

*Praxis Peace Institute presents*



“We must join together to bring forth a sustainable  
global society founded on respect for nature, universal  
human rights, economic justice, and a culture of peace.”

*From the Preamble of the Earth Charter*

# THE ECONOMICS OF SUSTAINABILITY

Emerging Models for a Healthy Planet

**OCTOBER 6–9, 2014**

**FORT MASON, SAN FRANCISCO**

## Dear Friends,

Today's climate crisis is the leading issue of our time. We have reached the point where we must take system-wide action or risk planetary consequences for all life. The urgency of addressing this issue is the impetus for convening *The Economics of Sustainability* Conference.

All Praxis conferences begin with an inquiry as a way to ignite thought and robust discussion. The Economics of Sustainability Conference is both an exploration of "what is" and a vision of what is possible. We must acknowledge the problems inherent in our economic system, which are perpetuating dependence on fossil fuels, avoiding serious investment in renewable energy, and turning a blind eye to social and economic injustices. It is obvious that many corporate leaders, and political representatives who do their bidding, are resistant to the changes needed at this time.

But the resistance to systemic change runs deeper than corporations and complicit political representatives. Aspirations of wealth and power and a "we-can-have-it-all" attitude are part of our cultural mythos. These aspirations, which are embedded in the very core of our economic system, are at odds with environmental sustainability, economic and social justice and peace.

It is time for a cultural intervention, a new story with collaborative ways of forging change. The old ways will neither transform culture nor change the exploitative nature of our economic system.

A vision of the possible is critical and is the reason why we have invited speakers who represent some of the most inspiring models for sustainable stewardship that currently exist. When you hear about models for renewable energy that could power at least 85% of the entire planet within 16 years, you might be motivated to work for cultural, economic, and political change. What is technologically possible is currently not possible in our culture, with our economic system, and in our political climate. These are where the changes must be made if we are to mitigate the severity of the climate crisis that is already upon us.

Please join us for a deep exploration of "the possible" and how to get there from here. Together, we can build on the resources that already exist and develop new ones where they are needed. We welcome your ideas and participation in this meeting and we have created many opportunities for your input: discussions, workshops, campaigns, networking, and open space (as well as physical space) to create your own meetings.

**Respectfully,**

**Georgia Kelly**, Founder/Director of Praxis Peace Institute



*The Golden Gate*

“Polite conversationalists leave no mark  
save the scars upon the Earth that could have  
been prevented had they stood their ground.”

*David Brower*



## Praxis Peace Institute

Since its founding in 2000, Praxis Peace Institute has produced cutting-edge programs that address the most relevant social challenges of our time.

In bringing together leading educators, researchers, activists and elected representatives, Praxis Peace Institute has established itself as a vehicle for deep inquiry, practical workshops, and civic education. Our goal is to understand the failed mechanisms of the old systems in order to avoid repetition, and to nurture the visions and alternative structures that support the evolution of systemic peace, social justice, and responsible stewardship of the environment.

The climate crisis is upon us and it is up to us, at the grassroots level, to stay informed, to educate those in our spheres, to strengthen existing environmental campaigns, to lobby our elected representatives, and to support scientists and organizations that are developing the pathways to a sustainable and non-exploitative future.

## Conference Location—Fort Mason

Conference Site: Fort Mason, 2 Marina Boulevard, San Francisco.  
Plenary sessions will take place in the Cowell Theater and break-out sessions will be held in Building C

*Fort Mason and the Golden Gate*



## Conference Principles

From philosophical perspectives and psychological patterns to environmental science and policy, the conference presentations, workshops and open space sessions are focused on solutions to the climate crisis and the pathways to environmental sustainability. We will cover the whole picture—environmentally, culturally, economically, politically—from the systemic problems to the systemic solutions.

### Inquiry

What will the Earth look like in 2030, 2050, or 2100? Can we organize economic relationships to honor the carrying capacity of the Earth? Can we implement economic models and environmental plans that respect the Earth and its finite boundaries? How will we mitigate the effects of climate change in a way that honors the Earth and puts people before profit?

