

SEE Innovation  
Annual Report 2010



### **“Dreaming the future can create the future”**

– Kenny Ausubel, Co-Founder Bioneers

Looking back, 2010 was a year of exciting progress for existing programs and steady movement for new programs.... with much of the work building towards new initiatives and components that are to be unveiled in 2011. Our focus is expanding and deepening and we continue to work on reducing the environmental impacts of pulp, paper, and publishing and new(er) initiatives to complete vital public awareness and citizen engagement tools and to improve the quality of environmental coverage in the news media.

Through Green Press Initiative's work to improve the environmental impacts of publishing, we supported a nearly 50% increase in recycled fiber use (from 2008) and worked with over 50% of US book publishers in implementing environmental policies. We also made significant progress towards the completion of an environmentally responsible certification system that will launch in 2011 in the US book industry and later expand to the newsprint sector and European countries. We also completed an industry-wide Vision for environmental progress in the US newspaper sector that calls for significant improvements in environmental performance.

Through the Project for Improved Environmental Coverage, we completed a national citizen poll through the Opinion Research Corporation that revealed that 59% of Americans want improved environmental coverage. We also completed a new program website – [www.environmentalcoverage.org](http://www.environmentalcoverage.org) and developed an industry working group that is working diligently to complete a Vision for improved environmental coverage that will be released toward the end of 2011 or beginning of 2012. Working group members include: Society for Environmental Journalists, Associated Press, TIME Magazine, Huffington Post, Environment Report, Grist, Knight Center for Environmental Journalism, and others.

Through the Dream of a Nation Project, we made significant progress towards completing Dream of a Nation – a comprehensive citizen handbook and citizen engagement initiative that is launching in Fall 2011. In 2010, Dream of a Nation expanded our base of contributing partners organizations and thought leaders by more than 30%, completed in-depth research and editing to ensure that all content meets an extremely high quality bar, secured a web-development firm, completed an in-depth plan for national promotion and citizen engagement, and presented concepts to prospective publishers. In 2011, we will be completing and publishing the book, launching the web platform, developing educator resources and much more.

These are exciting times and we are as committed as ever to catalyzing and advancing meaningful progress in diverse arenas. Thank you for taking the time to learn more about our work!

Best wishes,

Tyson Miller  
SEE Innovation Executive Director

## Mission and Vision

**The mission of SEE Innovation is to build awareness, capacity, and structures for social and environmental transformation.**



## Improving Environmental News Coverage

In 2010 we began the Project for Improved Environmental Coverage (PIEC) to improve the quality and quantity of environmental news coverage in the U.S. news media landscape. The project arose from research that revealed that environmental news coverage in major outlets was only 1-2% and that the public relies primarily on the media for their environmental news. The result is a low literacy of the critical environmental issues of our time and the impact on policy and marketplace choices. Recognizing a capacity gap in this area and the need for transformation, SEE Innovation is adapting successful strategies developed over ten years through Green Press Initiative's work with corporations in the book and newspaper industries to undertake this project.

Robust environmental coverage in the news media has the potential to support sustainable innovations in the marketplace, public policy arena, and in the lives of individuals across the nation and the world. Accordingly, the goal of the Project for Improved Environmental Coverage is to improve the quality and quantity of environmental news coverage in the U.S.

### The Need for Change

Ever-increasing pressure to attract news consumers and shrinking budgets have caused many of the mainstream media portals to drift away from reporting on the most important issues of the day, to those that are most likely to attract consumers, and therefore sell. Part of the fallout from this shift in focus has contributed to the American public's low literacy with regard to environmental issues. Our analysis of CNN.com headlines during the month of September 2010 illustrates the scope of the problem: 9% of headlines featured celebrity news while only 1% focused on the environment. The Pew Center's Project for Excellence in Journalism's analysis of front page news across a range of media outlets similarly found stories about the environment to be just 2% of the news-hole in 2009 and 2010.

According to the National Environmental Education Training Foundation (NEETF), media plays a critical role in the creation of a more environmentally literate society. In a report analyzing a decade of Roper/NEETF data, the findings are compelling:

- Children get more environmental information (83%) from media than any other source.
- 80% of Americans are heavily influenced by incorrect and outdated environmental myths.

The researchers maintain that the low levels of knowledge about the environment in the U.S. is a signal that members of the public will be unprepared for increasing environmental responsibilities in the coming years.

