

WORKING SOLUTIONS

NEWS FROM STANFORD'S INITIATIVE ON THE ENVIRONMENT AND SUSTAINABILITY

FALL 2006

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- \$30 Million Gift
- 'Imaging Environment' Conference November 8-10

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► UPCOMING EVENTS

- OCTOBER 23**
 Yvon Chouinard,
 Patagonia Inc., Bishop Auditorium
 GSB 6 p.m.
 Conradin von Gugelberg, Memorial
 Lecture on the Environment
- OCTOBER 31**
 Formal Launch,
 the Natural Capital Project
 Washington, D.C. [See story, p.4]
- NOVEMBER 8-10**
 Imaging the Environment:
 Maps, Models and Metaphors
 Faculty workshop co-sponsored
 with the Stanford Humanities Center
 Stanford University
**Public lecture: November 8, 2006,
 7 p.m. Cubberley Auditorium**
 William Cronon, Environmental
 Historian
- DECEMBER 4**
 'Made in China' Series
 7 p.m. Memorial Auditorium
 Stanford Prof. Karen Seto's video,
10,000 Shovels;
 keynote lecture by Ted Fishman,
 author of *China Inc.*
 Free and open to the public

\$30 Million Gift Funds Energy-Efficiency Institute

Stanford alumnus Jay A. Precourt has committed \$30 million to establish the Precourt Institute for Energy Efficiency at Stanford University. The gift will provide program funds, endow new energy-related faculty positions and help support Stanford's new Environment and Energy Building, currently under construction.

The Precourt Institute's mission is to improve the efficiency of energy use. It will emphasize research, decision-making and policy in the discovery and adoption of energy-efficient technologies, systems and practices. Initial work will focus on improving energy efficiency in buildings, the transportation sector, and the consumer side of the meter in power distribution. This will include "smart" buildings, improved lighting, fuel-efficient cars and trucks, vehicle electrification and efficiency improvements in electricity distribution.

"Stanford has a long and distinguished history of collaborating with industry to accelerate the penetration of new technologies into the marketplace through interdisciplinary programs such as the Energy Modeling Forum and the Global Climate and Energy Program," said Stanford President John L. Hennessy. "This new institute will build on that history to promote economically efficient reductions in energy use."

Precourt holds bachelor's and master's degrees in petroleum engineering from Stanford and an MBA from Harvard. He has spent his career in the energy industry, holding executive positions at Hamilton Oil Co.,

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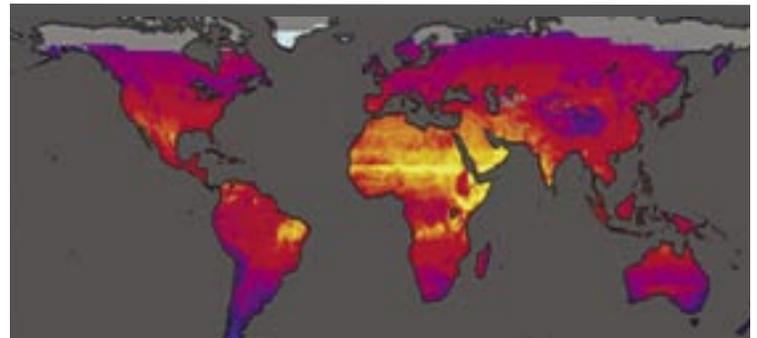


► Jay. A Precourt

Conference: What Does 'Environment' Look Like?

What does "the environment" look like? Do scientists and engineers view the natural world differently from writers, artists, journalists and economists? What are the differences, and where are the overlaps? And what implications do these have for how we address complex environmental problems? A groundbreaking conference co-sponsored by the Stanford Humanities Center and Stanford's Woods Institute for the Environment will address these and other compelling issues.

