WILEY FINANCE

Evolutions in Sustainable Investing

Strategies, Funds and Thought Leadership

Edited by Cary Krosinsky

with Nick Robins and Stephen Viederman

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To not only the next generation, but perhaps especially two generations forward—and those beyond:

May we find a way to build a successful bridge to your future.

Acknowledgments

Many thanks are required here, but likely I will touch successfully only on some. Thanks to the thought leaders who took time out of their busy schedules to contribute to this book, including Paul Hawken, Dan Esty, Roger Urwin, et al. Your dedication to the ideals we share is valued greatly. Also great thanks to the academic institutions whose MBA students contributed to the book, including the University of Michigan, Duquesne, Presidio, Marlboro, the London School of Economics, the University of Maryland, and Columbia University. It was great to have the final chapter contribution come from Lloyd Kurtz of the Haas School at Berkeley. Lloyd was in many ways the first-ever researcher in this field. Thanks also to the peer reviewers, especially Dana Krechowicz of Sustainable Prosperity and my friend and colleague at Trucost, Dr. James Salo. Great thanks as well to Amr Addas of Concordia University for his extensive and thoughtful peer review. Amr is a member of the Core Faculty at the John Molson School of Business responsible for developing the Sustainable Investment Professional Certification (SIPC), the first certification of its kind for professionals in the finance, investment, and corporate world. I wish them every success with this groundbreaking new program. Thanks as well to my wife, Valerie Brown, who added her own thoughts and edits and put up with my efforts off hours to get this book accomplished. Thanks to the great folks at John Wiley & Sons, including Debra Englander, Susan McDermott, Jennifer MacDonald and Natasha Andrews-Noel. And thanks most of all to Nick Robins and Stephen Viederman. These two visionaries helped shape this book. Their thinking and investment philosophies are reflected throughout and are always in mind, and their ongoing insights and counsel are greatly appreciated.

About the Editor

Cary Steven Krosinsky is coeditor and author of *Sustainable Investing: The Art of Long Term Performance* (Earthscan, 2008).

He was a member in 2005 of the 70-person expert group that helped oversee and create the United Nations Principles for Responsible Investment.

Since 2008, he has been senior vice president in North America for U.K-based Trucost and has served as a senior advisor to the well-received *Newsweek* Green Rankings. Trucost maintains the only comprehensive global database that objectively quantifies the environmental impacts of public and private companies.

Cary also teaches sustainability and investing at both Columbia University's Earth Institute as well as an MBA class at the University of Maryland's Smith School of Business.

He originally worked in collaboration with Trucost in 2005 on its Sustainable City award–winning Carbon Footprint study of U.K. portfolios and on the International Finance Corporation–sponsored Carbon Counts Asia report in 2007.

Cary has a background in data management and analysis, and has served on the management committees of three data and analytics companies: Trucost, CapitalBridge, and Technimetrics.

He is a frequent speaker at universities, including the Massachusetts Institute of Technology, Columbia Business School, Darden School of Business (University of Virginia), the Northstar Initiative (University of Minnesota), and many more.

Cary's other honors and memberships include:

- Member, Circle of Advisors, Marlboro College Graduate School MBA in Managing for Sustainability Program
- Advisor, Bard College MBA Sustainability (scheduled for 2012)
- Technical Advisor, Investment Work Group, STARS (Sustainability Tracking, Assessment and Rating System) for Universities
- Member, Advisory Board, Association of Climate Change Officers
- Founder/Director, Investor Watch
- Advisor, Dwight Hall SRI Fund, Yale University

- Editorial Board Member—*GHG Measurement and Management Journal*, Earthscan
- Editorial Board Member—*Journal of Sustainable Finance and Investment*, Earthscan

About the Contributors

Adam Blumenthal is cofounder and managing partner of Blue Wolf Capital Partners LLC, a private equity firm specializing in investments in middle-market companies in which managing relationships with government or labor, or resolving financial or operational distress, is critical to building value. He is a director of four portfolio companies, including American Builders Supply Co., Finch Paper LLC, Northern Resources Nova Scotia Corporation, and Gloucester Engineering Co., Inc. Prior to Blue Wolf, Adam served, from 2002 to 2005, as first deputy comptroller and chief financial officer for New York City Comptroller William C. Thompson Jr., and held positions including president and vice chairman of American Capital, a publicly traded business development company, from 1989 to 2002. Adam has an MBA from the Yale School of Management.

