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Keynote Lecture

Strategies and Technologies for Satisfying the Urgency to Adopt Sustainability

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Abstract

There is no question that we are depleting the earth's resources very quickly and action needs to be taken before it is too late. Embracing and implementing sustainability in corporations, government agencies, non-governmental organizations (NGOs), and communities is necessary in order to mitigate environmental issues like climate change, depleting water quantity and quality, poverty, and population growth.

To become a sustainable entity will require the integration of sustainable strategies. The CERES organization has developed a set of principles that can be adopted to lead a company on its way to sustainability. Companies can also implement a servicizing business model, consider the Base of the Pyramid strategy, or adopt biomimicry. Several other sustainable business models will also be presented with examples of success.

In addition to business strategies, there are several new energy technologies that will provide companies or governments a means to reduce costs while curtailing emissions.

- A small wind turbine that is 45% more efficient than current wind technologies.
- A solar energy system that combines solar panels, batteries, and proprietary cloud software that provides for more efficient operations.
- An on-site customized waste-to-energy system that converts a generator's waste to specific electrical and/or thermal energy to meet the company's needs.

In order to implement a sustainable strategy or technology, it is imperative that the top management embraces the sustainability concept. The presentation will conclude with a process for integrating sustainability throughout any organization.