# Project for Improved Environmental Coverage

When we commissioned a national poll in May 2010 through the Opinion Research Corporation, it found that 59% of Americans think that environmental coverage should be an average of nine times higher (18%) than the 2% that it currently is and 84% of Americans think the quality of environmental news coverage in the mainstream media could be improved. So the need is coming from both directions.

**Creating a Vision and a Vehicle for Change** - In April 2010, PIEC organized and held its first meeting of a diverse group of media companies and journalism groups to formulate a vision agreement with specific goals and strategies for improving environmental coverage within the news industry. The Vision document will serve to expand and deepen the definition of what environmental coverage is; be a call to action for media institutions and decision makers, and present strategies and success models for accomplishing the goals of the agreement. Once completed, we will garner formal commitments to this Vision document.

## Participants in the vision group include:

Society of Environmental Journalists  
CBS Radio  
Slate.com  
Knight Center for Environmental Journalism  
GOOD Magazine  
Grist  
San Francisco Chronicle

NBC Universal  
Planet Green  
Time Magazine  
Huffington Post/AOL  
Associated Press  
Solutions Journal  
....and others

**Building the Momentum for Change** -Following the completion of the Vision document, our energy will shift to broadening support throughout the media industry via direct outreach and engagement, national webinars, regional conferences, and through the relationships of working group members. At the same time, we will broaden endorsements of the document inclusive of advertisers, influential individuals, and key organizations.

## Creating tools for Media Companies and Citizens-

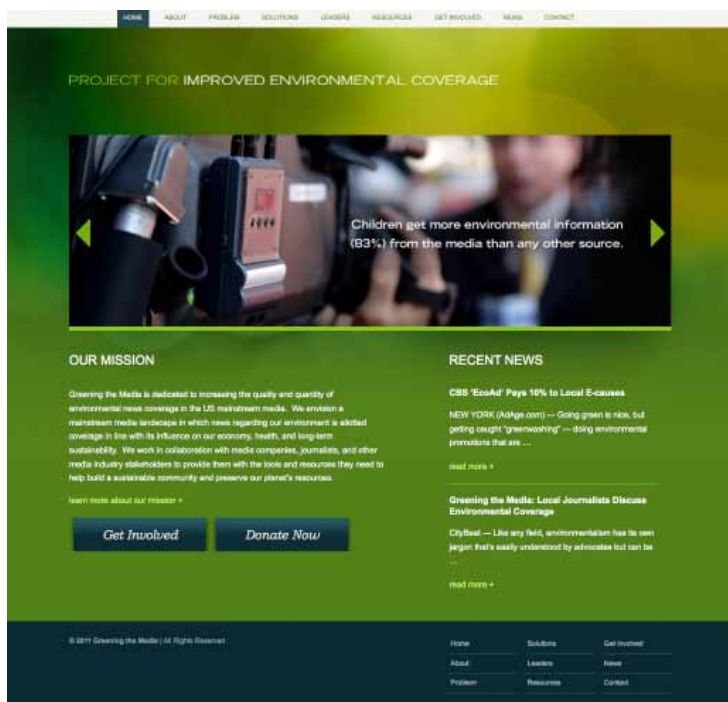
We will complete key web tools including a comprehensive resource page for media institutions that categorizes the full range of environmental coverage opportunities and resources in addition to an online zip code driven tool that enables citizens to communicate their desire for improved coverage to regional and national media outlets with a click of a button.

## Monitoring progress-

In partnership with Opinion Research Corporation we will regularly monitor American attitudes on this topic. In addition to our monitoring, we will continue to use The Pew Center's Project for Excellence in Journalism reports on the type and frequency of issues covered by the media including environmental coverage.

## National media promotion-

We will launch a campaign to keep the issue visible with the both mainstream and social media outlets.



