

ANDRÉS R. EDWARDS

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PRINCIPAL OF EDUTRACKS (www.edutracks.com), 1998-PRESENT:

2003-Present

LEED® EDUCATION

Senior Designer and Project Director, LEED Educational Displays. Managed design and development of LEED (Leadership in Energy and Environmental Design) displays, media programs and case studies aimed at educating the public about the U.S. Green Building Council's LEED Rating System and its implementation in building projects. The LEED displays, media programs and case study reports comprise one education point submittal under LEED's "Innovation and Design Process" section. Clients include: *American Automobile Association (AAA) CA, Geraldine R. Dodge Foundation, NJ; College of Marin, Kentfield, CA, Jay Paul Company, CA; Foundation Capital, CA; Transcontinental Printing, CA; Whole Foods Market, FL; Cities of San Francisco, Oakland, Rohnert Park, California; Cotati Police Facility, Cotati, CA; Pfizer, Inc., South San Francisco, CA; Budlong Woods, West Englewood and Oriole Park Libraries, Chicago, IL.*

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.

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.

U.S. 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.

1999-2002

POINT REYES BIRD OBSERVATORY (PRBO), Petaluma, California.

Project Director, San Francisco Bay Center. Management, design, interpretive development and fabrication for headquarters building lobby exhibit about conservation science programs from scientific nonprofit organization.

GREEN BUILDING MATERIALS

Senior Designer and Project Director, Green Building Materials displays. Lead design and development of green building displays for three San Francisco Bay Area public agencies promoting green building programs: *Contra Costa County's Community Development Agency, San Francisco's Department of the Environment and Marin County's Community Development Agency*. The displays, built from sustainable materials, include samples of green building materials, sustainable building strategies, case studies and information about local suppliers.

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.

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) describing the international organization's Framework, and its vision for a socially and ecologically sustainable society.

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POINT REYES BIRD OBSERVATORY (PRBO), Bolinas, California.

Project Director, Palomarin Visitor Center. Management, design and interpretive development for exhibit about conservation science programs from scientific nonprofit organization.

THE SIBBETT GROUP, San Francisco, California.

- *Pier 1 Exhibit, Port of San Francisco*, San Francisco, California. *Interpretive Developer.* Content development for exhibit about the history, current and future activities of the waterfront.

- *Begich, Boggs Visitor Center*, Portage Valley, Alaska. *Interpretive Developer.* Concept design and interpretive development for Forest Service center examining the ecology and cultural history of the Kenai Peninsula and Prince William Sound.

- *San Francisco Maritime Museum*, San Francisco, California. *Interpretive Developer.* Design and interpretive development for exhibit about the history of maritime communications.

TIBET ENVIRONMENTAL WATCH (TEW), San Rafael, California.

Co-founder of Tibet Environmental Watch (TEW) (www.tew.org), a non-profit group and web site which includes information about the publication *Tibet: Enduring Spirit, Exploited Land*, and presents current environmental reports about: wildlife, development, biodiversity, appropriate technology, etc. in Tibet and the region. Currently receiving about 7,500 hits a week.

1996-1998

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.

1991-1995

COASTAL RESOURCES INC., Bar Harbor, Maine.

Advisor, Community Development Projects. Developed assessment of telecommunications needs for efficient operations of community development projects: aquaculture, poultry, crafts cooperatives, and health programs for communities in Kerala, India.

THE GEORGE LUCAS EDUCATIONAL FOUNDATION, Nicasio, California.

Senior Designer, Interactive Science Prototype. Developed concept design of educational science prototype for junior high school. Managed team of programmer, videotape editor, graphic artist, and writer.

SEA STUDIOS INC., Monterey, California.

- *The Florida Aquarium Interactive Exhibits.* *Senior Designer.* Managed team of writer and programmer in concept design of interactive stations about coral reefs for the Florida Aquarium, Tampa, Florida.

- *St. Louis Zoo Interactive Stations.* *Interface Designer.* Participated in concept design of award-winning programs about stream ecology at Ozarks for the St. Louis Zoo, St. Louis, Missouri.

INTERACTIVE, INC., Washington, DC.

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

ILLUMINA PRODUCTIONS INC., Oakland, California.

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

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1985-1990

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.

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.

Additional Projects

"Adventure for the Young Scientist," *Star Press*; Intranet web site design, *Convivial Design*; Interface web design, *Songline Studios*; "Energy House," *Sacramento Municipal Utility District (SMUD)*; "Tot Spot," *Bay Area Discovery Museum*; "Interactive Visitors Guide," *The Field Museum of Natural History*; "Our Urban Environment," *California Museum of Science and Industry; Expo. '93, Korea*; "Wild California Hall," *California Academy of Sciences*.

PUBLICATIONS:

Books:

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, 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 then explores common themes: an emphasis on stewardship; the need for economic restructuring promoting no waste and equitable distribution; an understanding and respect for the principles of nature; the restoration of life forms, and an intergenerational perspective on solutions, and then 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); Heartsfire, 1998.

Articles:

THE SPIRALS FRAMEWORK: A Trim Tab for a Livable Future And Excerpt from Thriving Beyond Sustainability

Green Money Journal, Volume 18, Issue 4, Number 76. Summer, 2010.

Article describing how the "SPIRALS" framework acts like a trim tab by guiding initiatives towards a better world.

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USING SPIRALS AS A LENS TO ENVISION THE NEXT ECONOMY

The Journal of Sustainability Education. Volume 1. May 10, 2010.

Article describing how to move beyond "green" economics to a solution-based approach through the "SPIRALS" initiatives that are: Scalable, Place-based, Intergenerational, Resilient, Accessible, Life-affirming, and involving Self-care.

EXPLAINING GREEN MATERIALS

Architecture Week, July 17, 2002.

Article describing 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.

SPEAKING / WORKSHOPS:

Keynote speaker, lecturer and panel member for colleges, organizations and conferences including: *The Bioneers, The San Francisco Green Festival, Montclair State University, Presidio School of Management, College of Marin.* Media interviews including: *Voice of America, Ode Magazine, The Pacific Sun, The Bohemian, Earthwatch Radio* (syndicated), *KTVU-TV.*

EDUCATION:

2000 **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.*

1989 **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.*

1982 **UNIVERSITY OF COLORADO,** Boulder, Colorado. B.A. English and Geography.

AWARDS / CERTIFICATIONS / TRAININGS:

- 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.** 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.
- 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:

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