"Imaging Environment: Maps, Models and Metaphors" will take



place Nov. 8-10 on the Stanford campus. Renowned environmental historian William Cronon, Frederick Jackson Turner and Vilas Research Professor of History, Geography and Environmental Studies at the University of Wisconsin-Madison, will deliver the opening address, "The Culture of Landscape and the Nature of Politics," at 7 p.m. on Wednesday, Nov. 8, in Cubberley Auditorium. All lectures are free

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WOODS ADVISORY COUNCIL NAMED

Stanford President John L. Hennessy has appointed 15 people to serve on the Woods Institute Advisory Council. The council is composed of members from industry, government, NGOs and other academic institutions. It provides external perspectives, reviews the institute's current academic, research and outreach programs and plans, and provides support for the institute's strategic direction and overall objectives, the mission statement notes. The responsibilities also span the broader efforts of the Initiative on the Environment and Sustainability at Stanford, which the institute serves.

"This is an incredibly bright and insightful group of people," said Institute Director Barton H. "Buzz" Thompson Jr. "They have been invaluable in helping us focus our growth." Institute Director Jeffrey R. Koseff agreed. "This group brings tremendously important insights from the business and NGO worlds, as well as a true love for, and understanding of, the university and what we are trying to accomplish."

Ward Woods, '64, for whom the institute is named, chairs the group. Current members are Pete Higgins, '80, MBA '83; Chuck Katz, '69; Bill Landreth, '69; Joan Lane and Mel Lane, '45, CRT '78; Jane Lubchenco; Susan Orr, '68, MBA '70; George Phipps, MBA '91; and Kristina Emanuels Phipps, '91, JD '98; Jay A. Precourt, '59, M.S. '60; Alison Wrigley Rusack '80; and Geoff Rusack; Steve Sanderson, A.M. '75, PhD '78; and Vicki Sant '61. The group met for the first time in July, then held an informal meeting in October to hear more about the Natural Capital Project. The council's next official meeting will take place in February 2007.

Cover Story

\$30 Million Gift Funds Energy-Efficiency Institute

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Tejas Gas Corp., Shell Oil Co. (which acquired Tejas in 1997), ScissorTail Energy LLC and, most recently, Hermes Consolidated Inc., a gatherer, transporter and processor of crude oil and refined products. He has served as chair and CEO of Hermes since 1999. He also serves as a director of Halliburton and Apache Corp.

"Understanding and learning to more effectively manage energy consumption at the individual, corporate and government level is critical to our national security, our environment and to our economy," said Precourt. "We look forward to accelerating developments through advanced research and outreach activities involving key private-sector, public-sector and not-for-profit decision-makers."

The Precourt Institute will work closely with the Woods Institute for the Environment, the interdisciplinary hub for the university-wide Initiative on the Environment and Sustainability, and with the Stanford Institute for Economic Policy Research. "We are very excited about the Precourt Institute," said Jeffrey R. Koseff, co-director of the Woods Institute and William Alden and Martha Campbell, Professor of Civil and Environmental Engineering.

"Jay's generous gift will allow us to accelerate our efforts in this critical area not just in research, but in education and leadership, and in developing innovative approaches designed to overcome barriers to reducing energy demand," Koseff added. ■

President Announces Stanford Challenge

President John L. Hennessy has announced an ambitious university-wide program Tuesday to seek solutions to the century's most pressing global challenges, enhance the education of future leaders and strengthen its academic endeavors. "The Stanford Challenge," a five-year, \$4.3 billion fundraising campaign, received the unanimous endorsement of the Board of Trustees on Oct. 10.

"The scope and complexity of social and scientific challenges has grown immensely in recent decades," Hennessy said. "Universities are uniquely positioned to address these complexities. And I believe Stanford is uniquely prepared among universities—by its breadth of scholarship, entrepreneurial heritage and pioneering faculty—to provide research and real-world approaches to address many of these issues. This campaign will not only provide the resources to do so, I believe it will galvanize the Stanford community to meet the commitment made by Jane and Leland Stanford 'to promote the public welfare by

exercising an influence on behalf of humanity and civilization."

Hennessy said early gifts to the campaign total almost \$2.19 billion.

"We are fortunate to have loyal alumni and friends who share this vision about the role of Stanford in helping address some of these critical issues," Hennessy said.

