



*The Sunrise Shift™*  
*a guide for a sustainable planet*

*Charlene Andersen*

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The purpose of this guide is to introduce you to opportunities to reduce your business' ecological footprint. It is to assist you in beginning and enhancing your business with environmental and social sustainability.

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## **Introduction**

I have a deep spiritual connection to the earth, one I cannot easily explain. It has been there like a seed in rich soil growing through the seasons of my life. My paternal grandparents, farmers, taught me not with words, but with powerful actions, nurturing my connection to the earth and developing my role in life as a caretaker of the natural world.

My parents taught me about minimalism, not by force, but by choice. Sure, I always wanted something the kid next door had but my parents taught me the difference of wanting versus needing and that materialism does not bring happiness. So, a bit of the sustainability lifestyle existed throughout my upbringing. We lived well, but simply.

In my teens, I recognized my love of the environment and considered going into environmental studies for a career, but I made the decision not to explore the field further because I felt my health would suffer. I feared my passion for nature and the earth and my frustrations over environmental abuse and destruction would lead me to physical, mental and spiritual illness. So, I began a successful career in the business world, but found myself increasingly disconnected with the natural world until reaching my forties. From that point on, I have made what seems like a slow journey back to my spiritual connection with nature and the importance of sustainable living.

Thus, through the union of my spiritual connection, my upbringing and my recent education I can offer you ideas to help you to grow your business in a sustainable manner. I have learned a great deal in recent years from two professors at the University of New Hampshire, Dr. Robert Eckert and Dr. Bert Cohen. Their teachings introduced me to two incredible books Limits to Growth and Radical Simplicity and the theory of The Natural Step, a foundation for sustainable living. This work and other great avenues of work that Drs. Eckert and Cohen brought forth is how I live my life and am building my business. I must forewarn you, sustainability in your business and life will not happen overnight. As Dr. Eckert and Dr. Cohen explained “it is a process,” and we are all in the “journey together.” So, join me and let’s make the world more sustainable with how we conduct our business practices and develop and deliver our products and services. Let us all have fun along the way in challenging ourselves to live and work with a smaller footprint.

## What is Sustainability?

The word sustainability has seen a tremendous amount of confusion and misuse in recent years. The best way to define sustainability is a whole systems condition approach. Utilizing the science based Natural Step Four System Condition Framework and Drs. Eckert and Cohen's teaching, sustainability is defined as follows:

*When we try to pick out anything by itself we find it hitched to everything else in the universe" –  
John Muir*

1. Crust – Fossil fuels, metals and other minerals will not be extracted faster than they can be re-deposited.
2. Substances – Toxic substances should not be produced faster than they can be broken down in nature.
3. Physical – Adjust our consumption and land-use practices to the ecosystems ability to regenerate
4. Fairness – Fair and efficient use of natural resources to meet current and future human needs.

*Author's Note: I highly recommend you go to The Natural Step website to learn more about the organization and their resources.*

[www.naturalstep.org](http://www.naturalstep.org)

## What You Can Do

In this guide I will give specific solutions you can do as a business owner to move towards a direction of sustainability. Following under the Four System Conditions Framework, I have improved my ongoing efforts in my own home-based business to reducing my impact on the earth.

Many of my efforts have focused on reducing my ecological footprint by following and using the worksheets supplied in Jim Merkel's book Radical Simplicity

*Author's Note: Jim Merkel's book Radical Simplicity brings his journey to reduce his ecological footprint to the reader. Jim explains his own personal experience going from a military arms salesperson making a six figure salary to a sustainable, small environmental/earth impact living off of a mere \$5,000 a year. Jim gives readers three tools that can change your life based on: reducing you ecological footprint, deciding between spending your money or living a quality life and learning from nature. He supplies worksheets, guides, and examples on how to implement your changes. I highly recommend this book to everyone.*

Before you begin your effort to be more sustainable, I ask that you take a moment to reach deep inside yourself and connect with the awareness that lies within you that your life and your business both depend on a healthy ecosystem.