Howard Brown is founder of dMASS.net and chairman of o.s.Earth Inc. For more than 20 years as chief executive of RPM (Resource Planning & Management) Systems, Inc., in New Haven, CT, he worked with companies such as Duracell, Avery Dennison Corp., Exxon Mobil Corp., General Electric Co., Pfizer Inc., Warner-Lambert Co., and Whirlpool Corp. to establish or enhance their environmental practices and performance measurement.

Sam Brownell received his MBA from the University of Maryland's Robert H. Smith School of Business in May 2011. Born and raised in Washington, DC, he attended Loyola University in Baltimore, where he majored in economics and minored in math. Prior to business school, Sam worked on the trading desk at JMP Securities in San Francisco, where he passed all three levels of the CFA Examination. Going forward, he plans to work for an investment management firm in either sustainability research or risk management.

Lucy Carmody is the executive director of Responsible Research, managing a team of twelve analysts who produce sectoral, thematic, and company research highlighting the sustainability performance of Asian-listed companies. Lucy also manages the Asian Sustainability Rating project. Prior to setting up Responsible Research, Lucy enjoyed over a decade of experience in Asian equity research and sales with top-tier banks, including Barclays Capital. Lucy is co-chair of the Asian Association of Independent Research

Providers, an advisory board member of Impact Exchange Asia, and an advisor to the Asian Water Project. She has consulted on projects for the International Finance Corporation, UNPRI, United Nations Conference on Trade and Development, and the Emerging Market Disclosure Project. Prior to Responsible Research she set up CSR Practice, an ethical investment and strategic corporate philanthropy consultancy. Lucy holds a Masters degree from St John's College, University of Cambridge.

Nancy Degnan is the executive director of the Center for Environmental Research and Conservation (CERC), an organization of the Earth Institute at Columbia University. CERC is a consortium of Columbia University, the American Museum of Natural History, the Wildlife Conservation Society, the New York Botanical Garden, and EcoHealth Alliance. Its mission is to build environmental leadership and solve complex environmental problems in pursuit of conservation of biodiversity. Nancy's research and writing has focused on community-based initiatives in education, sustainable development, and redevelopment as well as in microfinance and enterprise development. At CERC, Nancy spearheads initiatives and programming in education, training, and research in conservation science. The primary focus is to bridge the science and non-science communities with the goal of informing decisions and practices about environmental sustainability in corporations, nonprofit and public sector organizations.

Laura Dodge has worked in Asia since 1994 as a journalist, consultant, and an academic. She writes extensively on business and financial trends in Asia, with publications in the *McKinsey Quarterly*, Bloomberg, the Economist Intelligence Unit [EIU], CNN, and the U.S. China Business Council, among others. Laura has a doctorate in political science and has taught courses in Asia politics at Temple University in Japan and City University in Hong Kong. She currently teaches at Nanyang Technological University in Singapore.

Daniel C. Esty is the coauthor of the business bestseller *Green to Gold* and a recent follow-up *Green to Gold Business Playbook*, published by John Wiley & Sons in 2009 and 2011, respectively. He was environmental advisor to the Obama presidential campaign and transition team and, as of March 2011, commissioner for the newly formed Department of Energy and Environmental Protection in the State of Connecticut. He currently is on leave from Yale University, where he is Hillhouse professor and director of the Center for Business and the Environment. As a senior official at the U.S. Environmental Protection Agency, he helped to craft air and water pollution regulations and government policies affecting waste, food safety, and other issues, and was also the principal architect of the environmental provisions for the North American Free Trade Agreement.

Colm Fay is a student at the Erb Institute at the University of Michigan pursuing a dual MBA and MS in natural resources and the environment and will graduate in April 2012. He is interested in the overlap between business, environmental conservation, and social impact. He has six years of experience in financial services consulting and currently is working on academic projects focused on conservation finance and payments for ecosystem services. Colm hopes to pursue a career in impact investing focused on conservation and poverty alleviation in emerging markets.

Malte Griess-Nega has over 10 years of experience in entrepreneurial businesses. He currently is completing his executive MBA at the London Business School and works for Serengeti Capital spearheading its effort to raise a private equity fund focused on small and medium-size businesses in West Africa. Prior to this, he founded a management consultancy focused on branded consumer products. He started his career in Deutsche Bank's investment banking division.