The Stanford Challenge seeks:

- \$1.4 billion for multidisciplinary initiatives. Among them are three transformative initiatives designed to make groundbreaking advances in human health, environmental sustainability and international peace and security.
- \$1.175 billion for initiatives to improve K-12 education, strengthen Stanford's undergraduate programs, reinvent and enhance graduate programs and engage all students in the arts and the creative process through exhibitions, performances and research.
- \$1.725 billion in core support and annual giving to sustain Stanford's breadth of excellence in teaching and research.

Key to these research and teaching initiatives is a multidisciplinary approach that draws on excellence

THE STANFORD CHALLENGE

across all seven of Stanford's schools and throughout its many centers and institutes. The campaign enables Stanford to increase its research collaborations and to extend them throughout campus, bringing together experts from across the university to focus on specific problems, university officials say.

"The Stanford Challenge is the most forward and outward-looking campaign in the university's history," said Burt McMurtry, chairman of the Board of Trustees. "Today Stanford launches an effort that will focus the university's whole range of expertise in new ways on the most important issues of our time."

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Conference: What Does 'Environment' Look Like?

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and open to the public. Sessions on Nov. 9 and 10 will take place in Levinthal Hall, at the Stanford Humanities Center. For more information, please visit <http://shc.stanford.edu/events/ImagingEnvSchedule.htm>.

As the conference statement notes, "Disciplines vary significantly in the ways they represent 'nature'. Strategies for depicting local, regional, and global ecosystems—and their problems—range from statistics to poetics and from computer modeling to maps and paintings. This conference will bring together scholars from the humanities, the social sciences and the natural sciences to explore the different histories and techniques of representing the environment on a global scale, and discuss the rights and responsibilities—individual and collective—that derive from this knowledge."

Other scheduled speakers include Michael Pollan, Knight Professor of Journalism at the University of California and author of *The Omnivore's Dilemma*; Lawrence Buell, Powell M. Cabot, Professor of American Literature, Harvard; Elinor Ostrom, Arthur F. Bentley Professor of Political Science, Indiana University, Bloomington; Harriet Ritvo, Arthur J. Conner, Professor of History, MIT; Candace Slater, professor in the humanities and professor of Spanish and Portuguese, University of California at Berkeley; Eric Lambin, professor of geography, University of Louvain, Belgium; Anne Spirn, professor of landscape architecture, MIT; and Jose Sarukhan, Institute of Ecology, National Institute of Mexico. The conference will also include a screening of *10,000 Shovels*, by Karen Seto, professor of geological and environmental sciences, Stanford University.

Barton H. "Buzz" Thompson Jr., co-director of the Woods Institute for the Environment and the Robert E. Paradise Professor of Natural Resources Law, has been on the Stanford Law School faculty for more than 20 years; he's never seen an event quite like this one. "Scientists, writers, artists, and engineers inhabit very different worlds and do not tend to interact with each other," Thompson said. "This conference will allow a diverse set of experts to explore how we see, think about and interact with nature. By sharing and comparing perspectives, everyone should come away with new approaches to solving the critical environmental issues that face society."

In addition to the formal program, the event will feature an art exhibit, "Sliding Scale," by Gail Wight, Stanford assistant professor of art and art history, at the Art Gallery, 429 Lasuen Mall, at Stanford. The exhibit is co-sponsored by the Stanford Initiative for Creativity and the Arts. ■



► William Cronon, Environmental Historian
Keynote speaker, November 8

CONFERENCE: WHAT DOES 'ENVIRONMENT' LOOK LIKE?

Other scheduled speakers include:

- **Michael Pollan**, Knight Professor of Journalism at the University of California and author of *The Omnivore's Dilemma*;
- **Lawrence Buell**, Powell M. Cabot Professor of American Literature, Harvard;
- **Elinor Ostrom**, Arthur F. Bentley Professor of Political Science, Indiana University, Bloomington; Harriet Ritvo;
- **Arthur J. Conner**, professor of history, MIT;
- **Candace Slater**, professor in the humanities and professor of Spanish and Portuguese, University of California at Berkeley;
- **Eric Lambin**, professor of geography, University of Louvain, Belgium;
- **Jose Sarukhan**, Institute of Ecology, National Institute of Mexico;
- **Anne Whiston Spirn**, professor of landscape architecture and planning, MIT.

