

# SustainAbility

A joint publication from Audubon Lifestyles and The International Sustainability Council

## The Nature of Sustainability

by Stephen B. Jones, PhD

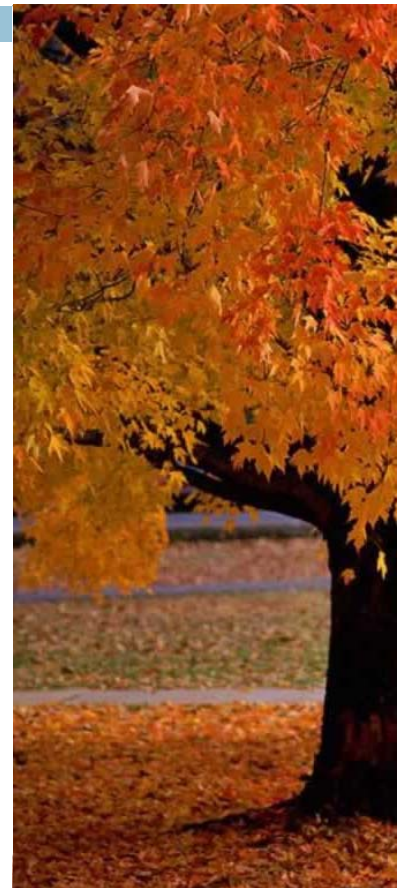
*Sustainability* is sweeping the globe – virtually every corporate home page prominently displays *sustainability*, *environmental responsibility*, *environmental stewardship*, or some like term. Schools, colleges, businesses, and communities likewise are embracing *sustainability*. All define the term more or less the same – being careful that what we do today doesn’t negatively impact our future use and enjoyment of resources, including natural, human, and economic values. For some, the philosophy and practice are real and deeply woven into the organization’s ethic and practice. For others, the words on the web page are just that – words. We’ve thought a lot about what actually walking the talk of sustainability means. We’ll dig more deeply and widely into the discussion as this column unfolds in subsequent editions of Sustainability News.



We’ll use Urbana University as a reference point. Let’s begin by thinking about walking the talk of sustainability across four dimensions:

1. Campus “built” environment and immediate grounds;
2. Campus “natural” spaces and associated “wild” environment;
3. Curriculum;
4. Individual well being.

*continued on next page...*



### Inside this issue

The Nature of Sustainability .... 1

PGA Golf Club Joins the Sustainable Golf Facility Program..... 2

Sustainability By Design..... 3

Critter of the Season—The Ruby Throated Hummingbird..... 3

The Business Alliance for Local Living Economies..... 4

Sustainability by Design Continued..... 4

### Fast Fact!

*Today, the amount of carbon dioxide is higher than at any time in the last 650,000 years. And the Earth’s average temperature is increasing faster than ever before.*



### [PGA Golf Club joins the Sustainable Golf Facility Program](#)

Owned and operated by The PGA of America the PGA Village features the PGA Golf Club, with 54 holes of Championship golf by Tom Fazio and Pete Dye; PGA Center for Golf Learning and Performance golf instruction, practice, technology and fitness park; and the PGA Historical Center golf museum, and is home to the Ryder Cup Trophy.

Through participation in the Sustainable Golf Facility Program, Audubon Lifestyles staff will assist the PGA Golf Club's managers and staff to complete the program requirements and gain recognition as a local, regional, national and international model of sustainability.

Read more online...

## The Nature of Sustainability *(Continued...)*

by Stephen B. Jones, PhD

For non-educational enterprises, we substitute “curriculum” with “lifelong learning.” All of us need to better understand and appreciate the interconnectedness of our social, economic, and environmental worlds. We add individual well-being because we believe that the only way any of us can promote, foster, live, and sustain our support for the *sustainability* cause is to first take care of ourselves.

We are developing Urbana University as a model for any organization to adopt *sustainability*. As this series progresses, we'll develop for you some simple steps for doing what we are implementing at Urbana University:

- Ensuring embrace of the tenets and principles of sustainability across all four dimensions
  - Implementing sustainability within the campus “built” environment and associated landscaping/grounds
  - Practicing sustainability on campus “natural” areas
  - Integrating sustainability into the curriculum
  - Adopting measures to encourage individual well-being
- Creating a sustainability brand and identity
- Developing a sustainability Charter

In the meantime, drop us an email and let us know what you are doing.

**Steve Jones, Ph.D. is Senior Fellow with the International Sustainability Council and President of Urbana University in Urbana Ohio. [steve.jones.0524@gmail.com](mailto:steve.jones.0524@gmail.com)**



*The PGA Village in Port Saint Lucie Florida*

# Sustainability by Design

by Brian Kington

Despite a growing awareness of the real value of sustainability during this recent global recession, there are still many people who believe we must make a choice between improving the economy or protecting the environment. Thinking people correctly understand both objectives must coexist to achieve resource conservation goals and ensure prosperity of individuals, businesses and communities. Although this is no easy task, a successful way to help overcome this great challenge is through the creation and management of sustainable landscapes.