Ashley Hamilton is a shareholder engagement expert that has worked with Canada's leading responsible investors in various consulting roles since 2005. She recently took on a new position as Shareholder Engagement Executive at Pensions & Investment Research Consultants (PIRC) in London, UK. Ashley has a Master of Arts degree from the University of British Columbia where she focused her research on responsible investment and corporate social responsibility. She has volunteered with a number of organizations, including the International Working Group of the US Social Investment Forum, the Responsible Investing Initiative at Carleton University, and the Vancouver Living Wage Campaign.

Paul Hawken is an environmentalist, entrepreneur, journalist, and author. Since the age of 20, he has dedicated his life to sustainability and changing the relationship between business and the environment. His practice has included starting and running ecological businesses, writing and teaching about the impact of commerce on living systems, and consulting with governments and corporations on economic development, industrial ecology, and environmental policy.

Sara Herald received her MBA from the University of Maryland's Smith School of Business in 2011. Originally from the Washington, DC, area, she graduated magna cum laude from Georgetown University in 2006 with a degree in Spanish and English. Prior to business school, she managed the Teach in Spain program in Seville, Spain, for the Council on International Educational Exchange, an educational nonprofit organization. Areas of interest include corporate social responsibility initiatives and shareholder advocacy campaigns.

Dr. Matthew J. Kiernan is founder and chief executive of Inflection Point Capital Management (IPCM). Prior to founding IPCM, he was the founder and chief executive of Innovest Strategic Value Advisors. He is the author of two books and numerous articles about nontraditional drivers of investment risk and return. His most recent book is *Investing in a Sustainable World* published by AMACOM in 2008. He holds advanced degrees in political science and environmental studies and a doctorate in strategic environmental management from the University of London.

Erika Kimball is a registered nurse and sustainable business professional dedicated to reducing the environmental footprint of the healthcare industry. The founder and cochair of the green team at California Pacific Medical Center in San Francisco, Erika completed received her MBA in sustainable management from Presidio Graduate School in December 2010. She now collaborates with organizations driving positive change in the health care industry.

Dana Krechowicz is research associate at Sustainable Prosperity. She has six years of international experience working at the intersection of business and environmental sustainability. Dana previously worked in the capital markets research team at the World Resources Institute (WRI) in Washington, DC. While there, she coauthored a series of reports examining the financial impacts of environmental risks on key sectors in South and Southeast Asia, working closely with HSBC's Climate Change Centre of Excellence. Prior to WRI, Dana worked as an equity analyst in the Paris and Toronto offices of Innovest, rating the exposure of companies in a variety of sectors to environmental, social, and corporate governance risks and opportunities. She holds an International MBA focused on sustainability from the Schulich School of Business in Toronto.

Amrita Vijay Kumar is a recent winner of the first annual scholarship of the Journal of Environmental Investing Scholarship Program (JEI SP) for her paper, "Challenges and Opportunities—Using Carbon Finance to Scale SMEs in West Africa." She is a strong proponent of using investment as a tool to enable social and environmental change, experiencing this firsthand through her work with Piper Jaffray's clean-tech banking area and with E+CO, a social venture fund that channels investment to energy businesses in emerging markets. She has also worked on pioneering carbon finance projects that have helped prevent deforestation in Indonesia and have scaled clean energy businesses in West Africa. Amrita has also consulted for the Environmental Defense Fund on nitrogen management strategies for U.S. agriculture and is the winner of the J.P. Morgan prize for Best Emerging Markets Portfolio in the 2011 Inaugural Impact Investing Competition. She is a fellow of the Erb Institute for Global Sustainable Enterprise and graduated from the University of Michigan in 2011 with an MBA and an M.Sc. in natural resources.

Lloyd Kurtz is chief investment officer at Nelson Capital Management, a money management firm based in Palo Alto, CA. He is also affiliated with the Center for Responsible Business, Haas School of Business, UC Berkeley, where he oversees the Moskowitz Prize, an annual award for the best quantitative research on social investing. He is a lecturer in investments at Santa Clara University and in 2010 served as faculty cochair for the Value of Values conference, presented by the Santa Clara Initiative for Financial Innovation and Risk Management. He is a chartered financial analyst.