### Vision

Our challenge is to bring forth a transformation of cultural values and economic relationships. How do we define that process? What is our vision for planet Earth in 20, 50, or 100 years? Can we imagine a different economic system? What does it look like?

### Manifestation

Working collaboratively is the key to systemic change. At this conference, we are demonstrating how people work in cooperative structures and innovate and plan together. Networking and bringing organizations together for specific campaigns bolster our effectiveness and makes the improbable, possible.

## Conference Planning Committee

Jennifer Blackwood, John Bloom, Georgia Kelly, Osprey Orielle Lake, Julianne Maurseth, and Keith Wilson. Their bios are in the BIO section of this brochure.

**Please Note:** *All sessions will begin on time. Please plan to arrive five or more minutes prior to start time.*

### Lunch

Although there are two restaurants at Fort Mason (Green's Restaurant and Goody's Café), Praxis Peace Institute is making box lunches available to all registrants who order them prior to the conference. In keeping with our commitment to sustainable food systems, box lunch options will be vegetarian and vegan.

## MONDAY, OCTOBER 6

- 9:30 am Welcome and Announcements
- 10:00 The Economics of Sustainability: What Would it Look Like?  
**Georgia Kelly**
- 10:30 America's Energy Future: Cleaner, Better, Brighter  
**Michael Brune**
- 11:00 **BREAK** Scones and cookies from Arizmendi Bakery, a worker-owned cooperative in San Rafael, will be provided at all morning breaks. Coffee/tea.
- 11:30 Rights of Nature and Earth Economics  
**Osprey Orielle Lake**
- 12:00 Sustainability: Confronting the System Question Head-On  
**Gar Alperovitz**
- 12:30 Progressive Public Policy: How We Get There From Here  
**Janet Redman**
- 1:00 **LUNCH** There are two restaurants onsite and others near Fort Mason. We will have box lunches available, but they must be ordered before the conference.
- 2:30–  
4:30 **WORKSHOPS**—Full descriptions of all workshops are posted on our website and will be printed in the conference programs.
- Rights of Nature, Communities, and Economics  
**Osprey Orielle Lake** and **Shannon Biggs**
- Money: The Invisible Operating System  
**Marco Vangelisti**
- Move to Amend: Abolish Corporate Constitutional Rights and Money Equals Speech **David Cobb** and **Jessica Munger**
- 5–7:15 **FREE TIME and DINNER**
- 7:30 Conference Artist-in-Residence  
**Lisa Kristine**
- 7:45 Radical Educational Innovation at Team Academy, Mondragón University, Spain  
**Liher Pillado**
- 8:00 Why Resource Depletion, Climate Change, and Debt Spell the End of Economic Growth  
**Richard Heinberg**

## TUESDAY, OCTOBER 7

- 9:30 am Remaking the Food System: An Integrated Approach to Financing  
**Don Shaffer**
- 10:00 Building Compassion and Discipline in the Climate Justice Movement  
**Nikki Silvestri**
- 10:30 The Road to True Democracy Runs Through Richmond, CA  
**Gayle McLaughlin**
- 11:00 **BREAK**
- 11:30 The Great U-Turn from Cheater Economics to True Cost Economics  
**Randy Hayes**
- 12:00 The End of the Age of Capitalism?  
**Andrew Kimbrell**
- 12:30 Q & A—Discussion
- 1:00 **LUNCH**
- 3–5:00 **WORKSHOPS**  
Alternatives to Unbridled Growth  
**Randy Hayes** and **Andrew Kimbrell**
- Mondragón Team Academy: A Model that Supports Environmental Sustainability, Social Justice, and Economic Democracy through Cooperative Radical Innovation of Education  
**Liher Pillado**
- Pro-Active Leadership  
**Lynne and Bill Twist**
- 5–7:15 **FREE TIME and DINNER**
- 7:30 Navigating Contradictions: A Just Transition for the Navajo Nation  
**Jihan Gearon**
- 8:00 Change the Story, Change the Future:  
A Living Economy for a Living Earth  
**David Korten**

“Tell me how you seek and  
I will tell you what you are seeking.”