The conference will also include a screening of *10,000 Shovels*, by Karen Seto, professor of geological and environmental sciences, Stanford University.

President Announces Stanford Challenge

Continued from Page 2

The role of universities in addressing the world's most pressing challenges has become increasingly important as the issues facing scientists and scholars have grown more complex and global, university officials say. At the same time, budget limitations and market realities have caused government and industry research efforts to diminish, leaving universities to fill the gap.

In recent years, Stanford has launched three major

multidisciplinary research initiatives that have laid the groundwork for the campaign's goals. The Initiative on Human Health speeds the conversion of significant medical discoveries from the lab to the clinic. The Initiative on the Environment and Sustainability brings together scholars and researchers to address the challenges in providing the resources humans need to live while protecting the environment. The International Initiative addresses complex problems

concerning peace and security, governance at all levels and human well-being.

More information about The Stanford Challenge: <http://thestanfordchallenge.stanford.edu>

Ecosystem Services: The conditions and processes through which natural ecosystems, and the species that make them up, sustain and fulfill human life. Examples include provision of clean water, maintenance of livable climates (carbon sequestration), pollination of crops and native vegetation, and fulfillment of people's cultural, spiritual, intellectual needs.

**—Food and Agriculture Organization
United Nations**

Ideas into Action

Natural Capital Project to Launch Oct. 31 in D.C.

What is a honeybee worth? Or the serenity of an unspoiled nature preserve, alive with native species? A forest that provides flood control and carbon sequestration? Or an ocean's contribution to climate stabilization? They all have value, both economic and intrinsic, but quantifying that value so that it can be taken into account when land-use and conservation decisions are made is a complicated and largely unknown process.

An interdisciplinary team of researchers led by Stanford's Woods Institute for the Environment, The Nature Conservancy and the World Wildlife Fund seeks to change that. The team is developing ground-breaking systems and tools designed to assess and quantify the value of ecosystem services, i.e., the contributions nature makes to human life, and to incorporate those values into decision-making. Research leaders are Gretchen Daily, senior fellow, Woods Institute, and associate professor, biology; Peter Kareiva, lead scientist, Pacific Western Conservation Region, TNC; and Taylor Ricketts, director, Conservation Science, WWF. The project was set to be officially launched Oct. 31 during the inaugural Science for Nature Symposium in Washington, D.C., hosted by WWF.

An individual honeybee, for example, might be seen as inconsequential—unless you are a Costa Rican coffee farmer who relies on bees to pollinate your crops. Then the honeybee and the nearby forest that supports it become vastly more important to you and your family's economic well-being. Stanford's Daily and WWF's Ricketts have conducted research on the value of such remnant forests near coffee plants. The research demonstrated clearly that maintaining nearby forests, which serve as an important habitat for the pollinating bees, resulted in 20 percent higher coffee-crop yields and 27 percent fewer deformed beans. The message: Think twice before cutting down the remaining forest—it's valuable standing.

The Natural Capital Project has three main strategic thrusts:

- Develop a full suite of tools to support capturing the value of ecosystem services in decision-making.
- Launch an international network of projects that incorporate natural assets and ecosystem services into land use, resource-use and investment decisions.
- Build constituencies to magnify the impact of these emerging models, informing and engaging decision-makers of all types.

The Natural Capital Project is focusing its initial work on three main sites: Eastern Arc Mountains, Tanzania, Africa; the upper Yangtze River Basin, China; and the Sierra Nevada region, California.

For more information about the Natural Capital Project, please contact Project Director Christine Tam, cbtam@stanford.edu or 650.725.1783. ■



► A farmer in Tanzania, where the Natural Capital Project has a demonstration site.

Two Staff Natcap Project

The Woods Institute welcomes two new staff members responsible for moving forward the Natural Capital Project: Christine Tam, director, and Heather Tallis, lead scientist.

Tam provides central leadership and coordination for this joint effort of Stanford, The Nature Conservancy and the World Wildlife Fund. She also facilitates communication among project sites in Tanzania, China and California, as well as among the various institutions involved in the project. She comes to Stanford from TNC, where she served as deputy director of conservation programs in China. She also worked in TNC's California program, guiding conservation planning across the state. She holds an M.S. in resource ecology and management from the University of Michigan.

