

*Advance Praise for*

## THE SUSTAINABILITY REVOLUTION

*The Sustainability Revolution* is a compelling reminder of the power each of us has to make this world a better place through our everyday actions. Indeed, if we are to survive we must recognize our place in the natural world and make a concerted effort to leave lighter ecological footprints. *The Sustainability Revolution* shines light on the path that we all must follow to make this world a more sustainable and peaceful place for all living things.

— DR. JANE GOODALL, DBE  
Founder – the Jane Goodall Institute  
UN Messenger of Peace

Andrés Edwards maps one of the most significant yet least understood landscapes: the landscape with the paths to the place where all people can flourish, within the means of one generous, but ultimately limited planet. His map brings clarity to the formerly confusing mountains and valleys of sustainability principles, ideas, concepts, and indicators. I wish this book becomes everybody's "Rand McNally Atlas" to guide us on the rally to sustainability. This is the best rally since we can all win. Andrés' brilliant book shows us how.

— MATHIS WACKERNAGEL, Executive Director,  
Global Footprint Network

What is ecological sustainability, and is it one consistent thing? And can we protect the children of the future and still make a good living today? Andrés Edwards has given us an elegant and concise way to say 'Yes!' to both questions. He shows just how coherent is the worldview of the sustainability movement, and that its principles and practices are moving steadily from grand ideas, and statements of alarm, toward actual, everyday practicality. Today dozens of industries, hundreds of communities and thousands of companies have found that what is practical for everyday economic activities can be redesigned to be very good for the environment and our long-term future. So the more concrete and practical are those big sustainability

principles, the more they spread around the planet as actual green practices. It's not just that "a better world is possible." It's happening. It's real.

— PAUL H. RAY, co-author of *The Cultural Creatives*

In *The Sustainability Revolution*, Andrés Edwards has written a compelling, practical guide to the rapidly evolving field of sustainability. Whether you're a business person, journalist, educator or citizen activist, this book will illustrate dozens of ways the environment can be restored while at the same time opening up new economic opportunities.

— CHRISTOPHER FLAVIN, President,  
The Worldwatch Institute

As Andrés Edwards clearly demonstrates, we are indeed in the early stage of a global sustainability revolution, and yet few of us can see it. *The Sustainability Revolution* gathers together accounts of the underlying dynamics, global visions, definitions and effective models of this quiet revolution, and informs us of the most important societal movement ever; one that will not only change the essence and metrics of business, but will determine our future.

— DAVID A. GOTTFRIED, founder, US and World Green Building Councils and author of *Greed to Green*

*The Sustainability Revolution* is a passionate, hopeful account of the shift in thinking that's happening worldwide. Andrés Edwards provides a profoundly encouraging confidence booster — definitely required reading for anyone thinking about or working within the sustainability movement.

— L. HUNTER LOVINS, president, Natural Capitalism Inc.,  
and co-author of *Natural Capitalism: Creating the  
Next Industrial Revolution*

No need to reinvent the sustainability wheel!

In *The Sustainability Revolution*, Andrés Edwards collects a comprehensive set of sustainability principles into the definitive desk reference. The principles are complemented with an excellent overview of social movements and the evolution from environmentalism to sustainability. This book is a fundamental tool for those building a better world — a must for your library!

— RANDY HAYES, founder of Rainforest Action Network,  
director of sustainability for the City of Oakland

Andrés Edwards has done society a great service with *The Sustainability Revolution*. He has helped us envision a sustainable world and given all of us hope about the future by illuminating the thousands of positive efforts worldwide that are helping move toward this vision. The book is both an inspiration and a testimony to the programs that are hardly ever addressed by the mainstream media. It is a much-needed shot in the arm for the sustainability movement.

— ANTHONY D. CORTESE, president of Second Nature, leader in the  
Education for Sustainability movement in higher education

Andrés Edwards has written a much-needed book — a comprehensive, extremely readable guidebook to the Sustainability Movement, its history, principles, and applications. At a time when so many people feel the bad guys are winning, Edwards shows us the quiet good news that doesn't get headlines, yet is changing the world for the better as "business as usual" unravels. We and the planet have a chance. *The Sustainability Revolution* shows why and how in this carefully researched, passionate book.

— SIM VAN DER RYN, architect, author of *Ecological Design*  
and *Design For Life*

Sustainability is more than a buzzword; it is a concept that defines what is needed for our civilization to survive. The discussion about sustainability is therefore the most important one now occurring on the planet. Andrés Edwards has summarized the current state of this discussion in a thorough, upbeat, and understandable way. *The Sustainability Revolution* highlights not only the ideas, but the courageous efforts of people around the world who are creating a way of life that is not only more survivable, but more just and satisfying as well.

— RICHARD HEINBERG, professor of human ecology, New College of California, and author of *The Party's Over: Oil, War and the Fate of Industrial Societies* and *Powerdown: Options and Actions for a Post-Carbon World*

*The Sustainability Revolution* presents a clear, concise, straightforward articulation of the most powerful force sweeping the world. This book is a great source of inspiration, showing us just how much is going on behind the scenes all over the world

— SPENCER B. BEEBE, founder, Ecotrust

By the simple act of gathering in one place dozens of lists of “sustainability principles,” Andrés Edwards has sketched the landscape — and given us a glimpse of the trajectory — of the sustainability revolution.

— GIL FRIEND, president & CEO, Natural Logic Inc., and author of *A Declaration of Leadership*

*The Sustainability Revolution* provides a brilliant synthesis of the multiple braids of sustainability. Its comprehensive analysis of sustainability principles and frameworks is particularly valuable.

— STUART COWAN, co-author of *Ecological Design*