*Ludwig Wittgenstein*

## WEDNESDAY, OCTOBER 8

- 9:30 am Climate change and the US Petro-State  
**Mark Hertsgaard**
- 10:00 One Worker, One Vote and the Nationwide Union/Co-op Movement  
**Michael Peck**
- 10:30 How Public Banking Supports Sustainability  
**Ellen Brown**
- 11:00 **BREAK**
- 11:30 Special Praxis Presentation
- 11:45 The Role of the Credit Cooperative in the Development of Worker-Owned Cooperatives, The Mondragon case.  
**Pio Aguirre**
- 12:15 Panel on the Cooperative Model in Europe and the Bay Area  
**Pio Aguirre, Melissa Hoover, Joseph Tuck, Tim Huet, and Michael Peck.** Moderator: **Georgia Kelly**
- Q and A
- 1:00 **LUNCH**
- 2:00 **Julianne Maurseth** and **Georgia Kelly** lead a discussion of the Praxis book, *Uncivil Liberties: Deconstructing Libertarianism*. Other co-authors of the book who are attending the conference will also participate.
- 3–5:00 **WORKSHOPS**
- How to Start a Cooperative: An Interactive Workshop  
**Sushil Jacob** and **Ricardo Nuñez**
- Beyond Capitalism  
**Marco Vangelisti**
- Move to Amend: Abolish Corporate Constitutional Rights and Money Equals Speech  
**David Cobb** and **Jessica Munger**
- Accelerating the Rise of the Not-for-Profit Economy  
**Donnie Maclurcan**
- 5:30–  
7:15 **FREE TIME and DINNER**



- 7:30 How Systemic Causation Affects Sustainability  
**George Lakoff**
- 8:10 Roadmaps for Transitioning all 50 U.S. States to Wind, Water, and Solar Power for All Purposes  
**Mark Z. Jacobson**
- 8:45 CLOSING PANEL – What’s Next?  
Speakers from conference will address next steps  
Moderators: **Osprey Orielle Lake** and **Georgia Kelly**
- 10:00 End of Scheduled Conference

## THURSDAY, OCTOBER 9

Four Break-out spaces are available to conference participants for meetings, workshops, and campaigns at these times. Spaces can be reserved at the conference.

9:30–11:30 am

12:30–2:00 pm

2:30–4:30 pm—All spaces must be vacated by 4:45 pm

**Offsite tour** of an educational working farm, focused on biochar, permaculture, and organic farming in Sonoma County. There are also overnight accommodations at the farm.



*Greens Restaurant, Fort Mason*

## CO-SPONSORS

### Conference Partner:



Women's Earth and Climate Action Network

### Co-sponsors:

YES! Magazine, The Nation Magazine, RSF Social Finance, Pachamama Alliance, Presidio Graduate School, Organic Valley, Move to Amend, Shift Network, Schumacher Center for a New Economics, Ethical Markets Media, Straus Family Creamery, World Centric, Appleby Foundation, the Firedoll Foundation, and others coming on board after this brochure is completed.

## BIOGRAPHIES



**Pio Aguirre** is CEO of OINARRI SGR, the only company in Spain that supports and specializes in the social economy. Prior to his recent move to OINARRI,

Pio was Director of International Development at the Mondragon Cooperatives' Bank, Laboral Kutxa. He worked for 30 years in the Mondragon Cooperatives Group in the financial area. He specializes in Cooperative Development at Mondragon University and collaborates with the Leadership and Entrepreneurship Masters' program (LEINN) there. He is also a member of the Board of Directors of the Fund Fides for the Social

Economy of Mexico and was a former member of the governing council of Caja Laboral Credit Cooperative (Mondragon) in Spain.



