

## ANDRÉS R. EDWARDS

Tel.: (415) 457-1171 • aedwards@edutracks.com • www.andresedwards.com

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### FOUNDER AND PRINCIPAL OF EDUTRACKS ([www.edutracks.com](http://www.edutracks.com)), 1998-present.

#### **Gallagher & Associates**, San Francisco, CA.

Content Developer for *Santa Barbara Museum of Natural History*. Research and writing for exhibits focusing on the natural history of the Santa Barbara Region. (2016-).

#### **The Sibbett Group**, San Anselmo, CA.

Content Developer for *Parkmerced* development in San Francisco, CA. Research and writing for signage program describing historical aspects of landmark development. (2015-2016).

#### **Dean Weldon Exhibits**, Novato, California.

*Concept Designer and Content Developer*. Concept design and interpretive development for *Papalote Children's Museum* in Mexico City, Mexico. Researching, writing and coordinating content material with Dean Weldon Exhibits and exhibit design partner firms: *IQ Magic* and *Gyroscope*. (2014-2015).

#### **Prescott College**, Prescott, Arizona.

*Graduate Mentor and Lecturer*. Member of Graduate scholars team working with masters and doctorate students at Prescott's Master of Arts Program in Environmental Studies and Ph.D program in Sustainability Education. (2007-present)

#### **The Buckminster Fuller Institute**, New York, New York.

*Senior Reviewer and Jury Member*. Researched, assessed and interviewed and voted on candidates for *The Fuller Challenge*, an international competition for designing solutions to global sustainability challenges. (2013-present)

#### **Lecturing / Workshops**

Keynote speaker, lecturer, workshop facilitator and panel member for colleges, organizations and conferences including: *The Bioneers*, *The San Francisco Green Festival*, *Montclair State Univ.*, *Univ. of Northern Iowa*, *Prescott College*, *Presidio Graduate School*, *Dominican Univ. of California*, *College of Marin*. Media interviews including: *Voice of America*, *The Intelligent Optimist Magazine*, *The Pacific Sun*, *The Bohemian*, *Earthwatch Radio* (syndicated), *KTVU-TV*. (1998-present)

#### **LEED® and Green Building Education Displays**.

*Senior Designer and Project Director*. Managed, designed and developed LEED (Leadership in Energy and Environmental Design) displays, media programs and case studies to educate the public about the USGBC's rating system. Clients: *Geraldine R. Dodge Foundation*; *Clorox*, *Whole Foods Market*; Cities of San Francisco, Oakland. Green Building Materials Displays. Designed and developed green building materials displays for three San Francisco Bay Area public agencies promoting green building programs: *Contra Costa*, *San Francisco* and *Marin County*. (2004-2013)

#### **Arizona State University**, Tempe, Arizona.

*Academic Advisor*. Founding member of advisory team for ASU's Global Institute of Sustainability Executive Master's for Sustainability Leadership (EMSL) program. A 13-month program designed for mid-career professionals in the sustainability field. (2013)

#### **Global Resource Efficiency Services (GRES)**, San Francisco, California; Edmonton, Canada.

*Project Director*. Developing and implementing environmental resource efficiency management programs for municipalities, K-12 school districts, higher education institutions and property managers. Areas include sustainability education and training and awareness programs in energy, waste, and water conservation. (2007-2008)

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### **Tibet Environmental Watch (TEW)**, San Rafael, California.

*Co-founder* of Tibet Environmental Watch (TEW) ([www.tew.org](http://www.tew.org)), a non-profit group and web site which includes information about *Tibet: Enduring Spirit, Exploited Land*, and presents current environmental reports on topics including: wildlife, development, biodiversity and appropriate technology in Tibet and the region. (1998-2008)

### **Ecological Design Institute: Center for Livable Futures (CLF)**, Inverness, California.

*Co-Director*. Launched with colleague Sim Van der Ryn the CLF as a sustainability education center working in partnership with higher education, K-12 schools, local businesses and non-profits to develop programs that highlight alternatives to support a livable future. (2006-2007)

### **US Green Building Council**, Washington D.C.

*Consultant, Guiding Principles*. Collaborated with a task force of the leadership of the U.S. Green Building Council to create the organization's Guiding Principles. The work involved conducting a survey of existing principles and developing a framework that is in alignment with the organization's vision, goals and objectives. (2006)

### **Point Blue (formerly PRBO)**, Petaluma, California.

*Project Director*, San Francisco Bay Center. Petaluma, CA. Managed design, interpretive development and fabrication for headquarters building lobby exhibit about conservation science programs. (2005-2006)

### **The Sibbett Group**, Sausalito, CA.

*Interpretive Developer*. **San Francisco Maritime Museum**, San Francisco, CA. Design and interpretive development for "Sparks, Waves, and Wizards" exhibit about the history of maritime communications. **Bay Area Discovery Museum**, Sausalito, CA. *Interpretive Developer*. Designed interpretive program for "Tot Spot" focusing on toddlers experiencing nature. (1998-2003)