# Dream of a Nation

## Elevating Public Awareness and Inspiring Citizen Engagement

*“The most important thing humanity can do is believe in itself. That we can grow, we can change, we can rouse ourselves in time to make big changes happen. Dream of a Nation encourages movement in this direction. It offers hundreds of ideas and examples of how smart, committed and daring we can be and is a treasure house of actions that have been shown to work, with pages of information, comprehensible illustrations, and faces of hope.”*

— Alice Walker, Praise for Dream of a Nation

**Public awareness ...** is a precursor to action and innovation and ultimately has the power to shape policy, marketplace innovations, and lifestyle choices. The Social Learning Theory and the principle of Thematic Learning underscore that we learn best when solutions are modeled for replication and when diverse ideas are organized thematically. However, very few public awareness efforts have ever integrated solutions and success models across a range of environmental and social issues areas under one theme. The purpose of the Dream of a Nation project is to build awareness of critical environmental and social issues, support collaboration and capacity building, and engage citizens in strengthening Democracy. The first phase of the project is a book nearly complete that is designed for a popular audience with compelling photos, illustrations, and graphics. This first phase also includes the completion of a robust web platform, educator resources, performing artist collaborations, a national Dreaming a Nation component. The second phase includes the completion of a documentary film and international expansion.

### Movement and Capacity Building

One hundred percent of any and all project-generated revenue supports the civil society movement – with 50% earmarked for 60+ contributing partner organizations and 50% returning to SEE Innovation and earmarked for sustaining and expanding the program.

### Project Innovation and Partnership

The Dream of a Nation project has developed an exemplary team of over 60 organizational partners and thought leaders. These partners have authored content for the book, are providing material and resources for the online web platform, will participate in book and issue promotion, and be featured in the future documentary film.

**Citizen Stewardship:** Dr. Jerry Linenger, Global Footprint Network, Center for a New American Dream, & others

**New Priorities in Education:** Campaign for Environmental Literacy, Coalition for Community Schools, & others

**Strengthening Communities:** Land Stewardship Project, Justice Policy Institute, & others

**Re-Powering America:** Union of Concerned Scientists, Vice President Al Gore, Public Citizen, & others

**An Equitable Economy:** Dr. David Korten, United for a Fair Economy, & others

**A People-Centered Government:** America Speaks, National Priorities Project, Common Cause, & others

**Media That Empowers:** Free Press, YES! Magazine, Solutions Journal, Democracy Now, & others

**Re-Envisioning Business:** Environmental Defense, International Labor Rights Fund, & others

**Waging Peace:** Veterans for Peace, New America Foundation, Peace Alliance, & others

**Improving Health:** Physicians for Social Responsibility, Dr. Holly Atkinson, Steven Hill, & others

# Making Complex Issues Accessible

**Translating awareness into action** – Dream of a Nation is designed to inspire and drive people to learn more and take action in their home, workplace, or place of worship. The simple act of purchasing the book will financially support leading organizations in the civil society movement. Beyond this, however, readers will be encouraged to learn more, get involved, and share their dream through an interactive web community under development ([www.dreamofanation.org](http://www.dreamofanation.org)). The program will make all content available as PDF's to 8-12 registered educators free of charge and is developing basic curricular materials with online context-establishing resources. In an effort to engage young people in civic issues that affect their world and future, the program is designing a national contest and will begin reaching out to sponsors who will support Dreaming a Nation contests in schools and community organizations.

### Creating a World Without Nuclear Weapons

**W**hen the world decided to build the atomic bomb, it was not to create a new world, but to end the old one. The United States and Great Britain had a secret agreement with the Soviet Union to share the atomic bomb. The United States and Great Britain had a secret agreement with the Soviet Union to share the atomic bomb. The United States and Great Britain had a secret agreement with the Soviet Union to share the atomic bomb.

### Possession of Nuclear Weapons on Earth

**95% US & Russia**

95% of the world's nuclear weapons are held by the United States and Russia. The United States has approximately 22,000 nuclear weapons, while Russia has approximately 45,000 nuclear weapons.

### 100 Percent Carbon-Free Electricity Within 10 Years

**100% of US electricity**

100% of the electricity generated in the United States could be produced from renewable energy sources within 10 years. This would significantly reduce greenhouse gas emissions and combat climate change.

### Staying Within Our Limits

**T**he world's population is growing rapidly, and our natural resources are being depleted. We need to find ways to live sustainably and protect our environment for future generations.

### Key Steps for a Healthy Nation

**A** healthy nation is one that is strong, resilient, and able to meet the needs of all its citizens. Key steps for a healthy nation include promoting healthy living, reducing waste, and protecting the environment.