A sustainable landscape refers to a planned and managed system of green spaces, greenways, recreational amenities and natural or restored lands which contribute to the health and quality of life in our communities. Sustainable landscapes provide benefits of water conservation, filtration and absorption as well as air particle removal and heat relief. Sustainable landscapes also counter pollution, increase community resiliency, save energy, encourage exercise and activity, create safer communities and improve the value of land. Sustainable landscapes provide the important connection between human use and enjoyment, and functioning habitat for wildlife and other ecological systems.

---

*“A sustainable landscape refers to a planned and managed system of green spaces, greenways, recreational amenities and natural or restored lands which contribute to the health and quality of life in our communities.”*

---

Land is the common denominator for many aspects of our economy and environment. Agriculture and recreation based tourism are completely dependent on land and resources. Our physical well being relies heavily on clean air and water, and consumption of resources that require taking care of the land in order to be sustainable. Because land is a finite resource, how and where we locate people and jobs on the land determines the amount of land we consume and how much energy is used to transport goods and sustain the community. This is especially true in developing regions like Central and South America where communities are increasingly expanding to areas outside of urban centers. These areas of expansion nearly always lack adequate infrastructure to support the growing population. New development must consider ways to more efficiently use land not only to meet human needs, but to properly incorporate sustainable during the planning process. This approach to planning and design is an integral part of building a vision for creating sustainable and affordable communities.

*continued on next page...*

## Critter of the Season — The Ruby Throated Hummingbird Birds and Bird Migration by Ronald G Dodson

The Ruby-throated Hummingbird is by far the most common species that breeds in the eastern half of North America, although most states have sporadic Rufous Hummingbird sightings. Ruby-throats are intensely inquisitive and thus easily attracted to feeders, where males in particular typically display aggressive territoriality toward rival hummers, other birds, and even insects such as bees, butterflies, and sphinx moths. They quickly become accustomed to human presence, and will swoop down to investigate red articles of clothing, possibly as potential food sources. Feeders hung at windows attract as many visitors as ones farther from structures, and the bird that claims a feeder as its territory may spend much of the day perched nearby, guarding the food source against intruders. Many hummingbird watchers find "Hummer Wars" endlessly entertaining, although the chases are obviously serious business to the hungry birds. For a short period immediately after fledging, a female will tolerate the presence of her own young at the feeder, but they are soon treated the same as other adult birds - as rivals in pursuit of the food necessary to prepare for the fall migration.

**Continue this story online...**

*Ron Dodson is President of The Dodson Group, LLC and Chairman of the International Sustainability Council, Inc.,*  
[rdodson@thesustainabilitycouncil.org](mailto:rdodson@thesustainabilitycouncil.org)





## The Business Alliance for Local Living Economies

Buying local supports businesses in your community and ensures that more of your cash stays in your own backyard. It's more personal, and buying locally-made products cuts out CO2 emissions from shipping. Some great North American chefs have built their menus around local and seasonal food, which is usually tastier. Buying local also applies to fashion. Wearing local designers is a surefire way to avoid looking like everyone else.



The Business Alliance for Local Living Economies is the portal for all things local.

Check it out at [livingeconomies.org](http://livingeconomies.org).

## Sustainability by Design (Continued...)

by Brian Kington

Qualified designers and planners are the key to implementing this strategy to reduce the ecological footprint of development. This means locating development in the most suitable areas, avoiding fragmentation of natural habitat, reducing grey infrastructure, designing for



maximum mutually beneficial connectivity between humans, wildlife and the environment, and allowing for effective management practices that minimize the impact on natural processes. By using the power of sustainable landscapes, and being more efficient when we do build, we will lower costs in the long term and achieve conservation goals that we can enjoy right now.

Brian Kington is Director of Sustainable Design for Sustainable Golf & Development, LLC [bkington@sustainablegolfdevelopment.com](mailto:bkington@sustainablegolfdevelopment.com)

For more information

35246 US Hwy 19 #299  
Palm Harbor, FL 34684

Phone: 727-744-6831  
Fax: 727-733-0762  
Email: [info@audubonlifestyles.com](mailto:info@audubonlifestyles.com)



## Additional Resources & Sources

Audubon Lifestyles	<a href="http://www.audubonlifestyles.org">www.audubonlifestyles.org</a>
The International Sustainability Council	<a href="http://www.thesustainabilitycouncil.org">www.thesustainabilitycouncil.org</a>
Sustainability Campaign	<a href="http://sustainabilitycampaign.blogspot.com">sustainabilitycampaign.blogspot.com</a>
American Society of Golf Course Architects	<a href="http://www.asgca.org">www.asgca.org</a>
Sustainable Golf Development	<a href="http://www.sustainablegolfdevelopment.com">www.sustainablegolfdevelopment.com</a>
The PGA Golf Club	<a href="http://www.pgavillage.com">www.pgavillage.com</a>
Urbana University	<a href="http://www.urbana.edu">www.urbana.edu</a>
The Business Alliance for Living Economies	<a href="http://www.livingeconomies.org">www.livingeconomies.org</a>