Tallis is leading the project's effort to link and synthesize biophysical, social and economic contributions to ecosystem service theory and practice. She is working with the project's research team to develop tools that will model and map ecosystem service values across the landscape. Her work has explored resource management options in Borneo, Cambodia and the U.S. She recently received her Ph.D. from the University of Washington. ■



"The Natural Capital Project seeks a world where conservation is commonplace, where people and institutions throughout the world recognize natural systems for their intrinsic and economic values and contributions to human well-being, and where ecosystems are viewed as assets. Only then can people secure their own futures."

— GRETCHEN DAILY
Research Team, The Natural Capital Project

► Christine Tam, director
Natural Capital Project

► Heather Tallis, lead scientist
Natural Capital Project

Research Briefs

Global climate changes may alter timing of plant growth

From Stanford Report: Any gardener knows—different plant species mature at different times. Scientists studying plant communities in natural habitats call this phenomenon "complementarity." It allows many species to co-exist because it reduces overlap in the time period when species compete for limited resources. Now, in a study posted online the week of Sept. 4 in the Proceedings of the National Academy of Sciences, ecologists working at Stanford's Jasper Ridge Biological Preserve report evidence that climate change may alter this delicate balance. <http://news-service.stanford.edu/news/2006/september13/pheno-091306.html>

Land conservation efforts offer financial rewards for cattle ranchers

From Stanford Report: About 10 million acres of private grazing land in the United States have been lost to commercial development in the last decade, according to the U.S. Department of Agriculture, as suburban sprawl and rising real estate values induce more and more ranchers to sell or subdivide their property.

But according to a new study, cattle ranchers can actually increase their cash flow—and hold onto their property—by practicing sound conservation. Writing in the June 12 weekly online edition of the Proceedings of the National Academy of Sciences (PNAS), researchers from Stanford University and the University of Hawaii-Manoa conclude that long-term reforestation of pastureland can be good for the environment and the pocketbook by offering landowners the potential of earning nearly nine times more income than they would from traditional cattle ranching. IPER student Josh Goldstein was lead author. <http://news-service.stanford.edu/news/2006/june14/koa-061406.html>



► Josh Goldstein, IPER Student

ALLP FELLOWS COMPLETE TRAINING

Eighteen academic environmental researchers from the U.S. and Canada have completed intensive communications and leadership training through the Aldo Leopold Leadership Program. The program, based at Stanford's Woods Institute, seeks to advance scientific understanding by encouraging researchers to share their scientific knowledge beyond the academic walls and scientific journals. It is part of the larger institute program in leadership and training.

Each year, the highly competitive program selects up to 20 mid-career academic environmental scientists to receive training to help them deliver scientific information more effectively to policymakers, the news media, business leaders and the public. The program is named for Aldo Leopold, a renowned environmental scientist who communicated his scientific knowledge simply and eloquently.

The fellows' first week of training took place in Connecticut in June. The second week of training was held in Washington, D.C.

The 2006 fellows join 100 other academic environmental scientists who have completed Leopold Leadership Fellowships and are actively engaged in scientific outreach on a range of issues from marine conservation science and river restoration ecology to the impacts of global climate change on human health.

The annual training will be on hiatus in 2007 to allow for an all-cohorts gathering at Stanford in conjunction with the Society of Environmental Journalists annual conference, to be held Sept. 5-9.

Education & Leadership

New Program Links Scholars, Policy-makers on California Climate Change

The Woods Institute is developing an in-depth training program for mid-career scholars from Stanford and the University of California, Berkeley, and Davis. The goal is to improve the understanding, communications and connections between university researchers and Sacramento policy-makers focusing on climate change. Up to five scholars are being selected from each university for the Inter-University Scholars Training.

“With the passage of the Global Warming Solutions Act (AB32), California continues to forge its national leadership role in reducing greenhouse gas emissions,” said Woods Institute Director Barton H. “Buzz” Thompson Jr., Robert E. Paradise Professor of Natural Resources Law. “Developing workable solutions to the climate challenges will depend on strong collaborations, effective communications and reliable research and information. We are excited about how this new program will help do that.”