## **Make the Connection**

I recommend before beginning any of these connection practices that you remove as many distractions as possible: shut off the phone, computer, fax machine and any other possible interruptions. Allow yourself to be comfortable in whatever setting you choose. Also, you may want to have a notepad and pencil with you to jot down a few notes of how you connect.

### In Your Office

Sit at your desk, on the floor, on a chair or any place in your office that feels comfortable. Close your eyes, take a few deep breaths, slowly exhale and then visualize a piece of ice on your head that is beginning to melt and run down your body. As the ice melts imagine the coolness you feel along each part of your body and visualize it melting the stress and tightness away in each area.

Continue the breathing and as you do visualize the ice melting:

- running down your head,
- your neck (you may want to move your neck side to side during this melting)
- over your shoulders (you may want to move your shoulders back and forth),
- down the length of your arms,
- across and down your chest,
- down your stomach to your hips,
- flowing down each leg and all the way to your feet and finally onto the floor.

The exercise helps reduce the stress that causes our bodies to tighten up. By removing the stress you allow your body to open up and be fluid. The fluidity then helps open our mind and spirit.

Next, place one hand over your heart or bow your head slightly and feel the warmth of your heart and ask yourself for the awareness. You may want to ask out loud “Bring forth my awareness of my connection to the earth” (Repeat as many times as you feel you need to). It may help to visualize a place outdoors that you connect with (a vacation spot, place you visited as a child, your backyard or a favorite water spot).

Sense how you feel and how you want to keep that natural beauty intact. Sit with the feeling and visual for as long as you can.

### Your Favorite Spot

Go outdoors to a favorite spot (your backyard, a park, the woods) someplace where your feet are connecting with the ground and soil. Follow the same exercise above.

### A Mindful Walk

Talk a walk outdoors (your neighborhood, a park, a woods path) as you walk be mindful of the natural world by removing any distractions from planes, trains, cars and other noise created by people and their activities. Observe and focus on a bird, the wind, the

sunshine through trees, rustling leaves or any other part of the natural world. When you come to a spot or moment that slightly strikes you, stop and bring awareness to your heart by asking yourself how you feel and how you want to keep that natural beauty intact.

### A Mindful Sitting Position

Go outdoors to a favorite spot (your backyard, a park, the woods), someplace where you are connecting with the ground and soil. Find a spot where you can sit comfortably on the ground. You do not need to sit in a meditation pose and you can lie down if you choose. Close your eyes and begin to be aware of the natural world, removing any distractions from planes, trains, cars and other noise created by people or their activities. Observe and focus on natural sounds; a bird, the wind, rustling leaves, water flowing or any other sound of the natural world. Take some deep breaths and slowly exhale then gently breath in and out and capture the natural smells of grass, soil, decaying leaves, flowers, a marsh or pond or any other scent of the natural world. Use your hands or feet to feel where you are sitting or what you may be sitting next to; grass, sand, tree bark, stone, leaves, needles or any other able part of the natural world. When you use these senses bring awareness to your heart by asking yourself how you feel and how you want to keep that natural beauty intact.

I often use the second method, the mindful walk, in my small wooded backyard or in my neighborhood. I find it amazing how much more deeply I connect with the natural world

while doing a mindful walk. I notice so much more and through that awareness I gain a greater appreciation and a stronger, deeper desire to help our ecosystems by moving towards greater sustainability.

Whether you use the methods I have suggested or use a technique you are more familiar with ask yourself how you feel and how you want to keep the ecosystems healthy and intact.

Write down your feelings or review the notes you may have jotted during the process. Post your writing in your office or keep it someplace you can refer to often to help you stay focused on acting and moving in the process and the journey towards sustainability.

