

### **Webcast Connection Instructions**

Hello, thank you for expressing interest in the This Way to Sustainability conference.

We would LOVE for you to attend the conference, but if you can't we would like to give you the opportunity to view some of the sessions of the conference by webcast on Friday, November 6<sup>th</sup>, 2009. Please send this to anyone who may be interested in viewing the conference from afar at your university, or contact who may be interested at other universities.

Here's how to sign up. It doesn't take long and is FREE, but you will need to do this in ADVANCE of viewing the conference webcast.

1. Go to [www.ustream.tv](http://www.ustream.tv)
2. In the upper right hand corner find the **sign up** button.
3. Fill out the form to create an account with [www.ustream.tv](http://www.ustream.tv), don't worry about creating a session or signing up for advertising with ustream.tv.
4. Once you have signed up, search for This Way to Sustainability. Our "channel" will be the first one listed.
5. On the day of the conference Log in, go to the This Way to Sustainability V channel, and view the session you want. I recommend tuning in 5 minutes before the start of the session.
6. Advertisements may pop up during the presentation, they should not interfere with the viewing of the presentation, and it's a consequence of offering this service free.

The Friday, November 6<sup>th</sup> sessions available to be viewed by webcast are as follows:

9:00-9:50

#### ***Tools for a Successful Zero Waste Program***

#### **Mandi McKay and Cheri Chastain- Sierra Nevada Brewing Company**

This presentation will provide the audience with a case study and tools for achieving a zero waste program. Mandi and Cheri will cover how Sierra Nevada Brewing Co. has reached a 99.5 percent diversion rate through inventive reuse, recycling and composting programs. They will discuss how to get participants educated and enthusiastic, build partnership opportunities within your community, and keep track of progress.

**Will be available via webcast**

BMU 210

10:00-10:50

#### ***Food & Sustainability: Increasing Sustainability on Campus and in The Community – Lessons from the Urban & Environmental Policy Institute Occidental College***

#### **Mark Vallianatos- Urban & Environmental Policy Institute**

Learn about the unique hybrid campus/community model in practice at the UEPI at Occidental College in Los Angeles. UEPI is an organization based on community-action and social justice. For 12 years, it has led the Farm to School movement in CA and across the nation. This movement has grown to 40 states and more than 2,000 school districts, bringing freshly grown foods to schools directly from their local farmers. Our Sustainable Oxy program is focused on increasing sustainability at college campuses by engaging students in efforts to reduce GHG emissions, promote alternative energy and transportation, and advocate for more local foods in the cafeteria. Join us and learn how to implement effective farm to institution programs or environmental sustainability initiatives on your campus or community.

**Will be available via webcast.**

BMU 210

1:00-1:50

#### **Paul Turner- CEO Nacel Energy Corporation**

#### ***Distributed Green Energy: Bring Back the Good 'Ole Days***

Negative externalities associated with interconnecting to and expanding the high-voltage transmission system combined with efficiency advances in green energy generation technology is challenging this paradigm. The recent credit crises has forced the capital markets to become more interested in examining ways to reduce concentration risk associated with the long development cycles of large-scale wind and solar energy projects. Combined with the increase in system reliability associated with a "Distributed Green Energy" model the traditional large-scale project development model is under attack. The focus of the presentation will be to examine the pros and cons of this new generation model that will reduce the U.S. dependence on foreign oil

(direct and indirect), reduce the rate of growth in U.S. greenhouse gas emissions, reduce the number of new high-voltage transmission lines that need to be built in the U.S. while shortening the risk to lenders and investors as these smaller but more numerous generating assets come on-line more quickly and efficiently.

**Itziar Martinez De Alegria - University of the Basque Country**

Itziar Martinez De Alegria will discuss the current energy policy regarding the promotion of renewable energy sources and energy efficiency, including aspects related with the Climate Change. The European Union's (EU) "Clean Energy Strategy." Where are we going? The policy that the EU is adopting nowadays will explain in a great part our future energy model. But are we adopting the right decisions? Which are the main problems of this strategy?

**Will be available via webcast.**

BMU 210

2:00-3:15

***Overpopulation and Other Failures of the Modern Environmental Movement***

**[Ben Zuckerman-UCLA](#), [Dick Schneider-Californians for Population Stabilization](#), [Paul Watson-Sea Shepherd Conservation Society](#)**

Overpopulation is a fundamental obstacle to sustainability. Unless populations stop growing, continued growth will cancel out reductions in consumption made by individuals and societies. California is projected to add 22 million people in the next 40 years, a 60 percent increase in population, overwhelming the efforts to reduce fossil fuel use, stop sprawl, limit traffic congestion, and improve air quality. Failure to confront overpopulation is just one example of how the modern environmental movement is failing to protect wild nature, conserve natural resources, and maintain quality of life. The panelists, veterans of Sierra Club's battle on immigration policy, will discuss that controversy in the context of United States and California population growth and its inevitable consequences. They also will discuss other key omissions from the contemporary environmental movement's agenda and offer ways to address these problems.

**Will be available via webcast.**

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