Dr. David A. Lubin has more than 25 years of experience leading technology and consulting firms that have become world leaders in the field of corporate performance management. David currently serves as chairman of the Esty Sustainability Network, a research consortium led by him and Dan Esty. Before joining the Esty team, David served as chairman of the board of Palladium Group, a firm he founded with David Norton (the cocreator of Balanced Scorecard http://en.wikipedia.org/wiki/Balanced_scorecard) to advance the application of business analytics to measuring and improving corporate performance. He cofounded Renaissance Solutions in 1991, which became a publicly traded global information technology and management consultancy. Before beginning his career in business, David was a member of the faculties at both Tufts and Harvard universities.

Jenna Manheimer is currently pursuing a master's in public health with emphasis on environmental health policy at Columbia University. She is particularly interested in water resource management, conservation, and quality control, as well as sanitation systems in areas of limited resources. Holding an undergraduate degree in Spanish literature and biology, she has worked in disease control with the New York City Department of Health and in Mexico advocating for human rights, and Jenna will also participate in an internship with UNICEF in Madhya Pradesh, India, promoting hygiene and sanitation in a rural setting.

Dean Martucci is with Cogenra Solar, a Khosla Ventures funded start-up manufacturer of solar cogeneration systems, technology that is redefining solar efficiency and payback for the renewable distributed energy market. A partner with Environmental Entrepreneurs and member of the International Society of Sustainability Professionals, Dean completed his MBA in sustainability management at the Presidio Graduate School in December 2010.

J. Jason Mitchell rejoined GLG Partners in 2010 to launch and oversee the firm's sustainability investment strategies. Jason acts as advisor for the U.K. government's Commonwealth Business Council, presenting renewable energy solutions across sub-Saharan Africa, most recently in Ghana and the Niger Delta states. From 2009 to April 2010, Jason worked as chief operating officer of Hydrotech International, as advisor to the African Development Corp., and presented at the 2009 Copenhagen Climate Summit. His articles and comments frequently appear in the press, most recently in *Institutional Investor Magazine*, *Wall Street Journal*, *Global Times* (China), *Aftenposten* (Norway), and responsible-investor.com.

Thomas O. Murtha finances and develops sustainable businesses in energy and technology, as managing director for clean technology and environmental services at investment bank Enclave Capital LLC. Previously, Tom managed an alternative energy public equity and late-stage private equity portfolio for the Strategic Investment Group at Merrill Lynch. At T. Rowe Price in Baltimore, MD, Tom was a co–portfolio manager for the Global Technology Fund and International Stock Fund. Earlier in his career he worked in Tokyo, Hong Kong, London, and New York for the investment bank Robert Fleming/Jardine Fleming. Tom holds the chartered financial analyst credential and obtained an MPA degree in environmental science and policy from Columbia University as well as an MA in economics and a BS in mathematics from Ohio University.

Michael Musuraca was a managing director of Blue Wolf Capital Management, a private equity firm based in New York City, and Blue Wolf Capital Fund II, L.P. Michael currently is working as a consultant on pension and corporate governance issues. From 1996 to 2009, he served as the designated trustee to the New York City Employees Retirement System, a 300,000-plus member pension fund with assets of approximately $40 billion. He also served, from 1997 until 2009, as a trustee to the Cultural Institutions Retirement System, a $1 billion fund with members from the major cultural institutions and day care facilities in the New York City metropolitan area. Michael was also a member of the Principles for Responsible Investment board and was the labor representative to the Advisory Board of the New York City Independent Budget Office, and currently is serving on the board of the Shareholders Education Network, Sustainalytics, and Verité.

Thomas J. Nist serves as the director of Graduate Studies in the Donahue Graduate School of Business at Duquesne University in Pittsburgh, PA. In this role, Thomas is responsible for managing graduate business programs for their relevance in a rapidly evolving global marketplace. As Donahue chair in Investment Management, he is charged with building a nationally recognized program in investment management at Duquesne University, where his work also includes launching an investment fund with student-portfolio managers, advising the student Finance and Investment Management Association, coordinating the finance and investment advisory boards, and managing outreach and visibility with the corporate and professional investment community. He also teaches courses in corporate finance and commercial banking and is committed to the case method of instruction. Tom was recently named to the list of "25 Most Influential People Setting Global Trends in Cash Management" by the Institute of Financial Operations.

Simon Powell is head of sustainable research for CLSA in Hong Kong since 2009. CLSA is an independent Asian brokerage and investment group that has built a reputation for leading equity research and economic analysis, consistently voted best in Asia. CLSA was one of the first research houses in Asia to integrate environmental, social, and governance assessments into its securities coverage. CLSA is an active proponent of environmental awareness and action and was one of the first financial firms in Asia to write about pollution, carbon trading, and the "greening" of Asia, winning multiple awards for its research. Previously Simon was country head of Taiwan and head of utility research for CLSA, having joined in 2006 from his prior engagement as a director of consulting for Infosys.