I felt: \_\_\_\_\_

I want to keep this beauty intact

by: \_\_\_\_\_

I ask that you do at least one of the exercises because it will bring forth the emotional drive for you to really build your business in the most environmentally and socially conscious manner. I have read, and heard so much from small and large corporations regarding the Triple Bottom Line that it bears to question how committed the businesses are to sustainability of the planet. I feel a business will be most successful moving

towards sustainability when it is driven from the core, the heart, rather than only for competitive advantage, increased customer base or political motivations. Go beyond the Triple Bottom Line.

The effort needs to come from the heart to make a difference for the future, for quality of life, for clean drinking water, healthy air, preservation of soils, economic fairness for all and respect of all living creatures.

*The Millennium Ecosystems Assessment, “a 4 year international scientific appraisal of the condition and trends in the Earth’s ecosystem” identified six interconnected challenges that are of particular concern: water scarcity, climate change, habitat change, biodiversity loss and invasive species, over exploitation of oceans and nutrient overloading.*

Which challenge would you like to see change? Determine how you can impact that change in your business and if there is another organization or person you can join with to make that impact with together.

## What a Small Business Can Do

First, determine your usage, this is like conducting an audit or measuring your ecological footprint. You need to measure where you currently are so you can begin to manage the process of lowering your eco-footprint. I recommend getting the book Radical Simplicity to help you with how and what to measure. By determining your usage you will be able to identify those “low hanging fruit” that are easy to pick and can quickly produce results. You will also be able to identify those more difficult and longer-term “hogs” that may require capital investment, or systems or process changes. When you evaluate your systems look at your sources of raw materials, supplies, Research and Development, operational procedures, marketing materials and utilities.

Some questions to ask yourself:

1. Is there a network, organization or collaborative source where I can purchase my raw materials, office supplies, etc.?
  - a. Example: Align with non-profits or other businesses in the community.  
Partnering with local non-profits adds a value to your company and your community.
2. Is there a network, organization or collaborative source where I can obtain my marketing materials, advertisements, samples, etc.?

- a. Example: The New Hampshire Made organization offers collaborative marketing to small businesses thus increasing reach, marketing and networking sources, decreasing materials (brochures), and transportation.
3. Is there a network, organization or collaborative source where I can find sources or alliances for Research and Development?
    - a. Example: University of New Hampshire Industrial Research Center helps industry become more competitive and grow. The center works collaboratively with businesses to develop new products or upgrade existing products. The center provides testing facilities, expertise, interns, funding and other resources.
  4. Do I, or can I purchase supplies and services from local sources?

**Source: *Climate Change in the U.S. Northeast: A Report of the Northeast Climate Impacts Assessment.* October 2006.**

- **Carbon dioxide in the Northeast U.S.A. (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont) is the seventh largest carbon dioxide emissions region in the world within carbon-emitting nations.**
- **The Northeast is experiencing a “25% loss of winter snow season.”**
- **Many species of flowers and trees in the Northeast are currently blooming about 4 to 8 days earlier than the historical average.”**

My business is based in my home, so when I speak of my ecological footprint I am speaking of it in relation to the household's ecological footprint. Utilizing the worksheets in Radical Simplicity and comparing the year we first measured our footprint (2005) and one year later we were able to reduce our footprint by 26.4%. As we continue to reduce our footprint we are focusing on key areas: utilities, food sources, transportation sources and waste reduction.

## **Solutions to Reducing Your Ecological Footprint**

### Electronic Equipment

- Use flat screen monitors, which use less energy, create more desk space and give you a larger screen size (a typical monitor consumes 170-200 watts).
- Set the monitor to turn off after 15 minutes of non-use. Set the computer to system standby (or sleep mode) after 30 minutes. Power saving modes reduces energy consumption to a fraction of normal energy.
- Turn off computers and peripherals at the end of day (a computer consumes 150-300 watts).
- Eliminate screensavers. Typically screen savers use power from the monitor and also keep the CPU from shutting down.
- Use Energy Star certified equipment.
- Use green web hosting companies. ([www.aiso.net](http://www.aiso.net) or [www.thinkhost.com](http://www.thinkhost.com))
- Purchase a facsimile machine that can scan double-sided pages, e-fax and has the lowest available power consumption in sleep mode.
- Digitally connect copiers because printing on a copier is less expensive per page than using a laser printer, be sure to use the sleep mode.

