ACUPCC)

In partnership with the Association for the Advancement of Sustainability in Higher Education (AASHE) and ecoAmerica, Second Nature promotes climate action by encouraging and supporting higher education institutions to model ways to eliminate global warming emissions, and to provide the knowledge and the educated graduates to achieve climate neutrality through the ACUPCC. Specifically, our team:

- Supports the ACUPCC Steering Committee of presidents
- Coordinates outreach to encourage new presidents and chancellors to join the initiative and make the commitment to climate neutrality
- Manages on-going communication with signatory presidents and chancellors
- Manages the annual Climate Leadership Summit
- Coordinates collective actions including the development of a signatory carbon offset protocol, and the existing buildings energy efficiency retrofit financing partnership with the Clinton Foundation
- Develops partnerships to connect ACUPCC presidents with other sectors in joining and implementing the Commitment, such as with the US Conference of Mayors

ACUPCC Carbon Offset Protocol

Working in partnership with College of the Atlantic president and ACUPCC Steering Committee member David Hales, Second Nature has established a process and convened a Working Group of experts in

higher education and the emerging carbon offset field to develop a protocol to guide ACUPCC institutions on how to deal with offsets.

Education for Sustainability Think Tank

Higher education shapes the mindsets of the world's leaders, and our collective mindsets shape the world. To create a healthy, just, and sustainable world, we need leaders, professionals, and citizens in all sectors, fields, and walks-of-life with a deep understanding of the scientific and normative aspects of sustainability and the ability to lead their personal and professional lives aligned with sustainability principles.

The ACUPCC signatories have committed themselves to taking actions to make climate neutrality and sustainability a part of the curriculum and other educational experience for all students. Many other forward-looking senior executives are seeing the exponential growth of the education for sustainability movement and looking for help to answer the question "what next?" Through innovative partnerships with both the public and private sector, Second Nature aims to push the leading edge of education for sustainability thinking in order to accelerate change toward a healthy, just and sustainable society.

This initiative will focus on developing multi-sector *strategies for transformative action in higher education* and will include an engaged advisory group of leading thinkers and partner institutions employing innovative and effective approaches to EFS. Strategic planning has already begun, and we aim to launch in Q2 of 2009.

Higher Education Association Sustainability Consortium (HEASC)

Second Nature coordinates an information-sharing and co-learning network amongst 15 higher education associations with the goal of accelerating movement toward sustainability in these influential organizations, and enhancing their ability to support their members to carry out their campus roles in a way that is aligned with sustainability principles.

Higher Education Sustainability Policy Advocacy (Policy)

In partnership with the Campaign for Environmental Literacy, we advocate for key education for sustainability policy, in particular, supporting passage of the Higher Education Sustainability Act and funding of the Energy Independence and Security Act of 2007.

Tompkins County Climate Protection Initiative (TCCPI)

The purpose of the TCCPI is to establish a model for cross-sector partnerships for high-leverage climate action initiatives. The goal is to demonstrate the measurable strategic advantages gained by establishing and mobilizing a coalition of community leaders, including higher education institution leaders, who are committed to finding mutually-beneficial synergies for reducing greenhouse gas emissions. The primary focus of this initiative over the next two years will be major energy efficiency projects in Tompkins County, NY that will significantly decrease electricity consumption.

American Pastors' Creation Care Covenant (APCCC)

The Au Sable Institute of Environmental Studies has asked Second Nature to support them in the development of a sustainability initiative modeled after the ACUPCC. The American Pastors' Creation Care Covenant will be a sustainability commitment for churches dedicated to exemplary Christian environmental stewardship.

Sustainability Advisory Services, Workshops, and Speaking Engagements

Capacity building on sustainability – what it means and how to get there – is at the heart of Second Nature’s work. Second Nature has worked with hundreds of college and universities, creating tailor-made consultations and workshops to advance sustainability efforts on campus across the country. With the advent of AASHE, the Second Nature team has re-oriented these services toward the executive leadership, and expanding the program to include consultations, workshops, and presentations by Senior Fellows in addition to the highly-sought-after services of Dr. Cortese. Second Nature plans to increase its effective use of social networking and other online communication technologies to advance this work to larger audiences at lower cost.

ASSETS AND CAPABILITIES

Second Nature’s greatest assets are its people and their relationships. Its president, Dr. Anthony Cortese, has been a driving force in the creation and development of the national and international education for sustainability movement. Dr. Cortese has a respected ability to clearly articulate the sustainability challenge, to clarify a compelling vision of a healthy, just and sustainable future, and to enroll change agents to the cause. His experience has brought Second Nature invaluable credibility and an extensive network of key influential colleagues at hundreds of institutions around the world.

Dr. Cortese and the Second Nature Board has built a team of sustainability professionals experienced in education for sustainability, strategic leadership, and organizational change management. The staff has held senior positions in academic institutions, written books and articles on an financing sustainability initiatives and renewable energy, founded national organizations, started businesses and more. This team is well-versed in the challenges and opportunities of sustainable development, and capable of tactfully managing the transformational change processes necessary to successfully fulfill Second Nature’s mission. For more detailed information on the team, please see Appendix II.

Second Nature Team

Anthony Cortese, ScD – President
Michelle McKay, MSLS – Vice President
Laura Garner – Executive Assistant
Andrea Putman, BA, LEED AP – Director of Sustainability Financing
Amy Seif Hattan, MA, MPA – Director of Strategic Partnerships
Stephen Muzzy, MS, MSLS – Program Manager
Peter Bardaglio, PhD – Senior Fellow
Georges Dyer, MSLS – Senior Fellow
Jim Elder, PhD – Senior Fellow
Debra Rowe, PhD, MSA, MA – Senior Fellow

Second Nature Board

David Hales (Chair) – President of College of the Atlantic
William C. Johnson (Vice-Chair) – Vice President, Haley and Aldrich Inc.
James L. Buizer, PhD – Special Assistant to the President, Arizona State University
Richard Cook, PhD – President, Allegheny College
Catherine De Lacy, MS – Associate Director, Corporate & Foundation Relations, Tufts University
Edward Johnson, PhD – President, Au Sable Institute of Environmental Studies

David N. Martin – Director of Finance and Administration, MassInc.
David Orr, PhD – Special Assistant to the President, Oberlin College
David E. Shi, PhD – President, Furman University
Kathleen Schatzberg, PhD – President of Cape Cod Community College

Second Nature has consistently and persistently led with the right ideas at the right time. Its leadership-centered strategy and collaborative approach has amassed a tremendous amount of goodwill, enabling it to partner with other key organizations to accelerate the education for sustainability movement – from the launch of the Talloires Declaration², to the development of AASHE, and the success of the ACUPCC. Second Nature has built a strong reputation amongst its partners and clients – a powerful asset for successfully launching leading-edge, high-leverage initiatives in order to fulfill its mission.

² Composed in 1990 at an international conference in Talloires, France, The Talloires Declaration is the first official statement made by university administrators of a commitment to environmental sustainability in higher education. It has been signed by over 350 university presidents and chancellors in over 40 countries.