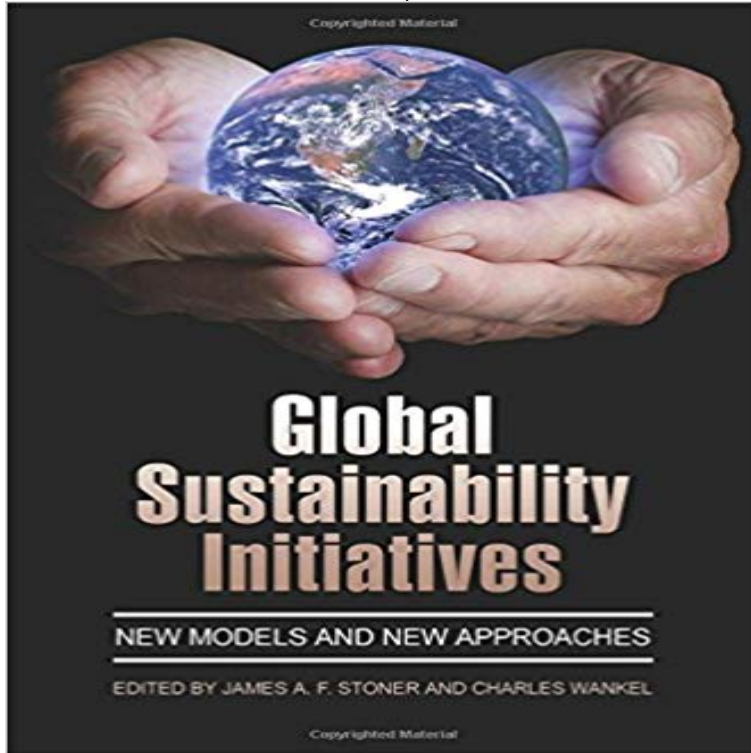


Global Sustainability Initiatives: New Models and New Approaches



The journey towards a sustainable world is our greatest challenge. This book includes reports, analysis, and discussion of cutting-edge approaches to incorporating sustainability importantly in the mix of organizational strategic elements. It includes examples of zero-footprint production facilities, leveraging environmental and social opportunities by projects, examining theories of excellence in sustainability through appreciative inquiry, social entrepreneurship, closed-loop supply chain management including reverse flows of products returned by end users, using triple bottom-line measures of success implemented in various societal and political contexts, implementing environmentally positive green technologies, new visions for making sustainability sustainable, and innovations in diffusing learning throughout an organizations web of stakeholders and admirers. Examples and cases are drawn from business, government, and not-for-profit sectors and intra and inter-sectoral partnerships in the Us, Canada, Australia, the Philippines, and Spain. Notable focal cases include the airline industry, with its emerging space-rich aerotropolises as potentially sustainable communities and higher education. These are at times supported by interviews that bring into focus positive learning experiences and high-point stories.

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