The program is a joint effort of the Woods Institute's Leadership and Training Program and its California Climate Change Project. Support for the new training program comes from the institute and the Hewlett Foundation.

Trainers will include Stephen Schneider, senior fellow at the Woods Institute and Stanford's Center for Environmental Science and Policy and professor of biological sciences; Byron Sher, former California state senator and professor of law at Stanford; and Alan Lloyd, former chair of the Air Resources Board and secretary of CalEPA and president of the International Council on Clean Transportation.

The LTP works to strengthen the links between research and policy, and between scientists and non-scientists. Its goal is to increase the role of science in environmental decision-making and, ultimately, to ensure better environmental policies. For more information on leadership and training, contact Debbie Drake Dunne, 650.724.9506 or debbiedd@stanford.edu.

The California Climate Change Project is an inter-university collaboration to facilitate the use of university research and analysis in the design, adoption and implementation of effective strategies to reduce greenhouse gas emissions in California. For more information, contact Linda Schuck, CCCP director, 650.724.5846 or LJSchuck@stanford.edu. ■

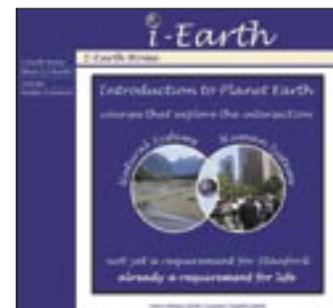


► State Sen. Alan Lowenthal, right, talks with Chevron's K.C. Bishop during the California Climate Change Policy Workshop in May in Sacramento.

I-Earth Unveils Website

Stanford is launching an I-Earth (Introduction to the Earth) Program designed to help ensure that all students, regardless of whether or not they plan to have an environmental career, understand the challenges of environmental sustainability and how to meet them. “There is growing enthusiasm on this campus to create I-Earth — a set of courses to provide an introduction to planet Earth,” says Rosemary Knight, chair of the I-Earth Committee and professor of geophysics. The current vision is a structure similar to I-Hum, Stanford's Introduction to the Humanities, with a set of courses, either currently taught or newly developed, that are designed to explore how the earth works; to grapple with the complex interconnectedness of human systems and natural systems; to think in new ways about sustainability, management of resources and protection of our environment. “Our

hope/vision is that Stanford recognizes that knowledge in this area is essential to education and decides to require all students to take at least one course in I-Earth,” added Knight. “At the start of the 21st century, what can be more essential to education than an understanding of the planet on which we live?” ■



► <https://pangea.stanford.edu/courses/i-earth/index.html>

News & Notes

Paul R. Ehrlich, president of Stanford's Center for Conservation Biology and Bing Professor of Population Studies, discussed the role of environmental science in public policy in the Fall 2006 issue of *Social Research*. In the article, he notes, "...But more scientific input is no panacea. Above all, science cannot be much help with the ethical decisions that are often central to policy issues—environmental or other. ... It cannot decide what level of illness from air pollution is *acceptable* when balanced against the social research costs, financial and human (for example, job loss), of achieving that level, but it can give a good estimate of the economic and health impacts of the pollution. ...As my colleague Steve Schneider puts it, environmental science is often 'about risk (what can happen and what are the odds), and policymaking is about what risks are acceptable, who should pay and how losers can be compensated by winners—in short, the normative stuff.' Those are the sorts of issues I wish a MAHB [Millennium Assessment of Human Behavior] would tackle in transparent forums, in the hope that they would focus attention on what science can add to the debate. Then, in combination with the normative aspects of political decision making, it could aid in the formulation of policies that would help to solve the human predicament."

