

What are the Sustainability Forums? The Sustainability Forums are a response to the citizens of Beaverton's request for a community sustainability plan. The forums will kick off the planning process by bringing experienced sustainability leaders to our city to discuss what is happening internationally, nationally, and locally. Each event will connect what is happening in our world to our everyday life here in Beaverton.

Why is this important for business owners? How Beaverton develops over time is an important issue for local businesses and their growth. Come learn about global, national, regional, and local sustainability issues and provide the private sector's perspective within the plan.

Sustainability for businesses can mean:

- Operational cost savings
- Operational cost stabilization
- Increased attractiveness for government grants and incentives
- Attraction of ethical investors
- Recruiting of new customers
- Retention of employees with similar values
- The creation of new products, goods, and services that meet emerging customer demands

First Topic: Think Globally, Act Locally. Speaker Bill Becker's experience includes founding the Presidential Climate Action Project, serving as the US Department of Energy's Central Regional Director for 15+ years, and participating as a member of President Mikhail Gorbachev's Climate Change Task Force and the Global Advisory Board of OgilvyEarth, the sustainability practice of the global communications company Ogilvy & Mather.

Bill often lectures internationally on energy, climate and sustainability issues, in venues that have included the UN's 14th and 15th Conferences of the Parties in Poznan and Copenhagen, respectively. He is a senior advisor to the Institute for Environmental Security at the Hague. Additionally, Bill served as a war correspondent for the U.S. Army in South Vietnam, where he won a Bronze Star medal.

Becker will link global sustainability topics to our community and lead the forum to discuss what sustainability means, how it affects you, and what you can do (read more about Bill Becker at www.natcapsolutions.org).

Who: Everyone. Business owners will learn why it matters to their bottom line. Residents will learn what they can do. All people who are interested in helping to create the city's first community sustainability plan.

When: Monday, March 25 at 6:30 – 8 pm (doors open at 6 pm)

Where: Beaverton City Library, 12375 SW 5th Street

Free and open to the general public. Refreshments will be provided.

Learn more about the four sustainability forums: www.BeavertonOregon.gov/Sustainability. Biking, carpooling, and public transit encouraged. To request a TriMet ticket, translation, or other special service contact us at green@BeavertonOregon.gov.

We look forward to seeing you there!