**Gar Alperovitz** is the Lionel R. Bauman Professor of Political Economy at the University of Maryland and co-founder of the Democracy

Collaborative. He is a former fellow of the Institute of Politics at Harvard and of King's College at Cambridge University, where he received his PhD in political economy. He has served as a legislative director in the US House of Representatives and the US Senate, and as a special assistant in the Department of State. He was President of the Center for Community Economic Development, Co-director of The Cambridge Institute, and President of the Center for the Study of Public Policy. He is the author of *Straight Talk About the Next American Revolution*, *America Beyond Capitalism*, and most recently, *What Then Must We Do?*



**Shannon Biggs**

is the Director of the Community Rights program at Global Exchange in San Francisco. She co-authored and edited two books, *Building*

*the Green Economy: Success Stories from the Grass Roots* and *The Rights of Nature: The Case for a Universal Declaration of the Rights of Mother Earth*. Previously, she was a senior staff

member at the International Forum for Globalization. She holds a Masters in Economics/Politics of Empire from the London School of Economics.

**John Bloom** is the Director of Organizational Culture at RSF Social Finance and the author of *The Genius of Money: Essays and Interviews Reimagining the Financial World*. He also writes the “Reimagine Money” blog for RSF Social Finance.

**Jennifer Blackwood** is Project Manager at Praxis Peace Institute and assistant to the Director. She has extensive experience in producing business theater and live event productions for clients such as Sun Microsystems, Barclay’s Bank, Sony, the Special Olympics and others. She is also an instructor of KidPower, a bullying prevention program.



litigation in Los Angeles. She is the author of 11 books, including *Web*

**Ellen Brown** is the co-founder and President of The Public Banking Institute. She developed her research skills as an attorney practicing civil

*of Debt*, which traces the history and evolution of the current private banking system, and *The Public Bank Solution*, which details the way to a democratization of money. Ellen recently ran for Treasurer in the state of California on the Green Party ticket. She has degrees from UC Berkeley and UCLA School of Law.



**Michael Brune** is the Executive Director of the Sierra Club. Since starting as Director of the Sierra Club, the organization has grown to

more than two million supporters and its Beyond Coal campaign has been recognized as one of the most effective efforts in environmental history. Previously, Michael served as Executive Director of Rainforest Action Network. His critically-acclaimed book, *Coming Clean: Breaking America’s Addiction to Oil and Coal* (2010), details a plan for a new green economy that will create well-paying jobs, promote environmental justice, and bolster national security. Brune holds degrees in economics and finance from West Chester University in Pennsylvania.

“The true value of the imagination relates not only to the past but also to the future. In its refusal to accept the imposed limitations on what’s possible, it can deliver the historical reality to new values.”

*Herbert Marcuse*



**David Cobb** has sued corporate polluters, lobbied elected officials, run for political office (attorney General in Texas and for President of the US on the

Green Party ticket in 2004). He initiated the 2004 recount in Ohio that resulted in several election fraud convictions. David is also the co-founder of Move To Amend, the campaign to abolish “corporate personhood” and “money equals speech.”



**Jihan Gearon** is Executive Director of the Black Mesa Water Coalition in New Mexico. Originally from the Navajo reservation, she is Dine (Navajo) and

African American. Jihan is a graduate of Stanford University in Earth Systems with a focus in Energy Science and Technology. She has built capacity and collective strength in indigenous communities throughout North America in energy development and climate change. She is on the steering committee of the Climate Justice Alignment. She is also a board member of the Center for Story-based Strategy.



**Randy Hayes** founded Rainforest Action Network (RAN) and remains on the board. Currently, he works in Washington,

DC with Andrew Kimbrell and Brent Blackwelder at Foundation Earth, a new think tank that is developing a big picture for human order, which includes economic models, legal-governance systems, educational programs, and healthcare systems. This calls for a reinvention of the role of human society on earth. Randy served for five years as President of the City of San Francisco’s Commission on the Environment and for two years as Director of Sustainability in the office of Oakland Mayor Jerry Brown (now governor). He has a Master’s degree in Environmental Planning from SF State University. He has received numerous awards, including one from the Business Ethics Network and Alumnus of the year (2010) at SF State University.



