

## CHAPTER 1

### ACTIVITY 2: Sustainability Elevator Pitch

**Activity Objective:** Define sustainability to someone using an elevator pitch

**Materials:** Chapter 1, paper, computer, printer, willing participant

**REVIEW VIDEO:** <https://www.youtube.com/watch?v=5r4loXPyx8>

**Procedure** Write an elevator pitch that can be delivered in 30 seconds during a typical elevator ride using the framework below:

**Definition** *Elevator Pitch:* An elevator pitch, elevator speech or elevator statement is a short concise summary used to quickly and simply define a process, product, service, organization, or event and its value proposition. The name 'elevator pitch' reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes and is credited to Ilene Rosenzweig and Michael Caruso for its origin (Vanity Fair Magazine). The term itself comes from a scenario of an accidental meeting with someone important in the elevator. If the conversation inside the elevator in those few seconds is interesting and value adding, the conversation will either continue after the elevator ride, or end in a business exchange of some sort. Business people and politicians commonly rehearse and use elevator pitches to get their points across quickly.

**Sustain** means to maintain, so to be sustainable means to live, or maintain, within certain government mandated limits, which can be a challenge. Technological growth, fueled by the use of fossil fuels, makes this true today. To live up to the sustainability challenge, we will need to change old habits and develop new ways of thinking and doing.

**Sustainability** can improve the quality of human life while supporting ecological systems. It somewhat conveys the idea of sustainability having quantifiable limits. Yet, sustainability is also a call to action or a task in progress and therefore a political process, so some definitions set out common goals and values. It is meeting current needs in an approach that does not destabilize future welfare. Sustainability is the pursuit of long-term efficiency in all our productive activities.

## KEY POINTS

Based on chapter 1 First develop a list of what could be the “**WIIFM What’s In It For Me.**” For example:

Chapter 1 discussed the three pillars of sustainability: economic growth, environmental protection, and social equality along with a 4th pillar of sustainability: cultural sustainability. . The Circles of Sustainability as shown in Figure 1 of Chapter 2 that went on to explain in more detail these 4 pillars and it is used to understand and assess the sustainability process and manage projects directed towards sustainable outcomes. These circles can also be used to handle inflexible problems presented by opposing parties. Your pitch need to appeal to the intrinsic and extrinsic values of the average person you might pitch the concept to. The appeal can be monetary or an environmental concern. The following questions will help you to formulate your pitch:

**Question:** How does sustainability affect someone’s pocket book or the economics of sustainability?

**Question:** What in the field of sustainability will stimulate economic growth or how will it save someone money?

**Question:** What in the sustainability movement can improve the bottom line of the average company and put more money in someone’s pocket?

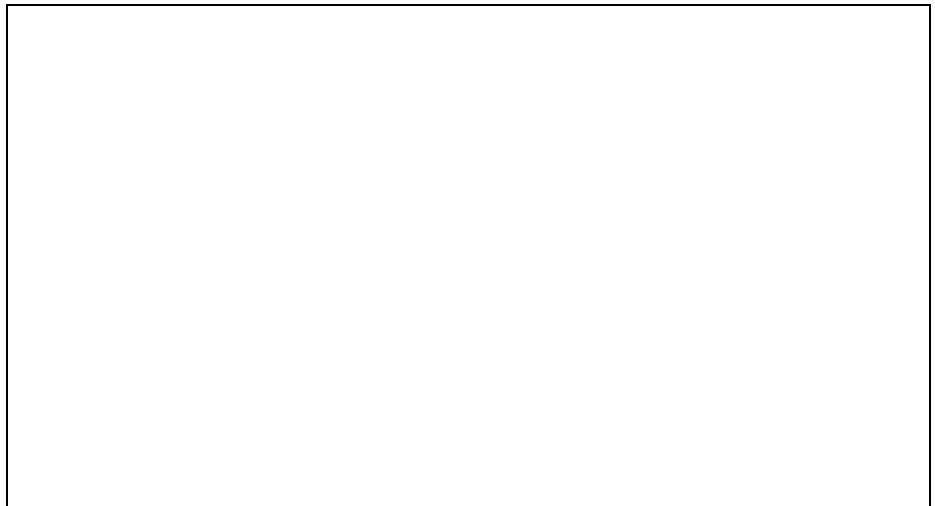
Did you know that the consumption of about 80% of the natural resources used each year being consumed by about 20% of the world's population.

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Sustainability can improve those odds. **Question:** What specifically can sustainability do to improve those statistics?

Appeal to the social inequity in the world. The Social Equality of sustainable development concentrates on the social well-being of people. There is a gap between income equality throughout the world with the rich becoming richer relative to a disappearing middle class. **Question:** Can sustainability fix this?

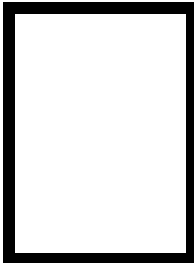
## ELEVATOR PITCH





RUBRIC

<b>4 World-Class Learner</b>	<b>3 Proficient Learner</b>	<b>2 Developing Learner</b>	<b>1 Emergent Learner</b>
Learner at this level has gone beyond mastery of knowledge, skills, & attitudes described in project. World-class learner consistently exhibits high-quality performance.	Learner at this level has had opportunities to apply knowledge, skills, & attitudes of component of project. Proficient learner has mastered essential attributes, thus proving mastery.	Learner at this level has been exposed to & had opportunity to apply knowledge, skills, & attitudes of project. Developing learner may have only a few essential attributes to master before mastery.	Learner at this level may or may not have been exposed to knowledge, skills, & attitudes required by academic standards of the project.



**1= Emergent Learner**

**2 = Developing Learner**

**3 = Proficient Learner**

**4 = World-Class Learner**