### **Fine Design Group**, San Francisco, California.

*Management Consultant*. Designed and directed *Environmental Assessment* for graphic design firm including a comprehensive review of building, operations, and recommended action plan. (2000)

### **The Natural Step**, San Francisco, California.

*Content Developer*. Designed and edited **The Natural Step** materials published through the TNS U.S. web site ([www.naturalstep.org](http://www.naturalstep.org)) describing the international organization's framework, and its vision for a socially and ecologically sustainable society. (1999)

### **Entrepreneurs Express**, San Rafael, California.

*Co-Founder and President*, Small Business Service Center. Created and implemented program for an innovative business center serving small businesses with office space, conference rooms, business resource center, workshops, monthly newsletter and events tailored to the needs of entrepreneurs and small business owners. (1995-1998)

### **Illumina Productions, Inc.**, Oakland, California.

*Producer*. Managed team of writer, graphic artist, and researcher for design and production of videodisc program based on *Ken Burns' PBS Series: The Civil War*. (1994)

### **Sea Studios, Inc.**, Monterey, California.

*Senior Designer*. Managed team of writer and programmer in concept design of interactive stations about coral reefs at *The Florida Aquarium Interactive Exhibits*, Tampa, FL. *Interface Designer*. Participated in concept design and content development for the video stations for "Wild California Hall" at the *California Academy of Sciences*. (1990-1993)

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### **Interactive, Inc.**, Washington, DC.

*Interface Designer.* Participated in concept design and writing for the Explore section of the *Earth Explorer Environmental Encyclopedia* which explains environmental concepts through interactive activities as part of an Environmental Science CD-ROM for national distribution by *Apple*. (1993)

### **Convivial Design**, San Francisco, California.

*Interface Designer.* Managed team including illustrator, graphic artist, writer, sound and video designer for environmental science CD-ROM prototype, *Adventures for the Young Scientist Series* for *Star Press*. (1993)

### **The George Lucas Educational Foundation (GLEF)**, Nicasio, California.

*Senior Designer.* Developed concept design of *Interactive Science Prototype* for junior high school. Managed team of programmer, videotape editor, graphic artist, and writer. (1991)

### **West Office Exhibition Design**, Oakland, California.

*Interpretive Developer.* Design and interpretive development for “Our Urban Environment” exhibit about the impact of daily actions on the environment at *California Science Center*, Los Angeles, California. (1991)

### **Coastal Resources Inc.**, Bar Harbor, Maine.

*Advisor.* Developed assessment of telecommunications needs for efficient operations of community development projects in: aquaculture, poultry, crafts cooperatives, and health programs for communities in Kerala, India. (1991)

### **Ancona + Associates**, San Francisco, California.

*Interface Designer.* Developed interface design and content with *Lucasfilm Learning* for an audio-based “Interactive Visitors Guide” program for museum visitors at *The Field Museum of Natural History*, Chicago, IL.  
*Interpretive Developer.* Developed concept design of exhibit environments and interactive stations for host pavilion for Taejon Expo 1993, Taejon, South Korea. (1990-1991)

### **Optical Data Corporation**, Warren, New Jersey.

*Multimedia Editor, Windows on Science Educational Series.* Responsible for design, production, and development of interactive videodisc for elementary level science curriculum for national distribution. Involved in concept design, storyboarding, writing and final production. (1989-1990)

### **AT&T**, New York, New York.

*Interface Designer.* Developed interface design and content for interactive station about future technology and information systems for lobby exhibit at AT&T headquarters building in New York City. (1988)

### **KOMO-TV, ABC Affiliate, Fisher Broadcasting Company**, Seattle, Washington.

*Videotape Editor/Production Assistant.* Responsible for audio and technical assistance in production of daily news programs including videotape editing, live reports, research, as well as related field and post production duties. (1985-1987)

## **PUBLICATIONS:**

### **Books:**

*The Heart of Sustainability: Restoring Ecological balance from the Inside Out*

**Silver Winner: Nautilus Book Awards.** *The Heart of Sustainability* frames the conversation about consciousness and sustainability. The book illustrates the integration of the four Es: ecology, economy, equity, and education – the bedrock of the current sustainability framework – with the four Cs: conscious, creative, compassionate and connected. Describing concrete initiatives this work showcases visionaries whose leadership, activism and community engagement are helping to build a world that works for all. New Society Publishers, 2015.

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### *Thriving Beyond Sustainability: Pathways to a Resilient Society*

**Gold Medal: Living Now Book Awards.** *Thriving Beyond Sustainability* draws a collective map of individuals, organizations and communities from around the world that are committed to building an alternative future — one that strives to restore ecological health, reinvent outmoded institutions and rejuvenate our environmental, social and economic systems. The projects and initiatives profiled are meeting the challenges of the day with optimism, hope and results, leading the way in: relocalization, green commerce, ecological design, environmental conservation, social transformation. New Society Publishers, 2010.