**Richard Heinberg** is a Senior Fellow at the Post Carbon Institute and is widely regarded as one of the world’s foremost Peak

Oil educators. His work has appeared in several journals, including *Nature*, *The Ecologist*, *Earth Island Journal*, *European Business Review*, and many others. His books include *The End of*

*Growth, Snake Oil, Peak Everything: Waking Up to the Century of Declines, The Oil Depletion Protocol: A Plan to Avert Oil Wars, Terrorism & Economic Collapse*, and others. He was professor of Human Ecology at New College. Richard is also a professional musician who has performed with string quartets and other instrumentalists.



**Mark Hertsgaard** is the environmental correspondent for *The Nation Magazine* and a frequent contributor on climate change in

*The New Yorker*, *Vanity Fair*, *Scientific American*, *Rolling Stone*, *Le Monde*, and several other publications. Mark has reported from twenty-five countries about politics, world affairs, culture and environmental issues. He is the author of *On Bended Knee: The Press and the Reagan Presidency*, *Hot: Living Through the Next Fifty Years on Earth*, and *Earth Odyssey: Around the World in Search of Our Environmental Future*.



**Melissa Hoover** is the Executive Director of the US Federation of Worker Cooperatives (USFWC), the national membership

organization for worker cooperatives, founded in 2004. She is also a founding director of the Democracy at Work Institute, which provides technical support to existing cooperatives.



**Tim Huet** is a founder and legal counsel for the Arizmendi Bakeries, a group of six worker-owned cooperatives in the Bay Area.

He is also lawyer and director of the Center for Democratic Solutions.

“Environmentalism continues to be a game of defense —working to reduce overall carbon emissions, chemical releases, forest loss—rather than a battle to transform the dominant growth-centric economic and cultural paradigm into an ecocentric one that respects planetary boundaries.”

*Erik Assadourian, Senior Fellow at Worldwatch Institute*



*Cowell Theatre, Fort Mason*



**Sushil Jacob** is Director of the Green-Collar Communities Clinic (GC3) and Staff Attorney at the East Bay Community Law Center, a

teaching clinic of UC Berkeley School of Law. He received his J.D. in 2011 from the University of California Berkeley Law School. Prior to attending law school, Sushil worked in India for two years on community economic development projects, including Just Change, a large farm and indigenous cooperative in South India. Sushil also participated in Praxis Peace Institute's 2012 Mondragon Seminar in Spain.



**Mark Z. Jacobson** is Director of the Atmosphere Energy Program and Professor of Civil and Environmental Engineering

at Stanford University. He is also a Senior Fellow of the Woods Institute for the Environment and of the Precourt Institute for Energy. Mark develops and applies computer models to understand air pollution, global warming, and renewable energy resources. In his TED talk and appearance on the Dave Letterman Show, he explained how the world could completely convert to clean energy by 2050. He has published two textbooks and 140 peer-reviewed articles. Mark has received awards



from the American Meteorological Society, the American Geophysical Union Ascent Award, and the 2013 Global Green Policy Design Award for developing state and country energy plans. He also served on the advisory committee to the U.S. Secretary of Energy. He has degrees in civil engineering, economics, an M.S. in environmental engineering from Stanford University, and a PhD in Atmospheric Sciences from UCLA.



**Andrew Kimbrell** is a public interest attorney, activist, and author. He is the Founder and Executive Director of the Center for Food

Safety in Washington, DC, and the International Center for Technology Assessment. Andrew has been at the forefront of legal and grassroots efforts to protect the environment and to promote sustainable agricultural production methods. He is the author of *Your Right to Know: Genetic Engineering and the Secret Changes in Your Food*, *The Human Body Shop: The Engineering and Marketing of Life*, *Salmon Economics*, and *The Masculine Mystique: Men and Technology*. Andrew was named one of the 50 people most likely to save the planet by the UK-based Guardian.