Jon Krosnick, Woods Institute senior fellow, Frederic O. Glover Professorship in Humanities and Sciences and professor of communication and of political science, has received a \$2 million grant from the National Science Foundation's Major Research Instrumentation (MRI) Program. Krosnick plans to introduce sweeping changes in traditional survey methodology. If his project is successful, the findings will allow representative sample surveys to obtain accurate, high response rates with quick turnaround times at reasonable costs. By marrying Internet survey methodology with old-fashioned, face-to-face interviewing, Krosnick's two-year project will explore whether it is possible to create a computer network equivalent of an "astronomer's telescope," a shared platform many investigators can use to collect social science data efficiently. If it works, the result will allow academics, government agencies and businesses to share the expense of sample recruitment for a range of projects. The Woods Institute, ABC and *Time Magazine* co-sponsored Krosnick's inaugural "America's Report Card on the Environment," a survey of Americans' attitudes around environmental issues, released in March 2006. Another survey is planned within the next three months.

In the Sept. 8 issue of *Science*, **Roz Naylor** wrote an editorial addressing off-shore aquaculture legislation being considered by Congress. Naylor, Woods Institute senior fellow and Julie Wrigley Senior Fellow at the Freeman-Spogli Institute for International Studies, directs Stanford's Program on Food Security and the Environment, a joint Woods/FSI collaboration. In the editorial, she notes, "...First, states have an important role to play. For example, California's recent Sustainable Oceans Act (SB 201) sets high environmental standards for marine finfish production in state waters and could help shape national legislation. An amendment to S. 1195 also permits states to opt out of aquaculture development in federal waters off their shores. Second, industry leaders whose business strategy strongly incorporates environmental and social stewardship should contribute to the bill's revision. Positive participation by the industry would help move the legislative process forward. Finally, the revised legislation must permit firms operating in U.S. federal waters to be internationally competitive. This will only happen if the bill is crafted in an international context, with sound environmental standards adopted in all countries with marine aquaculture, whether near shore or offshore. Commerce is eyeing the global picture. So, too, should the global environmental community."

Initiative Website Debuts

Stanford's Initiative on the Environment and Sustainability has an updated and expanded website: environment.stanford.edu. The site, which serves as portal to environmental research, education and problem-solving across the university, made its debut in early October. It includes extensive information about initiative and Woods Institute programs and projects, as well as links to environmental faculty and research scholars, schools and departments. Comments on the site are welcome; please send them to enviroment@stanford.edu.



► <http://environment.stanford.edu/>



—PAUL EHRLICH

President, Stanford's Center for Conservation Biology



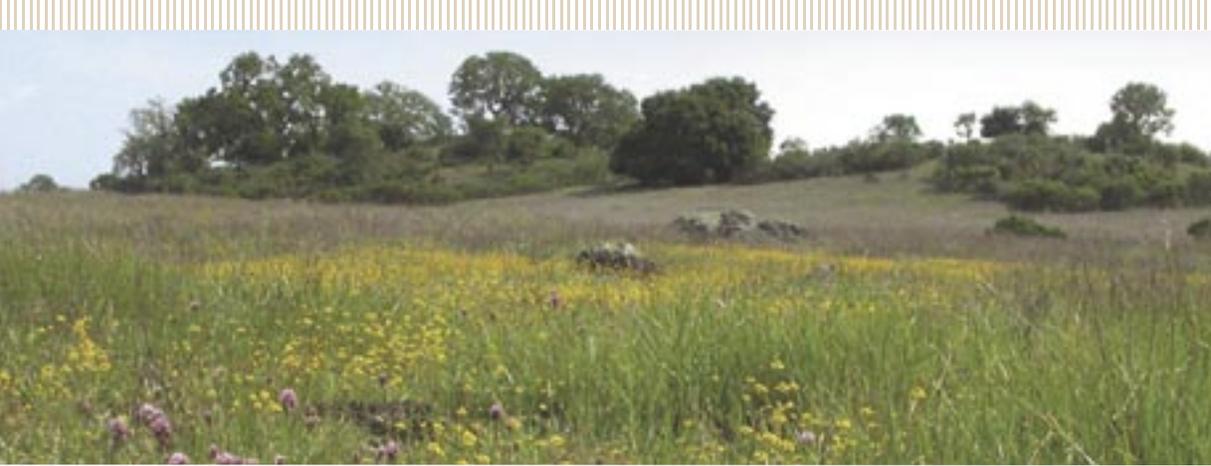
—JON KROSNICK

Woods Institute Senior Fellow



—ROZ NAYLOR

Woods Institute Senior Fellow



► Journalists will visit Stanford's Jasper Ridge Biological Preserve during the 2007 SEJ conference. Photo courtesy of Jasper Ridge Biological Preserve.



