

8<sup>th</sup> Annual International  
Bioethics Forum

# SUSTAINABILITY

## Registration Form

On-line registration option also available: [www.btc.org](http://www.btc.org)

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**Registration Fee: \$75.00**

Please make check out to: **Bioethics Forum/BTCI**

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## Please Indicate

Your 1st and 2nd choices for the concurrent sessions:

**Thursday, April 23**

Discussion Session I

- A. Growing Kids Green: Sustainability at Home and at Play
- B. Perspectives from the Faith Community: Abrahamic Religions and Sustainability
- C. Business with Four Billion: Sustainable Development at the Base of the Pyramid

Discussion Session II

- A. Resources for Sustainability Education: Lessons from Alaska
- B. Toward Eco-Communities
- C. Cellulosic Biofuels as a Potential Sustainable Energy Source

**Friday, April 24**

Discussion Session III

- A. What Difference Can an Individual Make? Ecology from the Heart...
- B. Models from the Business Community
- C. Sustainable Livestock Farming: Social and Ethical Challenges

Discussion Session IV

- A. The Sustainable Case for Business
- B. International Governance and Sustainable Energy
- C. Biomimicry—How Nature Can Shape Business Thinking as Mentor : Model : Measure

## Send completed form to:

**BTCI, 5445 East Cheryl Parkway, Madison, WI 53711**

For more information please visit: [www.btc.org](http://www.btc.org) or call: **608-273-9737**.

Registration and discussion session assignments will be confirmed by postcard prior to the Forum.

8<sup>th</sup> Annual International  
Bioethics Forum

# SUSTAINABILITY



*How do we define sustainability?*

*What can I do?*

*Who is responding and how?*

*How do we collaborate?*

*What should I do?*

**April 23 & 24, 2009**

BioPharmaceutical Technology Center  
Madison, Wisconsin

## Overview

Join us for a lively two days of information-sharing and discussion regarding this important—and often challenging (sometimes controversial)—topic!

This year’s program is designed to allow participants to explore these questions:

- How do we define “sustainability” and what are the causes of “unsustainability?”
- What are the most relevant technologies for us to understand?
- How are various sectors and organizations responding to these issues, e.g. governmental units, research/educational institutions, businesses and faith communities?
- What is the role of the individual decision-maker? Does what one person does—or does not do—matter?

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- Division of International Studies
- Great Lakes Bioenergy Research Center
- Lubar Institute for the Study of the Abrahamic Regions
- Nelson Institute for Environmental Studies

CONTRIBUTORS

- Gathering Waters Conservancy
- UW-Madison: Department of Medical History & Bioethics
- Small Business Development Center
- Wisconsin Council of Churches
- Wisconsin Green Building Alliance

## Schedule of events

**THURSDAY, APRIL 23, 2009**

- 8:00–8:30am Registration and Continental Breakfast
- 8:30–8:45am Welcome – *William Linton*  
Forum Overview – *Robert Streiffer (Moderator)*
- 8:45–9:45am Sustainability and the Roots of Unsustainability – *Calvin B. DeWitt*
- 9:45–10:45am Biotechnology’s Significant Contributions to the Sustainability Discussion – *Paul B. Thompson*
- 10:45–11:00am Break
- 11:00–12:15pm Discussion Session I
  - A. Growing Kids Green: Sustainability at Home and at Play – *Brenda Baker, Cheryl DeWalt Robinson and Kia Karlen*
  - B. Perspectives from the Faith Community: Abrahamic Religions and Sustainability – *Panel discussion: Huda Alkaff, Calvin B. DeWitt, Jonathan Patz and Michael Schuler (Moderator)*
  - C. Business with Four Billion: Sustainable Development at the Base of the Pyramid – *Tom Eggert*
- 12:15–1:15pm Lunch
- 1:15–2:15pm The Natural Step: An International Model that Works – *Regina Hauser*
- 2:15–2:30pm Break
- 2:30–3:45pm Discussion Session II
  - A. Resources for Sustainability Education: Lessons from Alaska – *Marilyn Sigman*
  - B. Toward Eco-Communities – *Thomas R. Dunbar, Regina Hauser, Bryant Moroder (Moderator) and Mary Rehwald*
  - C. Cellulosic Biofuels as a Potential Sustainable Energy Source – *Timothy J. Donahue*
- 3:45–5:00pm Reception (*hors d’oeuvres and beverages*)