### *The Sustainability Revolution: Portrait of a Paradigm Shift*

*The Sustainability Revolution*, which has sold over 25,000 copies and was selected by Apple to demonstrate the educational potential of Ebooks, used in conjunction with the iPad platform in academic settings, analyzes the pedigree of the term “sustainability” as defined by the principles, declarations and intentions of five sectors -- community, commerce, natural resources, ecological design, and biosphere. The book explores common themes: stewardship, economic restructuring, equitable distribution, respect for the principles of nature, restoration of life forms, intergenerational perspective and describes innovative projects throughout the world. New Society Publishers, 2005.

### *TIBET: Enduring Spirit, Exploited Land*

*Tibet: Enduring Spirit-Exploited Land*, co-authored with Robert Z. Apte, examines traditional Tibetan ecological practices. Information gathered by conducting oral histories with Tibetan refugees living in India, Nepal, and the United States. AuthorHouse, 2004 (2nd Edition); Heartfire, 1998.

### Articles:

- **Bridging Awe and Nature.** Describes how nature acts as a catalyst for instilling awe in our lives. LinkedIn, June 14, 2016.
- **Looking Within To Discover Our Leadership and Activists Styles.** Describes the connection between individual temperament and leadership and activists styles. *Greenbiz.com*. January 23, 2016.
- **Sustainability from the Inside Out.** Describes the interdependence of the external Es of sustainability: ecology, economy, equity, education and the internal Cs: conscious, creative, compassion, connection). LinkedIn, October 22, 2015.
- **How Do You Build a Regenerative Enterprise? Start By Going On A Camping Trip.** Using a camping metaphor, this articles describes the key elements for a successful enterprise including leadership, core values, branding and the soul of the business. LinkedIn, July 23, 2014.
- **The Spirals Framework: A Trim Tab for a Livable Future And Excerpt from *Thriving Beyond Sustainability*** Describes how the “SPIRALS” framework acts like a trim tab by guiding initiatives towards a better world. **Green Money Journal**, Volume 18, Issue 4, Number 76. Summer, 2010.
- **Using Spirals As a Lens to Envision the Next Economy.** Describes how to move beyond "green" economics to a solutions-based approach through the “SPIRALS” initiatives: Scalable, Place-based, Intergenerational, Resilient, Accessible, Life-affirming, and involving Self-care. *The Journal of Sustainability Education*. Vol. 1. May 10, 2010.
- **Explaining Green Materials.** Describes the design and fabrication of the Green Building Resource displays currently used by cities interested in educating the public about these innovative building materials and techniques. Architecture Week, July 17, 2002.

### EDUCATION:

**New College of California**, San Francisco, California. M.A. Masters degree in Humanities and Leadership, Emphasis: Culture, Ecology, and Sustainable Community. Thesis: *Sustainability Today: A Compass for the Future*. 2000.

**New York University**, New York, New York. M.P.S. Masters degree in telecommunications from Tisch School of the Arts: Interactive Telecommunications Program. Award-winning Thesis: *Farallon Islands Resource Atlas*. 1989.

**University of Colorado**, Boulder, Colorado. B.A. English and Geography. 1982.

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### AWARDS, CERTIFICATIONS, TRAININGS:

- 2016 **Compassion Cultivation Training.** Eight week course through Stanford University's CCARE.
- 2016 **Nautilus Book Awards.** Silver Winner in Business and Leadership for *The Heart of Sustainability*
- 2011 **Living Now Book Awards.** Gold Medal in Social Activism for *Thriving Beyond Sustainability*.
- 2010 **Sustainability & Curriculum for Campus Leaders.** AASHE workshop with Geoff Chase.
- 2004 **LEED® Accredited Professional (BD +C).** U.S. Green Building Council.
- 1999 **The Natural Step.** Seminar on sustainable business with Karl-Henrik Robert.
- 1998 **The Four-Fold Way Program.** Year-long leadership program with Angeles Arrien.
- 1996 **Permaculture Certification.** Training on permaculture design with Bill Mollison.
- 1995 **Deep Ecology.** Training on deep ecology principles and systems thinking through Inst. for Deep Ecology.
- 1992 **The Ladakh Project.** Seminar on development issues with Helena Norberg-Hodge.
- 1989 **New York Univ. Award.** Excellence award for Masters thesis: *Farallon Islands Resource Atlas*.

### AFFILIATIONS:

- Board Member: CLEAR, Fort Collins, CO. (2013-2016).
- AASHE Fellow and Member: Assoc. for the Advancement of Sust. in Higher Ed. (AASHE) (2005-present).
- Board of Trustees: Cascade Canyon School, Fairfax, CA. (2008-2014).
- Member: U.S. Green Building Council, Pacific Regional Council (2009-2011).
- Founding Board Member, Co-Chair, Advisory Council: Redwood Empire Chapter of USGBC (2003-2010).
- Member: U.S. Partnership. United Nations Decade of Education for Sustainable Development (2005-2014).
- Founding Member: Environmental Education Council of Marin (EECOM). (2005).