
University of Pennsylvania
Institute for Environmental Studies

Presents



A Panel Discussion

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Students in Penn's Master of Environmental Studies Program

**Incorporating Green:
Opportunities for Pursuing Sustainability in Conventional Disciplines
What does Sustainable Development mean to you?**

Sustainable development is the primary driving agenda for our generation's progress in a world increasingly confronted by limits to our natural capital and ecological impacts of development. A wide range of traditional markets are undergoing revolutionary transformations and are finding new tools such as SRI, microfinance, carbon trading and green product design to rise up to the sustainability challenge. As students, how can we prepare ourselves for such changes? How can we integrate sustainability entrepreneurially into our professional lives, recognizing and seizing valuable opportunities to generate financial returns for improved environmental performance? How should we incorporate environmental thinking into our products and services to gain a competitive advantage over others? This interactive seminar, moderated by a panel of MES students of diverse backgrounds will bring together students, faculty, and industry professionals to discuss opportunities for incorporating sustainability into a range of education disciplines and career paths.

Date: December 6, 2006

Time: NOON - 1:30 pm

Place: Carolyn Hoff Lynch Auditorium

On the Penn campus: Chemistry Building
34 & Spruce Sts. (enter on 34 St)

NO REGISTRATION REQUIRED

Direct questions to: 215-573-3164

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NO FOOD OR DRINK PERMITTED IN THE AUDITORIUM
