

LEARN MORE: Go-To Info and Resources

From discovering more about new consumer attitudes and priorities, how to manage products and processes toward sustainability programs and learning more about important causes, organizations, NGOs and non-profits, green info is readily available. VM has compiled this mini-sampler:

Earth Day 2011

(<http://www.earthday.org/earth-day-2011>)

Set for April 22, 2011, this year's message is A Billion Acts of Green. The site includes a resource guide, Earth Day TV, How to Set Up and Participate in Local Earth Day Celebrations, and much more, including links and info to The Earth Day Network.

Wikipedia: Sustainability

(<http://en.wikipedia.org/wiki/Sustainability>):

Fascinating definitions and ranges of influence from social to economic to environmental. Unique maps, graphics.

Environmental Protection Agency

(<http://www.epa.gov/>)

The site is loaded with standards and regulations

in addition to information resources, newsletters, related councils and task forces, from A (agriculture) to Z (Zip Code Search).

LEED Project Certification

(www.usgbc.org)

This is the U.S. Green Building Council, a 501(c)(3) non-profit community of leaders working to make green buildings available to everyone. Includes details on LEED certification, courses, requirements, groups, partners.

Sustainable Life Media

(<http://www.sustainablelifemedia.com/>)

A leading producer of sustainable business conferences and educational events, with supporting products and services that include targeted e-newsletters, an online learning resource and community and more.

Greentailing and Other Revolutions in Retail: Hot Ideas That Are Grabbing Customers' Attention and Raising Profits

(www.mcmillandoolittle.com)

Authors Stern and Ander examine the revolutions occurring in the retail marketplace, with particular emphasis on the influential green trend in retailing. The authors explain how any retail store or manufacturer can implement these ideas and raise profits, using case studies from successful greentailers. ■