Curtis Ravenel leads Bloomberg's global sustainability initiatives. This effort integrates sustainability considerations into all firm operations and leverages the Bloomberg terminal to evaluate sustainability-related investment risks and opportunities for its 300,000 customers. Curtis has worked for Bloomberg in multiple roles: He was the financial controller for Asia managing accounting, tax, treasury, and audit services for 23 legal entities, preceded by various roles in the capital planning and financial analysis groups. Curtis earned his MBA at Columbia Business School.

Nick Robins has over 20 years of experience in the policy, business, and investment dimensions of sustainable development. He currently heads HSBC's Climate Change Centre of Excellence and writes in a personal capacity. Prior to this, he was head of socially responsible investing funds at Henderson Global Investors, where he launched the world's first climate audit of an investment fund and designed the multithematic Industries of the Future sustainability fund. He is author of *The Corporation that Changed the World: How the East India Company Shaped the Modern Multinational* (Pluto Press, 2006) and coeditor (with Cary Krosinksi) of *Sustainable Investing: The Art of Long-Term Performance* (Routledge, 2008).

Dr. James Salo is senior vice president of strategy and research of Trucost. He is responsible for Trucost's research efforts in North America and coordinates Trucost's Advisory Panel. At Trucost, James has been the research lead for the *Newsweek* Green Rankings, Carbon Counts USA 2009 assessment of investment fund carbon exposure, and Carbon Risks and Opportunities in the S&P 500. James has earned a D.Phil. from Oxford University at the Oxford University Centre of the Environment on Environmental Impacts and also has a combined BA/MA degree in environmental science and policy from Clark University.

Sumantra Sen is a chartered wealth manager and a member of Chartered Institute for Securities and Investment with over 15 years of exposure to global capital markets and portfolio management. In recent assignments, he has been managing teams of analysts engaged in portfolio analytics, wealth structuring, and investment research at some of the leading global banking and financial service organizations. He is the founder of Responsible Investment Research Association, a not-for- profit organization with objectives to build a multi-stakeholder forum for responsible investment practice in India. His ongoing doctoral and independent research focuses on corporate governance and mainstreaming of environment, social, and governance factors into the investment management process.

Graham Sinclair is principal at SinCo, a boutique sustainable investment architecture firm with advisory engagements in frontier and emerging markets research. Since 2006, engagements have modeled investments integrating environmental, social, and governance factors into systems, strategy, and indexes for clients ranging from trillion-dollar investment managers to international organizations such as the International Finance Corporation, United Nations, and World Business Council for Sustainable Development, and include developing investor networks in emerging markets as project manager for the Principles for Responsible Investment and leading the Africa Sustainability Investment Forum project. Graham has nine years of specialist experience in sustainable investment globally after eight years in pensions consulting and investment banking in southern Africa. He has lectured at more than 25 business and graduate schools on four continents.

Bud Sturmak is managing director of RLP Wealth Advisors, a forward-thinking, independent wealth management firm providing retirement plan consulting, asset management, and financial planning services for individuals, families, nonprofit organizations, and corporations. Bud Sturmak helps lead RLP's cofiduciary retirement plan consulting program, which assists corporations and nonprofits in the prudent oversight of their plans. Additionally, he helped develop RLP's customized sustainable investment solutions for individuals and institutions that integrate environmental, social, and governance analysis. Bud received a BA from Dickinson College in 1995 and has been working in the investment business since 1996.

Dr. Rory Sullivan is strategic adviser at Ethix SRI Advisers and a senior research fellow at the University of Leeds. Previously he was head of responsible investment at Insight Investment, widely recognized as one of the world's leading responsible investment managers. He has written widely on investment, climate change, and development issues. His books include *Valuing Corporate Responsibility: How Do Investors Really Use Corporate Responsibility Information?* (Greenleaf, 2011) and with coeditor Craig McKenzie, the edited collection, *Responsible Investment* (Greenleaf, 2006).

