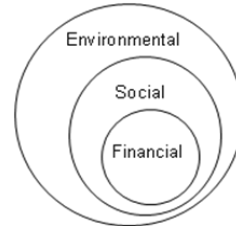




Sustainable Ventures

Sustainable Ventures' Role as Translator *Measuring and translating what we value*



The marketplace has EVERYTHING labeled. Right? But what we currently measure in products and services does not incorporate everything we value. For example, eating oatmeal for breakfast to support our health and good performance does not include measures of the costs related to transportation and forest infrastructures.

These omissions stand in the way of realizing a better world for our families and the many ways we experience the natural world.

Sustainable Ventures engages people to understand, create, and use key indicators for “certified organic,” “minimum packaging,” and “locally purchased” for a box of oatmeal.

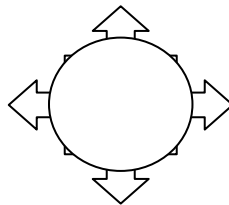
SV seeks to identify and showcase these missing key metrics in true cost pricing which measures the impacts on people and places. When we each use true cost pricing for our daily purchase decisions, we can make conscious choices not only that support our values, but actualize our values in the market place.

With a box of oatmeal, some key measurements are commonplace, yet others are missing. For instance:

If Oatmeal is Imported	Positive	Measurements	Negative	Measurements
Social	<ul style="list-style-type: none"> • Healthy to eat • Good food=better performance 	<ul style="list-style-type: none"> • Calories • Cholesterol • Consistent physical energy • Emotional intelligence 	People who don't have access to good food (oatmeal is NOT sold in liquor stores) become disadvantaged. This furthers inequity. Who signs up for the military as a pathway out of poverty? Who are the youth on the front lines?	<ul style="list-style-type: none"> • Young people of color on front lines • 50% of CA Latino youth in Dept. of Juvenile Justice; 46% in CA Dept. of Correction and Rehabilitation • 30% of CA African-American youth in DJJ; 28% in CDCR
Financial	Oatmeal is inexpensive. It has a low shelf price.	\$	Transportation infrastructure uses vast oil resources. There is vast loss of life, limb, and financial and material liquidity for all but those few who profit.	<ul style="list-style-type: none"> • Death of innocents including children in the Iraq war. • 4,000 American soldiers killed, thousands maimed. • Over 1 million Iraqis killed. • US owe a huge national debt.

If Oatmeal is Imported	Positive	Measurements	Negative	Measurements
Environmental	<ul style="list-style-type: none"> • People who eat good fuel for their bodies are more balanced and conscious about their health and the world around them • More money into Parks, Recreation, Open Spaces • Outdoor recreation increases health 	<ul style="list-style-type: none"> • Good cardiovascular systems • Less impacted by stress 	<ul style="list-style-type: none"> • Many poor and marginalized people, who do not have access to good food and opportunities, are vulnerable to community dislocation through decisions in which they did not participate--such as siting freeways, and solid waste landfills, including those in which toxics are deposited in their neighborhoods. • Additives and pesticides used on crops poor and marginalized people eat as they mostly have access to industrialized food and food products not locally grown and do not have the money to pay for food that costs a little more upfront and saves a lot in health costs and taxes. • Packaging and advertising—paper impacts include deforestation and endangered species habitat disruption; plastic: extensive petrochemical resource use, use of marine dumping and ocean species' deaths • Transportation and infrastructure uses extensive petrochemical resources in fuel and the production of trucks, ships. 	<p>Health consequences—like:</p> <ul style="list-style-type: none"> • Mood swings, volatile behavior, Despair, suicide, violence • Exposed to toxic emissions and bad air quality which causes asthma and other respiratory diseases <p>Marginalization:</p> <ul style="list-style-type: none"> • Transportation corridors that benefit others rip apart poor communities and further marginalizes their impoverished conditions through lack of access to civic or community services which “sold them out” by putting landfills and freeway corridors there in the first place. • Deforestation and further petrochemical demands • Infrastructure and petrochemical costs and impacts—including wars

Sustainable Ventures' Role as Catalyst



As a catalyst, SV collaborates creates programs with people from all sectors to develop true cost pricing and measure their successes in true cost accounting. We would like to collaborate with you to frame the discussion and craft the language to expand the leader stakeholders among us engaged in creating a sustainable future.

Through the languages of True Cost Pricing and True Cost Accounting, which present impacts on people and places as evaluated relationships and measurements, we can learn to understand the power and fragility of commitments and connections with each other and agree to value our interdependence.