**Georgia Kelly**

is the founder and executive director of Praxis Peace Institute. She has produced several multi-day conferences in Europe

and California. She also leads groups for a week-long seminar at the Mondragón Cooperatives in Spain every year. Georgia creates educational programming for Praxis as well as leads workshops in Conflict Resolution. She is editor and co-author of *Uncivil Liberties: Deconstructing Libertarianism*, a critique of libertarian ideas and laissez-faire capitalism. She writes a blog on Huffington Post and enjoyed a previous career as a harpist, composer, and recording artist.

“You never change things by fighting the existing reality.  
To change something, build a new model that  
makes the existing model obsolete.”

*Buckminster Fuller*



**David Korten** is the co-founder and board chair of YES! Magazine, co-chair of the New Economy Working Group, Founder and

President of the Living Economies Forum, a former board member of the Business Alliance for Local Living Economies (BALLE), and associate of the International Forum on Globalization. He earned MBA and PhD degrees from Stanford University Graduate School of Business and served five years as a faculty member of Harvard University Graduate School of Business. In the 1970s, David left academia and moved to Southeast Asia, where he served as a Ford Foundation project specialist and later as an Asia regional adviser on development management to USAID. Disillusioned with official aid programs, he shifted his work to Asian non-governmental organizations. He is the author of *Agenda for a New Economy*, *When Corporations Rule the World*, *The Great Turning*, and *The Post-Corporate World: Life After Capitalism*.



**Lisa Kristine**, acclaimed humanitarian photographer, is the conference Artist-in-Residence. Her photographs document

indigenous cultures in more than a hundred countries on six continents. Lisa gained broad recognition for her

collaboration with the NGO, Free the Slaves, and was the recipient for the Lucie Foundation's 2013 Humanitarian Award that recognizes achievements of master photographers. She has published five books and has been the subject of four documentaries. She was the sole exhibitor at the 2009 Vancouver Peace Summit and has received international acclaim for her exquisite photography that celebrates the world's beauty and the dignity of men, women, and children around the world. Lisa's photography will be on display and available for purchase at the conference.



**Osprey Orielle Lake** is the founder and president of Women's Earth and Climate Caucus (WECC), which works nationally and

internationally to promote resilient communities and foster a post-carbon energy future, while also addressing societal transformation. She is co-chair of International Advocacy with the Global Alliance for the Rights of Nature, and she co-founded the International Women's Earth and Climate Action Network (WECAN), a rights-based approach to climate solutions with women leaders from around the world. Osprey is the author of the award-winning book, *Uprisings for the Earth: Reconnecting Culture with Nature*. She is also a renowned sculptor and artist whose work is featured in many public venues, including Jack London Square in Oakland, CA.





**George Lakoff** is the Richard and Rhoda Goldman Distinguished Professor of Cognitive Science and Linguistics at UC Berkeley, where he has

taught since 1972. Previously, he taught at Harvard and the University of Michigan. His research covers many areas of Conceptual Analysis within Cognitive Linguistics, including the nature of human conceptual systems, especially metaphor systems for concepts such as time, events, causation, emotions, morality, the self, politics, and the neural foundations of conceptual systems and language. George is the author of many books, including the New York Times bestseller, *Don't Think of an Elephant, Metaphors We Live By, Moral Politics; How Liberal and Conservatives Think, and The Political Mind*. He holds degrees from M.I.T. in mathematics and English literature and a PhD in Linguistics from Indiana University. George is America's leading expert on the framing of political ideas and is one of the world's best-known cognitive scientists.



**Donnie Maclurcan** is a co-founder of the Post Growth Institute, an international group exploring paths to global prosperity that

do not rely on economic growth. He holds a PhD in technology, health

and international development and has written two books, *Nanotechnology and Global Equality* and *Nanotechnology and Global Sustainability*. He is an affiliate Professor of Social Science at Southern Oregon University, a distinguished fellow with the U.K. Schumacher Institute for Sustainable Systems, and an associate with the Australia-based Institute for Sustainable Futures.