N.A.J. Taylor researches and writes about morality and harm in world politics, particularly in relation to modern warfare. He has been published widely in academic journals and edited books, and regularly contributes to debates in news media, including ABC, Al Jazeera, SBS, and radio. In addition, he is a founding member of the United Nations Expert Group on Responsible Business and Investment in Conflict-Affected Areas, and casual lecturer at La Trobe University. He holds both a Bachelor of Economics in Economic History and Master of International Studies with honors from the University of Sydney, and is completing a doctorate in the School of Political Science and International Studies at the University of Queensland.

Mark L. Trevitt is an investment professional integrating sustainability into the capital markets and business. As a founding contributor to the Responsible Investment Academy, he designed and developed several lessons on analyzing the investment risk and opportunities presented by sustainability challenges. He has worked with the United Nation's Principles of Responsible Investment to evaluate and address systemic risks from environmental issues through collaborative engagement. An author for The Economics of Ecosystems and Biodiversity (TEEB) study, he contributed sections on the impacts and dependence of business on ecosystems. He also created an industry-leading analytical tool for assessing companies' risk from water scarcity.

Roger Urwin assumed the new post of Global Head of Investment Content in July 2008 after acting as the Global Head of the Watson Wyatt investment practice from 1995 to 2008. Roger joined Watson Wyatt in 1989 to start the firm's investment consulting practice and under his leadership the practice grew to a global team of 500. His prior career involved heading the Mercer investment practice and leading the business development and quantitative investment functions at Gartmore Investment Management.

Roger's current role includes work for some of Towers Watson's major investment clients both in the UK and internationally. He is also involved with the Watson Wyatt thought leadership group (Thinking Ahead Group). He is the author of a number of papers on asset allocation policy, manager selection, and governance. He is on the Board of the CFA Institute and an Advisory Director to MSCI Inc. Roger has a degree in Mathematics from Oxford University and a Masters in Applied Statistics also from Oxford. He qualified as a Fellow of the Institute of Actuaries in 1983.

Alexis van Gelder has over 15 years of leadership and management experience in the U.S. Air Force. In 2010, he completed his MBA in sustainable management from the Presidio Graduate School and currently is embarking on a new career as a product designer and sustainability consultant. His primary focus is on waste reduction and sustainable water management solutions.

Fernando Viana is a business consultant and advisor, investment banker, and private investor with over 20 years of experience in financial and managerial positions. After many years on Wall Street working as a finance specialist in diverse industries, such as media, telecommunications, and information technology, Fernando became a senior investment banker and managing director at a boutique mergers and acquisitions (M&A) and advisory firm focused on Latin America. He formed his own company in 2002 to advise private companies pursuing M&A, strategic, or capital-raising projects and, more recently, to consult and invest on projects related to renewable energy, clean technology, and sustainability. Among other projects, he wrote a master's thesis titled "Feedback Loops on Environment, Energy, and U.S. Foreign Policy," arguing that the United States should elevate climate change policy to a key variable in the conduct of foreign policy.

Dan Viederman is the chief executive officer of Verité, a global nongovernmental organization (NGO) committed to ensuring that people in factories and farms work under safe, fair and legal conditions. He has managed NGOs that work in developing countries since 1993, with most of his overseas experience occurring in China. Dan has been pleased to serve several world-class institutions in addition to Verité, including the World Wildlife Fund and Catholic Relief Services. For Dan's work with Verité he was named winner of the 2007 Skoll Foundation Award for Social Entrepreneurship and Schwab Foundation United States Social Entrepreneur of the Year for 2011.

Stephen Viederman has been involved in sustainable/impact investing since the early 1990s as president of the Jessie Smith Noyes Foundation. In addition to writing and speaking, he is on the advisory committees of Inflection Point Capital Management, Strategic Philanthropy, and Ethical Marketplace; he is on the finance committee of the Christopher Reynolds Foundation, is a fellow of the Governance and Sustainability Institute, and is a contributing editor of the *Journal of Sustainable Finance and Investment*.

Becky Weisberg completed two BA degrees, in English and psychology, from the University of Rochester, NY. She currently is completing her MBA degree with a concentration in sustainability from Duquesne University in Pittsburgh, PA. While receiving her MBA, she assisted in publishing two case studies and in writing a research paper. She also works with two companies on projects related to composting.

Alex Wood is the senior director of policy and markets at Sustainable Prosperity in Ottawa, Canada. Alex has extensive experience in the integration of economic and environmental issues in both the United States and Canada. He previously served as special advisor for corporate environmental affairs at TD Bank Financial Group. He also served as acting chief executive officer and president of the National Round Table on the Environment