

Tyson S. Miller

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CURRICULUM VITAE

BIOGRAPHY

Tyson Miller is a social entrepreneur and leader in the environmental movement who has been developing new organizations and initiatives since 1993. 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 a documentary, founded or co-founded multiple organizations and initiatives which are serving to advance systemic change. He or his programs have received awards from the U.S. EPA, California Governor's Office and Sierra Club, and has been featured on NPR, ABC News, BBC Radio, the New York Times, and over 100 other media outlets.

Organizations and initiatives founded or co-founded by Tyson include SEE Innovation, an umbrella organization for three active national programs also founded by Tyson (Green Press Initiative, Dream of a Nation, Project for Improved Environmental Coverage); the Environmental Paper Network, an international network of organizations committed to transforming the global pulp and paper industry; and the Recycled Products Cooperative, a national program that aggregates purchasing demand and conducts advocacy to lower the cost of recycled products and convert institutions to using them. Tyson also co-produced and co-directed *Generation Earth* a documentary film which chronicles successful environmental education success models in secondary schools. Tyson currently serves on the boards of the Environmental Paper Network, Foundation for Evergreen Community Charter School, and the Foundation for Sustainability and Innovation.

PROFESSIONAL EXPERIENCE

SEE Innovation

Founder and Executive Director

2004 -- Present

Social Environmental and Economic (SEE) Innovation [www.seeinnovation.org] is dedicated to the mission of building awareness, capacity, and structures for social and environmental transformation. The organization currently serves as an umbrella entity that incubates and implements innovative ideas solely or in partnership with partner organizations. These programs (more detail below) include Green Press Initiative, Dream of a Nation, and the Project for Improved Environmental Coverage. Tyson has also founded or co-founded additional organizations and initiatives including Generation Earth, the Recycled Products Cooperative, and the Environmental Paper Network (more below). Social and Environmental Entrepreneurs serves as fiscal sponsor for SEE Innovation and its programs.

Dream of a Nation (project of SEE Innovation)

Founder / Director, Editor

2007 – Present

Dream of a Nation is a national public awareness and capacity building program in-progress that is designed to raise awareness of key social and environmental issues and generate revenue for over 60 leading organizations and visionaries in the civil society movement. The first phase of the Dream of a Nation project is a book and web platform and capacity building program and will be later expanded to include national citizen engagement efforts and expanded public awareness tools. Participating organizations and individuals include: **Vice President Gore, Alice Walker, Majora Carter, Green For All, Union of Concerned Scientists, National Priorities Project, Education Trust, Global Footprint Network**, and many others. Dream of a Nation is also fundamentally about supporting the financial strength of the civil society movement - by sharing all revenue generated through the project; giving 50% of the royalties to participating organizations with the remaining 50% earmarked for future media projects that are designed to increase awareness and inspire action. More at: <http://dreamofanation.org>.

Green Press Initiative (program of SEE Innovation)

Founder and Director

2001– Present

The Green Press Initiative (GPI) was founded in 2001 and is dedicated to advancing systemic changes within the paper production and consumption cycle. These innovations support reduced climate impacts, the preservation of Endangered Forests and biodiversity, and protections for affected communities. The Initiative's core efforts focus on driving sector-wide transformations within the U.S. book and newspaper sectors. After beginning book sector work in 2001, GPI has successfully engaged over 50% of U.S. book publishers in developing and implementing meaningful environmental policies. Environmental trends show a nearly tenfold increase in the sector's use of recycled fiber since 2004 and 94% of publishers preferencing FSC (Forest Stewardship Council) certified paper.

Project for Improved Environmental Coverage (project of SEE Innovation)

Founder/Director

2010 – Present

The Project for Improved Environmental Coverage is designed to increase the quantity and quality of environmental coverage in the U.S. mainstream news media. A coverage analysis of top stories on CNN.com in September 2010, illustrates the need for increased advocacy in this arena:

- 266 stories (44% of coverage) on trivial, celebrity, death+ violence, entertainment
- 5 stories (1% of coverage) on environmental issues

The Project for Improved Environmental Coverage is coordinating a national multi-stakeholder Vision agreement with quantifiable goals for increasing environmental coverage and then will work to garner support from media outlets throughout the U.S. The program will also track improvements in environmental coverage and also work to engage individuals and advertisers in motivating media outlets to improve.

Environmental Paper Network

Co-Founder and Board Member

2002– Present

The Environmental Paper Network (EPN) was founded by nine organizations in 2002 to support socially and environmentally sustainable transformations within the pulp and paper industry. Tyson was instrumental in writing the early grants and supervising staff in the start-up phase of the EPN. The Network works to advance the Common Vision for Transforming the Pulp and Paper Industry through: (1) identifying priorities for action (2) facilitating communication and collaboration among interested groups, (3) Creating a platform for dialogue and increased awareness with industry, other stakeholders, and the public, and (4) furthering research, analysis, momentum, and innovation. The EPN has sparked affiliate collaborations in Europe, Latin America, and Indonesia and now consists of over 100 organizations globally. The EPN has completed a global database titled PulpWatch, completed a North American indicators report, coordinated international organizational gatherings, purchaser tools and procurement listings and is finalizing critical paper and climate research.