**Julianne Maurseth** is a professor in the Green MBA program at Dominican University and St. Mary's College in Moraga, CA. She

also has a consulting service Awake at Work, where she helps organizations and leaders who are committed to creating ethical, healthy, effective and socially responsible work environments. She is a Praxis Peace Institute Board member and co-author of the book, *Uncivil Liberties*.



**Gayle McLaughlin, Mayor of Richmond, CA.**

Under Gayle's leadership over the past eight years, Richmond is leading the Bay

Area for solar installations per capita and her city has earned countless awards for its model green jobs training program. Violent crime has decreased 66% during her terms, as she has overseen community gardens, park renovations in neighborhoods

throughout the city, and the expansion of bike paths and trails. Committed to social, economic, and environmental justice, Gayle is at the helm of the largest city in the US with a Green Party Mayor. She was elected twice as Mayor and without the benefit of any corporate money. She co-founded the Richmond Progressive Alliance and Solar Richmond. And, she has been a strong advocate for new economic structures, which includes worker-owned cooperatives.



**Jessica Munger** is the Program Coordinator for Move To Amend. She studied political science with a focus on globalization and has a background

as an organizer in the non-profit sector, public policy and LGBTQ+ activism.



**Ricardo Nunez** is the Legal Services Program Director and Cooperatives Program Director at the Sustainable Economies Law Center in Oakland, CA. He

coordinates the Resilient Communities Legal Cafe, a program that provides direct legal support to individuals and groups creating new solutions for resilient economies in the SF Bay Area. Ricardo also manages CoopLaw.org, a legal resource library for US-based cooperatives.



**Michael Peck** has served as Mondragon's North America Delegate for the past 14 years. He co-launched the "1worker1vote" non-profit in

2014 which is dedicated to solving America's unhealthy and unequal opportunities, mobility and wealth divides by promoting equal share worker ownership. Michael was instrumental in bringing the leading Spanish wind turbine manufacturer to Pennsylvania, which invested over \$220 million and created 1,000 green jobs during the 2004-2010 timeframe and was hailed in 2008 as a model US green economy company. He serves on the Blue-Green Alliance Corporate Advisory Council and the American Sustainable Business Council board. He also participated in forming the Mondragon and United Steelworkers Union partnership in 2009 to create union-coop hybrids with the goal of revamping US manufacturing through worker empowerment and ownership.



**Liher Pillado** studied international business and entrepreneurship at Mondragon University in Spain and Tiimi Akatemia in

Finland. He works as a team coach in Mondragon Team Academy at Mondragon University. As a member of the team that is expanding this educational model around the world,

Liher believes that Teampreneurship is enabling environmental, social, and economic transformation.



**Janet Redman** is director of the Climate Policy Program at the Institute for Policy Studies in Washington, DC. As a founding participant in the

global Climate Justice Now! network, Janet is committed to bringing hard-hitting policy analysis into grassroots and grasstops organizing. She is currently working with grassroots coalitions and global campaigns like the Climate Justice Alliance and Global Campaign to Demand Climate Justice. Her focus is developing innovative policies to reinvest in the new economy. She holds a Master's degree from Clark University in International Development and Social Change and a Bachelor of Science in Environmental Science from the University of Vermont.



**Don Shaffer** has served as President and CEO of RSF Social Finance in San Francisco since 2007. As leaders in social finance, Don

and the team at RSF seek to transform the way the world works with money. Their constant question: "How can we model financial transactions that are direct, transparent, personal, and based on long-term relationships?" Don has been a social entrepreneur for many years, growing a for-profit education business, a software

company, a sporting goods manufacturer, in addition to a non-profit, and the Business Alliance for Local Living Economies.



**Nikki Silvestri** is the executive director of Green for ALL, an organization working to build a more inclusive, healthy, and sustainable

economy. Prior to joining Green for All, she served as Executive Director of People's Grocery in Oakland, CA, where she led efforts to cultivate economic and environmental justice within the food sector. She holds a Master's degree in African American studies from UCLA.