**FRIDAY, APRIL 24, 2009**

- 8:00–8:30am Registration and Continental Breakfast
- 8:30–9:30am Sustainable Design and Biomimicry – *Mary Ann Lazarus*
- 9:30–10:30am Sustainable Education – *Jaimie P. Cloud*
- 10:30–10:45am Break
- 10:45–NOON Discussion Session III
  - A. What Difference Can an Individual Make? Ecology from the Heart... *Jaimie Cloud, Lewis S. Gilbert (Moderator), Marilyn Sigman and Michael Strigel*
  - B. Models from the Business Community – *Tura G. Patterson, Elizabeth Churchill, Sue Loomans and Colin K. Rohlfsing*
  - C. Sustainable Livestock Farming: Social and Ethical Challenges – *Paul B. Thompson*
- 12:00–1:00pm Lunch
- 1:00–2:15pm Discussion Session IV
  - A. The Sustainable Case for Business – *Jim Armstrong and Peter B.H. Tan*
  - B. International Governance and Sustainable Energy – *Tracey Holloway, Gregory Nemet and Paul Wilson*
  - C. Biomimicry - How Nature Can Shape Business Thinking as Mentor : Model : Measure *Theresa Millard, Colin K. Rohlfsing, and Marilyn Sigman*
- 2:15–2:30pm Break
- 2:30–3:35pm The Evidence is in – Why Don’t We Change – *Lewis S. Gilbert*
- 3:15–3:45pm Closing Remarks
- 3:45–4:15pm Reception (*desserts and beverages*)

**HUDA ALKAFF**  
Founder, Islamic Environmental Group of Wisconsin  
**JIM ARMSTRONG, M.A.**  
Founder/Creative Director, Good for Business

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Chairman and CEO, Promega Corporation

**SUE LOOMANS**  
Executive Director, Wisconsin Green Building Alliance

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Lead Designer - Decorative Products and Color, Kohler Co.; Student, Biomimicry Institute

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**ROBERT STREIFFER, PH.D.**  
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Executive Director, Gathering Waters Conservancy

**PETER B.H. TAN, AIA, NCARB, LEED® AP**  
Vice President/Design Principal, Strang, Inc.

**PAUL B. THOMPSON, PH.D.**  
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Michigan State University

**PAUL WILSON, PH.D.**  
Associate Professor, Nuclear Engineering, Department of Engineering Physics and Chair, Energy  
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## Speaker List

## Concurrent Sessions: Descriptions

### THURSDAY, APRIL 23

#### DISCUSSION SESSION I 11:00–12:15pm

**A. Growing Kids Green: Sustainability at Home and at Play**  
Madison Children's Museum is a nationally recognized leader in sustainability within the children's museum field. Learn how the museum works to “bring the outside in” through green building practices, experiential play environments, and whole-child education programming. Bring your own experiences and ideas to share!

**B. Perspectives from the Faith Community: Abrahamic Religions and Sustainability**  
Panelists will share Jewish, Christian, and Muslim perspectives regarding ecology and faith. How does each of their traditions reflect upon human use of the Earth's resources? How are their faith communities participating in discussions and actions related to sustainability?

#### C. Business with Four Billion: Sustainable Development at the Base of the Pyramid

Over 4 billion people in the developing world (primarily Africa, South America and Asia) live on less than \$2/day. Expectations for the business community are changing as this reality becomes an increasingly strategic issue to address. In this session, we will look at the response of the business community, both to these people as consumers, but also as a workforce to be engaged. Our focus will be on businesses' role in developing infrastructure and markets to meet the needs of those who have so little.

#### DISCUSSION SESSION II 2:30–3:45pm

**A. Resources for Sustainability Education: Lessons from Alaska**  
With climate change proceeding more rapidly at the Poles, Alaska is already experiencing major changes in marine and terrestrial ecosystems and effects on both aboriginal and modern cultures. These changes in Alaskan ecosystems have global implications. Learn how Alaskan scientists and educators are working together to understand and develop strategies for slowing or adapting to rapid environmental change. Recently-developed teaching activities on climate change and student and citizen action projects will be highlighted.

**B. Toward Eco-Communities**  
Wisconsin is home to over 20 towns, villages and cities that have declared themselves “eco-municipalities.” Not just a local trend, communities and regions across the country are also consciously moving towards sustainability as a development and governance strategy. What does it mean to be a sustainable community? What role does/should government play in helping communities remove obstacles to becoming more sustainable? What other factors differentiate one community's success over another's?