### The American Lifestyle

**Associated with obesity**

The American lifestyle, characterized by high-calorie diets and sedentary behavior, is a major contributor to the obesity epidemic. We need to make healthier choices to improve our health and well-being.

### Seeing Education in a New Light

**A** new vision of education is needed to prepare students for the challenges of the 21st century. We need to focus on critical thinking, problem-solving, and collaboration.

# Green Press Initiative



The Green Press Initiative (GPI) is committed to advancing market innovations that reduce the carbon footprint of paper and its impacts on communities, biodiversity, and endangered forests.

**The Need For Change** The world's forests remain a critical component of a vitally functioning planet serving as carbon sinks, supporting regional precipitation and water filtration, nurturing biodiversity and providing critical habitat, supporting traditional and indigenous ways of life, and much more. Despite increasing shifts toward digital information, massive paper consumption levels persist and will for many years to come. In fact, on a global scale, paper consumption in 2010 is nearly 50% greater than it was in 2000.



- 45 percent of the global industrial wood harvest is used for paper production
- The U.S. is still the largest paper consuming country in the world
- The U.S. paper industry remains the fourth largest industrial emitter of greenhouse gases and is the largest single consumer of wood.
- Paper comprises up to 70% of the carbon footprint of publishing sectors respectively.
- 1/3 of landfills consist of paper and when paper biodegrades, it produces methane; a greenhouse gas with 23 times the global warming potential of carbon dioxide.
- The paper industry's global footprint is impacting Endangered and High Conservation Value forests from the U.S. and Canada to Indonesia and South America
- Using recycled fiber saves the equivalent of 17-24 trees per ton, effectively pulls paper out of landfills, and in the process uses over 40% less energy (2,000 to 8,000 lbs. less greenhouse gases per ton) to produce when compared to virgin fiber.

These statistics point to the continued need to build on existing momentum and the importance of engaging large paper-consuming sectors to eliminate the use of fiber from Endangered Forests, use less paper, convert to recycled and FSC fiber, and reduce the use of toxic compounds.

# Ten Years of Results **Green Press Initiative**

**has played a major role in bringing about progress.** Through 2010, Green Press Initiative's work has produced a range of meaningful results including:

**Improved Paper Sourcing** Paper use is the industry's largest impact area; with links to climate, biodiversity and communities.

- The industry has seen a nearly 13-fold increase in recycled fiber use from 2004 to 2010 (2.5% to 32%) – Which saved the equivalent of over 5.9 million trees, over 3 million BTU's and prevented the emission of over 3 million tons of CO<sub>2</sub>- equivalent to 556,641 cars/year
- FSC fiber use has also increased significantly and is now averaging nearly 15% (from less than 5% in 2004)

## **Corporate Policies**

- Approximately 229 publishers have formal environmental policies in place—most with specific targets for eliminating the use of endangered forest fiber and increasing the use of recycled and FSC certified papers.
- These publishers with environmental policies make up about 50% of the book industry's publisher market share.

## **Product Development**

- There are now over 100 book papers with strong environmental attributes.
- Over 30 Printers are stocking environmentally responsible papers
- Price premiums are much lower than they were several years ago—many publishers are able to use significant quantities of recycled paper at cost parity

**The Book Industry Treatise** is now signed by over 229 publishers, 31 printers, and 6 paper manufacturers the Book Industry Treatise on Responsible Publishing sets industry wide goals to:

- Use 30% recycled fiber by 2012
- Use 20% FSC certified fiber by 2012
- Reduce greenhouse gas emissions to 20% below a 2006 baseline by 2020
- Eliminate the use of fiber that is sourced from endangered forests or results in social conflict

**The Book Industry Environmental Council (BIEC)**, coordinated by GPI, continued working on the following priorities:

- Demonstrating how to achieve a recently established goal of reducing greenhouse gas emissions to 20% by 2020
- Identifying strategies to reduce the number of books that end up in landfills by finding ways to reduce the over production of books and recover and recycle discarded books
- Tracking the U.S. book industry's environmental progress through annual surveys to publisher's, printers, paper suppliers and retailers (Every five years a more detailed survey will calculate the industry's full carbon footprint)

**Green Publisher Certification and eco label** – Since 2008 GPI has led the development of this program, modeled after the USGBC LEED certification including: building environmental metrics and weighting, forecasting tools, online portal, extensive public comment period and corresponding system modifications. The certification and eco-label will be launched in 2011. Once environmental leaders earn the certification and place it on books (and eventually other printed products), this will serve as a lever to motivate those peer publishers that aren't innovating. It also serves to reinforce standard performance thresholds related to fiber sourcing and recycled and FSC certified fiber use.