**Bill Twist** is a co-founder and CEO of the Pachamama Alliance, a non-profit organization based in San Francisco.

The Pachamama Alliance works on rainforest preservation and indigenous rights in the western Amazon basin, as well as creating programs for social transformation. The latter include the Awakening the Dreamer Symposium and the Up to Us Educational Initiative. Bill is also active in international efforts to build a Rights of Nature movement and currently serves on the steering council of the Global Alliance for the Rights of Nature. He has a background in business, management consulting, financial services, and investment banking.



**Lynn Twist** is a co-founder of the Pachamama Alliance and a global activist, fundraiser, speaker, consultant, and author who has

devoted her life to service in support of eradicating hunger and poverty, achieving global sustainability and security, and human rights. She is the author of *The Soul of Money: Transforming Your Relationship with Money and Life*, published by W.W. Norton. The ideas in the book are the foundation of a series of workshops that Lynne produces through the Soul of Money Institute. She has raised hundreds of millions of dollars for worthy causes and non-profits and has trained thousands of fundraisers to be more effective in their work. She was a leader of the Hunger Project from 1977 to 1997 and is a trustee of the John E. Fetzer Institute.



**Joseph Tuck** has been the General Coordinator/Chief Executive Officer of Alvarado Street Bakery for over 25 years. During his time the worker

cooperative has grown from a small local bakery of ten workers to one of the largest most successful worker cooperatives in the United States. The median compensation for worker/members now exceeds \$85,000 and is augmented with profit sharing, a robust medical plan, 401k contributions, and generous paid vacations.



**Marco Vangelisti** came to the US from the University of Padova, Italy, as a Fulbright Scholar in mathematics and economics at the University

of California, Berkeley. He had a 20-year career in finance and institutional portfolio management. He is a local Slow Money leader and impact investor. Marco is also the founder of Essential Knowledge for Transition.

**Keith Wilson** assists with Praxis seminars abroad, financial planning and program budgets. He is a graduate of Dominican University's Green MBA program and is part of a small farm cooperative in the East Bay. He is also operations coordinator at Lotus Foods in Oakland.

### **CANCELLATION and REFUND POLICY**

Refunds for cancellations will be issued as follows (minus (\$75 processing fee)

**Full refund** to July 1, 2014

**70% refund** Between 7/2–8/15, 2014

**50% refund** Between 8/16–9/5, 2014

**30 days or less** No refund

Refunds will be made after the conference and no later than November 30, 2014. Paid Registrations ARE transferable, but you must make the arrangements yourself with the party replacing you, and you must inform us of this charge.

## The Economics of Sustainability Conference October 6–9, 2014

## Registration Form

### You may also register online at [www.praxispeace.org](http://www.praxispeace.org)

(Please print clearly. For more than one person, please use a second form)

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Cell \_\_\_\_\_

E-mail \_\_\_\_\_

### Conference Fee: \$600 for 3-day conference

includes all plenary sessions, workshops, meetings, discussion groups, and Open Space Sessions + bonus 4th day.

Separate daily rate: \$235 per day. Check which options you wish.

3-Day Conference    Monday    Tuesday    Wednesday

### Box Lunches, \$12 each

Check days and preference. There are also two onsite restaurants at Ft. Mason.

Monday    Tuesday    Wednesday    Vegan    Vegetarian

### Payment Options:

VISA    MASTERCARD    AMEX    CHECK (checks save us money in bank fees)

**Amount** enclosed or to charge \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

V Code (on back of credit card) \_\_\_\_\_

Signature \_\_\_\_\_

### Conference Hotel

- I would like to stay at the conference hotel (one mile from Ft. Mason). Rates are \$209/night + tax. Discount code will be sent to you at registration.
- I would like help finding a roommate.

Checks should be made payable to Praxis Peace Institute and sent to:

Praxis Peace Institute  
P.O. Box 523, Sonoma, CA 95476  
707-939-2973

You can also register online:  
[www.praxispeace.org](http://www.praxispeace.org)





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