**C. Cellulosic Biofuels as a Potential Sustainable Energy Source**  
In June 2007, UW-Madison was named as home of the Great Lakes Bioenergy Research Center (GLBRC), a new 25M/year DOE-funded research center. The GLBRC conducts basic, genomics-based research to design the microbial and plant systems needed to realize the potential of cellulosic biofuels. This session will discuss GLBRC's efforts to develop sustainable cellulosic biofuels technologies.

### FRIDAY, APRIL 24

#### DISCUSSION SESSION III 10:45AM–NOON

**A. What Difference Can an Individual Make? Ecology from the Heart...**  
We are constantly bombarded with discouraging news about damage to the environment and the prognosis for planet Earth. Yet, as Jane Goodall notes on her website, “...millions of people worldwide are beginning to realize that each one of us has a responsibility to the environment and our descendants, and that the way each one of us lives our life does matter, does make a difference.” Panelists will discuss their own paths and what they've learned along the way, reflecting on what sustains them as individuals, and in their roles within institutions, as they forge ahead.

**B. Models from the Business Community**  
How is the business community responding to the sustainability challenge? What does it mean? Is it corporate social responsibility? Can businesses help solve the current environmental crisis? What types of activities are making a difference and what does this mean for sustaining profits and jobs? How does today's economy affect the dimensions of sustainability efforts locally, nationally and globally?

**C. Sustainable Livestock Farming: Social and Ethical Challenges**  
How should we think about sustainability in connection with the production of animal products such as meat, milk and eggs? How should values such as environmental impact, food safety, consumer cost and animal welfare be weighed in conceptualizing sustainability? Technological innovations in livestock production might play a role in reducing the tension between these often competing values, but it may also be equally important to consider new policies or changes in consumer behavior.

## Special Announcements

### FOR TEACHERS AND REPRESENTATIVES OF THE FAITH COMMUNITY...

Thanks to the generosity of our sponsors, there are forty \$150 stipends available for teachers and representatives of the faith community (e.g. clergy, chaplains and parish nurses) attending this year's forum. Twenty stipends are earmarked for each group. Recipients will register for the Forum, remit the \$75 fee, and receive the stipend after attending the event. For more information, please contact Karin Borgh at: [karin.borgh@btci.org](mailto:karin.borgh@btci.org)

### FOR HIGH SCHOOL STUDENTS AND COLLEGE/UNIVERSITY UNDERGRADUATES...

There is also a Student Guest Opportunity for high school juniors and seniors, and college/university students. Those interested in attending the Forum at no charge are asked to complete an on-line application form and to explain how they will share information gained with others back at school or in the community. For details, please visit: [www.btci.org/bioethics/default.html](http://www.btci.org/bioethics/default.html)

### FOR ATTORNEYS...

CLE credits have been applied for—please visit [www.btci.org](http://www.btci.org) for updates.

*BTCI is also pleased to announce the 4th Annual Wisconsin Stem Cell Symposium: Cancer, Stem Cells and Cancer Stem Cells, April 15, 2009. Please visit: [www.btci.org](http://www.btci.org) for more information.*

#### DISCUSSION SESSION IV 1:00–2:15pm

**A. The Sustainable Case for Business**  
We are at a moment when the question is no longer “what is the business case for sustainability?” But rather “what is the sustainable case for business?” The answer to this question can begin to reveal itself when business begins to ask “why, in fact, do we exist?” When we authentically answer this core question with answers that transcend making a profit and improving shareholder wealth, we begin to realize business can be a force for social, environmental and economic good. This session will share processes for asking the key questions and provide working examples of businesses that see themselves as a “cause.”

**B. International Governance and Sustainable Energy**  
As the magnitudes of environmental problems have increased, and as globalization has integrated human activities, many of the most severe environmental problems have become truly global issues. Hundreds of international agreements have been signed, but their effectiveness has been inconsistent. In this session, a panel will focus on the global energy system and discuss the prospects for a more meaningful approach to improving its sustainability.

#### C. Biomimicry - How Nature Can Shape Business Thinking as Mentor : Model : Measure

Nature is the consummate problem solver. Business today faces challenges on every front, not least of all with the question of sustainability. Biomimicry is an evolving field of study that looks to nature's models for inspiration, innovation, design, function and process solutions. Nature has found what works, what is appropriate, and most important, what lasts here on Earth. In the natural world, failures are fossils. Biomimicry is a collaborative and creative partner to help us expand our thinking, bring a new lens with which to look at problems and prompt new types of conversations.