## Collaboration Beyond Publishing



GPI helped to form Carbon Canopy, an innovative market-based

approach to reducing the climate impacts of forestry while also increasing the supply of FSC certified paper and solid wood products originating in the Southeast US. Carbon Canopy has united stakeholders ranging from private landowners and environmental groups to multinational corporations. GPI is helping lead this pioneering project in collaboration with major corporate consumers and retailers of forest products including Staples, Home Depot, Coca-Cola, and Domtar. Our NGO partners include Dogwood Alliance, Pacific Forest Trust, Rainforest Alliance, and Environmental Defense Fund. Together we expect to complete a pilot project in 2011 that will pay private land owners for the carbon stored in their forests via the voluntary carbon market.

**Ongoing education and outreach** – GPI continued to develop analysis and reports to guide the industry including the Overseas Risk Assessment Tool to help publishers avoid fiber illegally sourced from endangered forests around the globe <http://www.greenpressinitiative.org/documents/riskassessment.xls> and a synthesis of the environmental impacts of e-books <http://www.greenpressinitiative.org/documents/ebooks.pdf>

**Despite declines in U.S. subscriptions** for printed newspapers due to the growth of the internet, US newspapers still used 5 million tons of newsprint in 2010. The US is the single largest consumer of newsprint with half of this paper produced in the US and half in Canada. While approximately 35% of this newsprint contained recycled fiber, the majority (3.8 million tons) is still sourced from ecologically important forests of the US and Canada. Newsprint originating from the US is mostly sourced from the biologically diverse Southeast. Forests in this region not only boast the highest concentration of tree species diversity – at more than 150 species – but also 2,250 different plant species.

### Green Press Initiative and its Canadian partner Canopy have made measurable progress

- Produced a *A Brighter Shade of Green*, which was widely disseminated <http://www.greenpressinitiative.org/tools/newspaperreport.htm> to newspaper publishers, their suppliers, and to industry trade media. A number of state and regional newspaper associations also shared this report with their members.
- Contributed to the NAA's development and release of a first ever environmental policy that encourages member companies to increase the use of recycled and FSC certified newsprint and to improve energy efficiency in order to reduce their carbon emissions  
<http://www.naa.org/Sustainability/Environmental-Policy/Environmental-Policy.aspx>
- Developed close relationships with several regional newspaper associations including: California Newspaper Publishers Association (CNPA), Southeast Newspaper Publishers Association (SNPA), and Mid-Atlantic Community Publishers Association (MACPA) to increase awareness and action within their constituencies through direct communications and presentations.
- Cofounded the Newspaper Environmental Innovation Council (NEIC) to generate a common vision and platform for collaboration, modeled after the successful Book Industry Treatise on Responsible Publishing

**Ongoing education and outreach** – GPI will continue to push for endorsement of the goals of the industry-wide vision and its higher standards to protect the forests from which paper for newsprint is primarily harvested.

## 2010 Income Statement

Previous Income From CY 2009	148,784.38
<b>2010 Income</b>	
Individual & Business contribution	16,916.28
Foundation/trust grants	309,221.68
Membership dues - individuals	8,600.00
Total · Earned revenues	9,757.90
<b>Total 2010 Income</b>	<b>335,895.86</b>
<b>Expense</b>	
Salaries, Insurance, & related expenses	248,852.73
Contractors & Other Personnel	
Expenses Total	90,968.19
Supplies	826.87
Telephone, Internet,	
Equipment, Supplies	9,658.56
Rent and Utilities	9,994.00
Travel & meetings expenses	13,670.17
Misc expenses	3,720.78
Insurance Organization	94.47
Suspense	13,333.26
Voided Checks	0.00
<b>Total Expense</b>	<b>390,302.28</b>
<b>Net Ordinary Income</b>	<b>94,377.96</b>
<b>Net Income</b>	<b>94,377.96</b>

Despite the increased scope of work, the program maintains a very small staff and budget and uses resources efficiently; with only 17.4% in administrative and fund-raising costs.