### Paper

- Use greater than 30% post-consumer recycled paper.

- Use a dry-erase board for your to-do lists instead of Post-It Notes, notepads or flipcharts.

Compact Fluorescent Bulbs – These bulbs use 75% less energy and last sixteen times longer. Replace incandescent bulbs as they burn out with CFL bulbs.

Pre-owned – Seek sources of pre-owned furniture and equipment before buying new.

Re-use – Implement a “bring your own” mug to the office instead of having paper or Styrofoam cups for beverages. Keep a supply of clean mugs available for visitors.

Recycle – Implement a recycling program for all paper, plastic, cans, electronic equipment and other materials. If you need to get rid of something check out [www.throwplace.com](http://www.throwplace.com).

#### Additional Measures

- Packing lunches – This reduces your ecological footprint, saves money and reduces the chance of overeating or eating less healthy foods.
- Opt-out of junk mail. Go to [www.globalstewards.org/junkmail.htm](http://www.globalstewards.org/junkmail.htm) to learn how. There are two paid membership services ([www.41pounds.org](http://www.41pounds.org) and [www.greendimes.com](http://www.greendimes.com)) will contact direct marketers and will plant a tree or donate to environmental groups.

- Pens and Markers – Use refillable pens and pencils or water-based ink pens and markers. Permanent ink pens and markers contain harmful solvents like toluene, xylene and ethanol. ([www.greenoffice.com](http://www.greenoffice.com), [www.livingtree.com](http://www.livingtree.com))
- Phone Service – Where it is possible utilize services that give a percentage of profits to social and environmental groups. ([www.betterworldtelecom.com](http://www.betterworldtelecom.com) or [www.workingassets.com](http://www.workingassets.com))
- Packaging Materials – Reuse boxes, packaging, mailing envelopes and other materials for use with items you ship or mail.

#### Maintenance

- Repair windows and other sources of drafts.
- Close offices, conferences and storage rooms when not in use.
- Turn off venting hoods when not in use.
- Implement waste reduction processes.
- Turn air conditioning temperatures up. Often offices, stores and buildings are much colder than they need to be. Turning the temperature up six degrees results in significant savings.
- Lawn and Landscaping – Leave it natural, it will benefit wildlife. Use land care methods based on Integrated Pest Management (IPM) or organic practices. It is best to keep the length of grass at 2 to 3 inches. This promotes improved rooting, helping the grass resist drought, thus reducing the need for frequent watering

(water deeply 1-2 times per week versus daily). Do a soil test before applying fertilizers and use organic materials whenever possible.

- Indoor Plants – Keeping plants around the office filters the air and reduces toxins.

### Transportation

- Carpool and support a carpool policy
- Encourage and support the use of public transportation if available.
- Company vehicles – Keep company vehicles well maintained and the tires properly inflated and balanced. These simple measures will increase gas mileage.
- Travel options – Use hotels and motels that use green practices.
- Rent hybrid vehicles for business trips.
- Utilize hotel and airport shuttle service.
- Purchase Carbon Credits.

To offset practices that contribute carbon emissions into the environment such as airline travel or gasoline consumption you can purchase carbon credits. You should only purchase these after you have made an effort to reduce the carbon-footprint. Some businesses are using these carbon credits as a means to “look green” while they still pollute the earth. There are many companies that you can get these carbon credits from ([www.nativeenergy.com](http://www.nativeenergy.com) is one organization). Make sure the company you chose is legitimate, there have been reports of misleading organizations in regard to carbon credit purchases.