Recycled Products Cooperative

Founder and Director

1997 -- 2003

The Recycled Products Cooperative (www.recycledproducts.org) was founded in 1997 with a \$5,000 seed grant to develop a regional buying cooperative in San Diego County that would amalgamate purchasing volume to bring about reduced pricing for environmentally preferred products. The Cooperative survived by providing recycled products at the same or lower price as virgin-material products and by tacking on a small commission to create self-generating revenue. The program grew from a local effort to a national program that has now converted over 700 institutions to recycled products and is still in existence.

TreePeople

Manager, Environmental Education

County of Los Angeles Program

1995 – 97 Tyson led a team that developed Los Angeles County's in-school waste reduction education program for the nearly 50 cities within L.A. County. He developed curricula and teacher training materials, and managed the staff and program that conducted outreach and training to over 400 secondary schools. The program was later named Generation Earth after the documentary and curriculum that Tyson had completed prior to joining TreePeople (more on the teaching tool below).

FILMS AND PUBLICATIONS

Title	Co-Production	Date
<i>Dream of a Nation</i>	Editor w/ contributions from 60+ organizations and thought leaders	10-2011

Notes:

Dream of a Nation is an illustrated anthology with essays and contributions from pioneering organizations and thought leaders within the civil society movement. The work explores solutions and success models to some of the nation's most pressing social and environmental issues. 100% of royalties from book sales return to project partners and SEE Innovation. More at <http://dreamofanation.org>.

Environmental Trends & Climate Impacts in the U.S. Book Industry	Borealis Centre & The Book Industry Study Group	3-2008
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Notes:

This study was the first to calculate the carbon footprint of a publishing industry. It also measured shifts across 20+ metrics including: increases in recycled and certified paper, environmental policies, steps to reduce electricity consumption, etc.

Generation Earth	Jeff Barrie (co-producer/director)	12-1995
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Notes:

This documentary and curriculum highlights successful environmental education programs in secondary schools around the U.S. Despite being self-financed and a first media endeavor, it received 4 stars from the National Science Teachers Association, has been seen by over 2 million students, and informed the development of Los Angeles County's environmental program; later named Generation Earth. This teaching tool has inspired the development of many new in-school environmental education programs and is still in use today.

EDUCATION AND TRAINING

1999 -2000	Teaching Credential (multiple subject)	California State University, San Marcos
1992-1995	B.A. Environmental Studies <i>Graduated with honors</i>	UCLA

INTERVIEWS, PRESENTATIONS AND ADDRESSES

Aug 2011	Dream of a Nation Q&A	ODE Magazine
Sept 2010	“What’s Left” Radio Interview	KSCO-AM Radio
Aug 2010	“One Our of Hope” Radio Interview	97.3 FM Radio
July 2008	Publishing and Climate Impacts & Solutions	BBC Radio Interview - <i>The Word</i>
April 2008	Reducing the Impacts of Paper	NPR Morning Edition Interview
March 2008	Book Industry Goes Green	Associated Press Interview picked by over 90 national media outlets including ABC News, Forbes, and many more
March 2008	Green Team Cover Article	Book Business Interview
2004-2008	Panel Presentations on Environmental Considerations and Production	Book Expo America
2003-2008	Panel Presentations on Environmental Considerations and Production	Publishing Conference & Expo
July 2006	Saving the Planet One Book at a Time	New York Times Interview
Aug 2005	New Chapter for Book Industry	USA Today Interview
June 2005	Our Industry’s Green Leaders	BookTech Magazine Interview
June 2001	Keynote Presentation: Greening Production	American Association of University Presses
May 1999	Panel Presentation: Cooperative Buying – A Strategy For Recycled Product Procurement	California Integrated Waste Management Board Recycled Products Expo
May 1998	Panel Presentation: Cooperative Buying – A Strategy For Recycled Product Procurement	California Integrated Waste Management Board Recycled Products Expo
Feb 1997	Panel Presentation: Hands-on Environmental Education Activities	Los Angeles County Teacher Training
Aug 1996	Panel Presentation: Success Models in Secondary Schools	North American Association for Environmental Education

ARTICLES

Feb 2006	Can't See the Forest for the Tree Farms	Book Business Magazine
June 2005	A Step-by-Step Plan for Going Green	BookTech Magazine
Nov 2004	Integrating Sustainability	BookTech Magazine
July 2004	A Call to All Publishers	BookTech Magazine

AWARDS AND RECOGNITION

March 2008	50 Most Influential Leaders Under 40 in U.S. Book Industry	Publishers Weekly
June 2002	Environmental Leadership Award	EPA Region 9, San Francisco
April 2001	Environmental Leadership Award	California Governor's Office, Sacramento, CA

REFERENCES

Judy Wright	Executive Director	Shumaker Family Foundation
Jeff Barrie	Director	Kilowatt Ours
Stuart Clarke	Executive Director	Town Creek Foundation
Jennifer Hoffman	Director	Social and Environmental Entrepreneurs
Joshua Martin	Director	Environmental Paper Network
Eric Palola	Sustainable Forestry Director	National Wildlife Federation
Don Weeden	Executive Director	Weeden Foundation