## 2010 Balance Sheet

Cash	\$94,377.96
Total Assets	\$94,377.96
Total Liabilities	\$0.00
<b>Temporarily Restricted</b>	<b>\$94,377.96</b>

**In Gratitude to the Foundations Who Support Our Work** It is with great appreciation that we acknowledge the 2010 support of the following foundations. Without your belief in our work and generous financial support, we simply would not be able to accomplish our work. Thank you!!

### Green Press Initiative

Lisa & Douglas Goldman Fund  
Richard & Rhoda Goldman Fund  
The Overbrook Foundation  
Dogwood Alliance  
Merck Family Fund

Tides Foundation  
Town Creek Foundation, Inc.  
Wallace Global Fund  
Weeden Foundation

### Dream of a Nation

Shumaker Family Foundation  
Park Foundation, Inc.  
Trust For The Future  
Herb Block Foundation  
FSI Foundation

**Sponsors** In recognition of Sponsors whose support is greatly appreciated, we'd like to acknowledge the following:



**Supporting Members** We wish to thank the following supporting members of the Green Press Initiative for their leadership and support for our organization. Since we began membership in 2008, GPI averages approximately \$25,000 in annual membership and contributions.

AMCO International Education Services Inc  
Arctic Paper  
Arisa Media Group  
Ave Maria Press  
Beezer and Boomer  
Baker Publishing Group  
Beehive Press  
Bethany Press International  
Book Publishing Company  
Cascades Fine Papers  
Chelsea Green Publishing  
Cushing-Malloy  
Digital Graphix Inc  
Dreams Shared Publication  
Edit Resource  
Epicenter Press  
Friesens  
Georgetown University Press  
Getty Publications  
Ghigo Press

Green Toad Printers  
Hachette Book Group  
Harvard University Press  
Ideas2Pen Publishing Company  
InterVarsity Press  
Island Press  
Lantern Books  
Legendary Publishing  
Leucrota Press  
Lightning Demand Press  
Melcher Media  
Mercer University Press  
Milkweed Editions  
Moon Willow Press  
New World Library  
Nova Publishing Company  
Ojai Quarterly  
On Demand Books, LLC  
Ooligan Press  
Perfectly Scientific Press  
Poligrafica

RainTown Press  
Ray of Light Books  
Redleaf Press  
Reference Desk Press, Inc.  
River Birch Publishing  
Scholastic  
Sleepy Hollow Books  
Source Online Bookstore  
The World Bank Press  
Thomson-Shore  
TLS Graphics  
Trinity University Press  
University of Iowa Press  
University of North Carolina Press  
University of Wisconsin Press  
Waratah Communications  
Webcom  
Wesleyan University Press  
Worldwatch Institute  
Yurchak Printing, Inc.

## Meet the Staff



**Tyson Miller, Founder and Executive Director** Tyson is an active managing director- leading both the Dream of a Nation project and the Green Press Initiative. He is a graduate of UCLA's environmental studies department and has been developing new organizations and initiatives for the past 16 years. Starting at age 20, he has focused his efforts on increasing public awareness, spreading success models, and catalyzing sustainability in markets. Since that time, he has completed an award-winning documentary and curricula (Generation Earth), and founded or co-founded four projects (Recycled Products Cooperative, Green Press Initiative, Environmental Paper Network, SEE Innovation). He has received awards for innovation by the Sierra Club and the U.S. EPA and has been featured on NPR, ABC News, BBC News, and over 100 other news media outlets.

**Erin Johnson, Associate Director** Erin is currently involved in a variety of SEE Innovation's program areas – from fundraising and project management to supply-chain and publisher outreach. Erin graduated from Ithaca College in 1972. She has worked in the publishing world for nearly 25 years. Being a part of the Green Press Initiative fulfills one of her life's passions—to advance environmental stewardship in society. She works on fundraising including the development of the new corporate and individual membership program. She conducts publisher and printer outreach. She also engages in tasks related to communications and publicity. She is a strong advocate for sustainable agriculture and also works on watershed protection issues.

**Todd Pollak, Program Manager** As a program manager at the Green Press Initiative, Todd is currently engaged in coordinating the Book Industry Environmental Council, developing industry-specific climate tools and resources, conducting research efforts, publisher outreach and implementation and web development. Todd graduated with honors from the University of Michigan School of Natural Resources and has served in a number of internships for organizations including: the Waterkeeper Alliance of NY, Inform Inc., Clearwater Inc. Prior to joining the Green Press Initiative, he worked as an environmental educator at the Leslie Science Center in Ann Arbor, Michigan.