## Call to Action

Take the challenge by just beginning. I have learned it is a process and won't happen overnight. The process can be fun, and once you begin to bring a greater awareness to your heart and your business you realize you can make quick and easy changes. You will begin to identify areas that may be more difficult, may take longer or may require converting equipment. You can establish a plan to address those specific areas.

I established a plan for my personal and business use. Part of that plan includes keeping my business in my home for as long as I can and as long as my town's zoning regulations allow me to do so.

You can develop an ecological identity for your business by asking yourself these questions:

1. Where does what I consume come from? Brainstorm all of your business' consumables: raw materials, supplies, electricity, utilities, etc.
2. What do you know about the community where your business is located? List out what you know, who may be suppliers, associates or partners.
3. How am I connected to the earth and other living things? Utilize the exercises for connecting that I described earlier to help you.

4. What is my purpose and responsibility as a human being? Using the information from the previous questions write out what you can do to fulfill your purpose and build these into your business values and mission.

***“Local communities must have basic food and land security that is independent of global markets. Globalization has systematically undermined local control, exploited workers and the environment and heavily influenced local politics. Regional self-reliance results in greater ability and less economic disparity” – Jim Merkel, Radical Simplicity***

Evaluate where, when, what and how you can work cooperatively with other businesses, organizations and associations. Work with them on sharing equipment, building space, marketing resources and how you can work cooperatively, or as my parents taught me how you share with others.

Implement a care and maintenance program for all your equipment and belongings. Take care of your purchases so you can double the life span of your equipment.

Consolidate purchasing and utilize cooperative purchasing mechanisms and systems.

Local supply sources help reduce the transportation footprint and carbon footprint of your raw materials. Implement a 100 mile radius or less wherever possible sources for your

supplies and services. The decrease in needed transportation will make for cleaner air and healthier living for all.

## My Goal

My goal is to live and work more sustainably and to share my learning and work on this subject with others in hope of getting more people and businesses involved so that we can all understand our impact on the earth and our society. I am very interested in hearing from you on what you have done, how helpful you have found this booklet and anything you would like to share on this subject.

As Mattoquantit, a Native American teacher, has taught me there is a critical role that community and circles offer to society ([www.circleway.org](http://www.circleway.org)). By reading this you have begun the shift and just like the earth that circles the sun creating a sunrise, every step we take working together is a “circle” of hope for sustaining our earth.

*“The history of life on earth has been a history of interaction between living things and their surroundings. To a large extent, the physical form and the habits of the earth’s vegetation and its animal life have been molded by the environment.” – Rachel Carson, Silent Spring*

## APPENDIX

### ADDITIONAL RESOURCES

BALLE Networks – Entrepreneurs working together to build local living economies.

[www.livingeconomies.org](http://www.livingeconomies.org)

Global Footprint Network - Supports a sustainable economy by advancing the Ecological Footprint, a measurement and management tool that makes the reality of planetary limits relevant to decision-makers throughout the world. [www.footprintnetwork.org](http://www.footprintnetwork.org)

Energy Star – Offers “Putting Energy Into Profits: Energy Star® Guide for Small Business” [www.energystar.gov](http://www.energystar.gov)

NH Carbon Coalition – A non-partisan coalition of citizens, scientists, businesses, students, communities and organizations who have joined to advocate for a national energy policy. [www.carboncoalition.org](http://www.carboncoalition.org)

NH Sustainable Energy Resource – Member based non-profit concerned about New Hampshire’s energy future and see renewable energy in the state as the answer.

[www.nhsea.org](http://www.nhsea.org)

Sustainability Institute – Founded in 1996 by the late Donella Meadows to apply systems thinking and organizational learning to economic, environmental and social challenges.

[www.sustainabilityinstitute.org](http://www.sustainabilityinstitute.org)

Sustainable Group – Located in Seattle, Washington. They produce environmentally smart office products such as binders, labels, pocket portfolios, CD covers and more.

