



## Seattle Professional Newsletter

### February 2010

#### In this Newsletter

Book Review: 10 Ways to Change the world in your 20s

Professional Development Opportunity: Leveraging from Within

Build Your Career: Participate on a panel or in a workshop for 2010 NI Conference

Connect with us! Visit our website. Find us on Facebook. Twitter: @NetImpactSEA

#### Book Review

##### 10 Ways to Change the World in your 20s

10 Ways should serve as a great resource book for all. It provides broad coverage of the social and environmental issues of the day and provides specific examples of the challenges that people take on when they say they want to "Make an Impact". Ways to change the world range from volunteering and throwing parties with purpose to using your dollars to support only companies that are socially and environmentally responsible.

- 1. Heavy green washing.** These companies tend to support high-profile environmental causes in the hope that they will appear sustainable by association. They tend to have high visibility at green events and donations to environmental organizations with out real commitment to changing how their products are produced. They still use hazardous chemicals, test on animals, have abysmal healthcare, wage, or pollution records, and are not actively working to improve in these areas.
- 2. Elemental.** These companies have latched onto the green trend and have changed a portion of the company, but are still doing the majority of business with products that have the potential to be detrimental to the environment. Colorox, with its Greenworks line of cleaners, was cited as an example.
- 3. Heart in the right place.** These companies have good intentions and are trying to do less harm, but they can still do more to systematically change the way their products are made. Companies ranging from Walmart to Patagonia fall into this category and the book recommends that this is the minimum level that you should consider to start making purchases.
- 4. Almost all systems are a go.** These companies work within the natural systems of nature and actually increase the health of the planet through the manufacture and use of their products. Very few companies have reached this level, but TerraCycle has a spot.
- 5. Nirvana.** These are companies or producers that leave communities and environments significantly better than when they found them. They create products that bring life instead of a new consumption pattern. No corporations currently at this level. Farmers that create better soil, healthier product, and a healthier farm during each successive year are the only example of how a company at this level would operate.

The author, Libuse Binder, is funny and engaging and the book reflects her personality. She led Net

Impact Seattle's second Dinner and Dialogue event, Kick-Start Green in January 2010. Buy the book, tell a friend, get involved. For more on Libuse's book, visit [www.tenways.org](http://www.tenways.org). For more on Carol Sanford's work visit [www.interoctave.com](http://www.interoctave.com) or [www.degi.us.com](http://www.degi.us.com).

**Order online!**

[Barnes and Noble](#)

[Amazon.com](#)

[Borders](#)

[Books a Million](#)

[Indie-Bound](#)

[Chapters Indigo.ca](#)



*Libuse Binder - Author of 10 ways to Change the World in your 20s – leading NI Seattle's Kick Start Green Dinner & Dialogue event.*

## Professional Development Opportunity

### Dinner & Dialogue III: Leveraging From Inside

**Coming in March, 2009**

If an entrepreneur is a person who uses other people's money to grow something bigger than themselves, what does an intrapreneur do? Corporate changemakers work inside businesses, often against the prevailing status quo, to innovate and deliver solutions to some of the world's most pressing social and environmental challenges.

The third Dialogue in NI Seattle Leading Change Series, Leveraging from Inside, will explore how you can lead your company toward change from the inside by building three types of networks and communities. Come learn how others are winning awards from their companies, their industries and the social networks they have built for bringing corporate responsibility to life from INSIDE the system. Hear meaningful and doable ideas, approaches to generate your own, and how to build strong networks/communities for change that you can count on.

This event will have 3 panelists from different 3 companies, each of whom are amazing, but also have formed a community for generating Big Ideas, finding back-up thinking and communities that regenerate them as people and change agents.