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ECOFASHION PIONEER

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RECENTLY I was asked to be the maid of honor in my mother’s 50th birthday party. As I was sipping water from my “Maid of Honor” embossed tumbler and enjoying the moment, I noticed the skin around my nails was burning while my hands felt the same stinging sensation. I then thought, “Wait, I’m not allergic to water.” Soon forgot about the pain and chalked it up to nothing. But, it’s not always that simple.

Editor’s Note

We’ve all heard about the dangers of everyday products that we assume are harmless. From cleaning supplies and personal care products to office supplies, we’re knowingly putting ourselves through chemical overload and exposure to substances that don’t belong in our homes. We may feel the same stinging sensation. I then thought, “Wait, I’m not allergic to water.” Soon forgot about the pain and chalked it up to nothing. But, it’s not always that simple.

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Thinking about making the journey to turn your business into a green business? You can begin by asking yourself these five questions and including your answers as part of your annual planning and operations. Take some time to determine your path, and at the end of one year you might be amazed at the progress you have made!

1. Where are we now?
   Your answer should include an overall estimate of the environmental impacts your company has: energy and raw materials consumed, pollution and waste emitted, and potential beneficial changes as a result of your operations.

2. Where do we want to go?
   Your answer should include a set of objectives, targets and activities that define how you are going to address your environmental impacts, and where you would like to make changes.

3. How are we going to get there?
   Your answer should include implementing changes to operations and activities that result in more environmentally-friendly outcomes.

4. Are we getting there?
   Your answer comes as a result of an operational audit to make sure you are on track to achieve your goals.

5. Did we get there?
   And is it still where we want to go? Your answer will develop as part of a management review of the overall green activities at your company. This is the time to determine if you have successfully completed your journey!
BY ANTON G. CAMAROTA, PHD

Did we get there? green	activities	at	your	company.	This	 successfully	completed	your	journey!
Your	answer	will	develop	as	part	 of	a
to	help	business	leaders	build	Dr.	Camarota	is	Executive	Director	of	Tellari,	an	Arizona-based	research	organization	dedicated
to
to	be	better	in	all	ways. They both	wakes	me	up
every
day	by
crawling	on	my	face	and	covering	me	with	sweet	kisses.

What is your biggest inspiration?

What does sustainability mean to you?

What does sustainability mean to you? Living Like It Matters!

What is your biggest inspiration?

What does sustainability mean to you? Sustainability requires a change in social consciousness in which humans and nature can exist in harmony; managing materials rather than creating waste; and possessing a presence of responsibility when decision making for present and future generations.

What is your biggest inspiration? Our youth inspire me. From kindergarteners with recycling programs to sustainability degree programs, these people are not leaders of tomorrow but leaders of today.

What does sustainability mean to you? Sustainability is an opportunity to prove to the world there is a better way of doing business – a way that encourages ethical stewardship of our precious resources.

What is your biggest inspiration? Over 17,000 volunteers dedicate their lives to changing the world through Project C.U.R.E. They represent the best of humanity by giving selflessly to others around the world whom they will never meet. They are my biggest inspiration.

What does sustainability mean to you? Sustainability is the ability to create stability for the future without relying on outside support. All work should have purpose and further the bigger mission of creating a self-sustaining business, ecosystem and life.

What is your biggest inspiration? My mother was a refugee, a survivor, an entrepreneur. My daughter who wakes me up every day by crawling on my face and covering me with sweet kisses. They both challenge me to be better in all ways.

What does sustainability mean to you? Sustainability means diverse systems that keep the world healthy and thriving. The only way to achieve a truly sustainable Earth is to address the problem of overpopulation.

What is your biggest inspiration? Wildlife, nature and the beauty of the outdoors. From a bloom on a cactus to an Arizona sunset, Arizona is ripe with natural beauty.
GLOBAL

DEANNA BRATTER, DIRECTOR OF CORPORATE SUSTAINABILITY, WHITEWAVE FOODS

A longtime member of the vibrant Boulder, Colorado natural products community, Bratter has been instrumental not only in driving WhiteWave’s sustainability initiatives, but also in helping the company create a values-driven culture.

**What does sustainability mean to you?** Sustainability is about solutions, systems thinking and meaningful intention. It is about more than sustaining – it’s about restoring, improving and closing the loop on linear business models to create a complete and ultimately restorative system.

**What is your biggest inspiration?** I am inspired as a passionate change agent at WhiteWave, and as a mother, to create transformation that leads to a better future for people and the planet.

KATHERINE DIMATTEO, EXECUTIVE DIRECTOR, SUSTAINABLE FOOD TRADE ASSOCIATION

DiMatteo has worked in the organic/natural sector since 1990. She was the executive director of the Organic Trade Association for 16 years and she now leads the Sustainable Food Trade Association.

**What does sustainability mean to you?** Sustainability is an aspiration to maintain natural resources to ensure their availability for future generations. To achieve our aspiration, we have to adopt a framework within which we make decisions about the use of natural resources. Using this framework, we can move along a path towards a sustainable environment, society and economy.

**What is your biggest inspiration?** I am inspired by our members – companies who are “walking their talk” and committed to building a sustainable business model.

NANCY HIRSHBERG, FOUNDER AND CHIEF CATALYST, HIRSHBERG STRATEGIC

Nancy has worked at the nexus of food, business and the environment for over two decades and has been recognized for her work leading Stonyfield Farm’s award-winning sustainability initiatives.

**What does sustainability mean to you?** Very often sustainability is framed as sacrifice and doing without. That’s not particularly inspiring or engaging. Sustainability is about innovation and creativity so that we are acting in ways that are consistent with the capacity of the Earth’s resources.

**What is your biggest inspiration?** There are many places where I get inspiration – from seeing creativity; visionaries who move me with their ideas; and even my daughter. But my greatest source of inspiration is nature. It’s the source of my strength and keeps me grounded and sane.

SHAUNA SADOWSKI, DIRECTOR OF SUSTAINABILITY, ANNIE’S, INC.

Sadowski is the Director of Sustainability at Annie’s, Inc., an organic and natural foods company. She is responsible for the company’s sustainability strategy, with a particular emphasis on food and farming.

**What does sustainability mean to you?** Sustainability is about understanding the world through the interconnected systems of economic, social and environmental impacts – and identifying ways to create positive outcomes for each area, ultimately seeking regenerative solutions that enhance and restore (not simply minimize the negative).

**What is your biggest inspiration?** I am most inspired by people who are willing to think outside conventional norms to find solutions to problems that will benefit the greater good.

SARA SNOW, SPOKESPERSON, TV HOST AND AUTHOR

Snow is a speaker, spokesperson, TV host and author, sharing a motivating message of healthy living. Snow is a frequent media contributor, and is also co-founder of the wearable skincare lingerie line hide&cheek.

**What does sustainability mean to you?** In what I do on a daily basis – talking about natural and greener living to people and businesses – this means making changes that one can stick with rather than lofty goals that become impossible to meet or maintain.

**What is your biggest inspiration?** People are my biggest inspiration. Their struggles are what keeps me teaching and motivating, and their innovations and successes are what keep me feeling good.

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