[www.sustainablegroup.net](http://www.sustainablegroup.net)

### Businesses

Green Disk – Located in Sammamish, Washington. They recycle small amounts of techno-trash for a fee and offer trashcans to collect them and recycled CDs and DVDs.

[www.greendisk.com](http://www.greendisk.com)

Green Home – Located in San Francisco, California. This is an Internet based environmental products and resource center. [www.greenhome.com](http://www.greenhome.com)

P3 International – Kill-A-Watt – This gear identifies electrical items that are using the most electricity to enable you to find those hungry energy consumers.

[www.p3international.com](http://www.p3international.com)

**Books**

Merkel, Jim. Radical Simplicity. Gabriola Island, BC, Canada: New Society Publishers, 2003. [www.newsociety.com](http://www.newsociety.com)

Meadows, Donella and Randers, Jorgen and Meadows, Dennis. Limits to Growth: The 30-Year Update, White River Junction, VT: Chelsea Green Publishing, 2004.  
[www.chelseagreen.com](http://www.chelseagreen.com)

## About the Author

Charlene Andersen is the founder of Kamigo Marketing LLC. She is a seasoned marketing and business executive with over 20 years of expertise working with small business and global corporations.

Throughout her career, she has continually strengthened her professional development. She has completed extensive formal training in manufacturing disciplines, business management, problem-solving techniques and facilitation methods, focused marketing techniques, values-centered leadership and sustainable living from the most respected companies, universities and individuals.

Charlene believes the environment is critical and precious. With her first sight of Chocura Mountain in New Hampshire her passion for mountains began and made her decision for her company's name and logo easy to decide (Kamigo is a Native American word meaning high ridge/mountain).



*“I believe during our lifetime our actions are crucial to the health and sustainability of the planet and our society. I believe collectively we can help others understand the importance of our connections to the earth through our business practices, products and services. This is why I want to help you succeed.”- Charlene*

## **SOME OF MY SERVICES**

### **KAMIGO ESSENTIAL FOR SMALL BUSINESS™**

**How you can achieve more sales even with a limited budget.**

The *Essential* service is like a plow truck clearing a path through the accumulation of your marketing snowstorm. When you put *Essential for Small Business™* into practice you will gain results. You'll get:

- A technique that reveals 'drifts', invisible to you, but very visible to your customers, showing you how to increase the effectiveness of your current marketing efforts.
- A precise examination of the marketing tools you use to steer your customers to your products.
- How to clearly recognize two aspects of a customer's willingness to help you optimize your sales without you having to put in longer or extra hours.
- How to fix the two broken marketing steps so more cash goes into your wallet.

Your marketing success with *Essentials for Small Business™* is accomplished with a 3-step structure.

The 3-steps of Goal Selection, Market Analysis/Research and Action/Implementation come together and build on each other resulting in actions that give you a clear path to achieving your goals, plus building that customer bond that keeps them returning.

### **KAMIGO COMPASS™**

#### **MARKETING PLAN**

Are you trying to clearly identify your target market, brand position or the best use of your marketing budget?

You need a marketing plan that is progressive. We work in close collaboration with you to develop a personalized plan. Our methods consist of gathering information, decision-making processes, target market identifiers, positioning tools, branding modes and useful tactical tools laying a clear path for you.

*Kamigo Marketing, LLC works with you to design and select marketing strategies that differentiate your company from the others. We help you with your time and frustrations because we have solid marketing expertise allowing us to hit the ground running.*

*We bring knowledge, ease and understanding to your business's marketing.*



If you have any questions, spot any errors or bugs, have any feedback or stories you want to share about your journey on *The Sunrise Shift™* drop me an email at [info@kamigomarketing.com](mailto:info@kamigomarketing.com).

Kamigo Marketing is a proud member of the New Hampshire Made organization.