**Shannon Binns, Program Manager** Shannon currently manages Green Press Initiative's US newspaper program and is working to advance policy innovations at the macro-scale. Shannon brings a strong background in forestry, climate science, and environmental economics coupled with an internal commitment to advance corporate social responsibility through collaboration. Prior to GPI, he supported conservation goals at *The Nature Conservancy* as part of their climate change team. He also helped lead the Global Roundtable on Climate Change at the *Earth Institute*, which brought together executives from industry to formulate a joint statement calling for public policies that address climate change. Shannon holds a Bachelor of Science in Industrial Engineering from Iowa State University and a Master of Public Administration in Environmental Science and Policy from Columbia University.

**Kelly Spitzner, Dream of a Nation Associate Director/SEE Innovation Communications Coordinator** Kelly is a graduate of the University of Wisconsin and has worked in the environmental non-profit and publishing fields for the past several years. She works to increase issue and program visibility and will be heading national outreach efforts for the Dream of a Nation project.

**Gretel Hakanson, Dream of a Nation Project Manager** Gretel joined the Dream of a Nation editorial team in February of 2010. Prior to that she served as an in house editor for nine books on the topics of sustainability and green building. She also worked as an editorial freelancer for five years for various publications after working in the trenches at Amazon.com as web developer for three years. She graduated from Indiana University with a B.A. in Journalism and now lives in Tucson Arizona in a net-zero electricity historic home.

**Fiscal Sponsor** Social and Environmental Entrepreneurs (SEE) ([saveourplanet.org](http://saveourplanet.org)) is the organization's non-profit fiscal sponsor and serves in this capacity for over 75 projects worldwide. In operation since 1994, SEE's mission is to nurture and encourage ecological and humanitarian education and activism. SEE's board includes:

**Andrew Beath, President,** joined the SEE Board in 1994. Malibu, CA

Andrew Beath is the founder of SEE, EarthWays Foundation and other non-profit social justice and environmental organizations. He completed a graduate degree in International Finance from Wharton University, and then began working as a corporate-based real estate developer in Southern California before turning his attention to more philosophical pursuits at age 30 and social justice and environmental restoration work about 25 years ago. Andrew has recently started several centers for conscious activism to teach environmental education and techniques that facilitate social change. He is the author of the book, *Consciousness in Action*.

**Atossa Soltani, Vice President,** joined the SEE Board in 1994. Malibu, CA/San Francisco, CA

Atossa Soltani is the founder and Executive Director of Amazon Watch, a non-profit organization dedicated to defending the environment, territories and the rights of the region's indigenous peoples in that area. For the past 19 years, Atossa has been working on the protection of the Amazon regions of Ecuador, Peru, Bolivia, Colombia, Brazil and Venezuela.

**John F. Feldsted, Treasurer,** joined the SEE Board in 2002. Malibu, CA

John F. Feldsted practices corporate and transactional law and concentrates in the areas of nonprofit law, commercial transactions, tax controversies and real property transactions. John received his law degree from Loyola Law School at Los Angeles in 1981 and a Master of Laws in taxation from New York University in 1982. He received a Masters of Science in engineering from the Massachusetts Institute of Technology in 1978 and a Bachelor of Science in Physics from Cornell University in 1977.

**Sarah Vaill, Secretary,** joined the SEE Board in 2005. Santa Monica, CA

Sarah Vaill has worked continuously for women's organizations in the fields of international women's rights and philanthropy for twelve years. She is a full-time writer and consultant, part-time filmmaker, and longtime activist. Sarah assisted in the developmental stages of establishing SEE as a fiscal sponsor. Sarah holds a B.A. from Duke University in Gender and Hispanic Cultures. She currently runs her own project with SEE – Women with Altitude.

**Max Gail,** joined the SEE Board in 1994. Malibu, CA

Max Gail is a teacher, actor, musician and director and has a degree in Economics from Williams College and an MBA from the University of Michigan. Max has been involved in social and environmental activism for the last 35 years. He also founded Local Access Places (LAP), which was SEE's first project.

**Thank You** for taking the time to learn more about our organization!