THE INITIATIVE ON THE
ENVIRONMENT and SUSTAINABILITY
STANFORD UNIVERSITY

The mission of the Initiative on the Environment and Sustainability is to create a sustainable world in which human needs are met at the same time that Earth's life systems are protected and restored for people today and generations yet to come. At the core of the initiative, the new Ward W. and Priscilla B. Woods Institute for the Environment at Stanford is a unifying force and interdisciplinary hub for research, teaching, and problem-solving that draws on the experience, expertise, and passion of faculty and students from all seven schools. The initiative leverages Stanford's historic strengths in disciplinary and interdisciplinary research, teaching, outreach, and technology transfer and carries out its mission in three ways:

- Seeking solutions to major challenges through innovative research
- Educating and training environmental leaders
- Moving ideas into action by collaborating directly with decision makers

Working Solutions is published three times a year by the Woods Institute for the Environment.

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Photography
The Natural Capital Project

Stanford to Host '07 Environmental Journalists Conference

Stanford will host the 2007 annual conference of the Society of Environmental Journalists. The event, set for Sept. 5-9, is expected to draw more than 650 participants, including hundreds of reporters, editors and producers in print, broadcast and online news media, along with students, educators, scientists, government officials, environmental leaders, industry representatives and others. As host institution for the 2007 event, Stanford will provide SEJ with program ideas, tour opportunities, educational resources and support.



Chris Bowman, an environmental writer at the *Sacramento Bee*, and Carolyn Whetzel, California correspondent for the Bureau of National Affairs, are co-chairs of the 2007 conference. "Stanford offers SEJ an exceptional venue for examining and discussing environmental issues," Whetzel said. "It is in one of the most beautiful regions along the West Coast and in a state that has led the way, globally, in tackling environmental problems.

"Also, Stanford is located in the San Francisco Bay Area's Silicon Valley, one of the nation's top incubators of cutting edge technology and visionary ideas. It and other Bay Area universities are home to some of the nation's leading environmental scientists and policy experts," Whetzel added.

Visiting journalists will spend up to five days at Stanford and will travel to selected locations such as Monterey Bay, Napa Valley and the Central Valley.

Other conference committee members include Jim Carlton, *Wall Street Journal*; Audrey Cooper and Jane Kay, *San Francisco Chronicle*; Mike Lee, *Union Tribune* (San Diego); Dennis Pfaff, *Daily Journal* (San Francisco); Paul Rogers, *San Jose Mercury News*; Ilsa Seitzol, KPCC (Pasadena); Mike Taugher, *Contra Costa Times*; Matt Weiser, *Sacramento Bee*; and Denis Cuff,

Contra Costa Times. Stanford faculty and staff participating on the committee include Johnson, Nancy Miljanich, Debbie Drake Dunne and Kathy Neal, Woods Institute; and Jim Bettinger and Dawn Garcia, Knight Fellows Program. Other media representatives and campus communications professionals are expected to assist Stanford and SEJ staff with planning the event.

SEJ is a membership organization of journalists and educators dedicated to improving environmental news reporting. SEJ was founded in 1990 and has more than 1,300 members. More information: www.sej.org.

"SEJ members are very serious about the group's mission to improve the quality, accuracy and visibility of environmental news reporting," said Beth Parke, SEJ executive director. "What a remarkable opportunity Stanford has provided for all who are concerned with environmental journalism, to take this work to the next level."

Hosts of this year's SEJ conference, Oct. 25-29, are the University of Vermont and Vermont Law School. Previous hosts include UCLA, the University of Arizona, Michigan State University, Duke University and the University of Maryland. ■

The Woods Institute is serving as lead campus coordinator for the conference. "Our theme is 'Innovation and Solutions,'" said Leigh Limbach Johnson, associate director of programs for Woods. "We want to focus on solving the complex environmental challenges we face as a society. California, Stanford, and Silicon Valley have a reputation for innovation and leadership and turning ideas into action."



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