



Personal Sustainability Project

What is the

Personal Sustainability Project?

The Personal Sustainability Project (“PSP”SM) is a bottom-up, grassroots effort that helps company employees incorporate the principles of sustainability into their personal lives. PSP is built by listening to employees - their hopes, dreams, and desires- and recognizing that real and meaningful change begins at home. It starts with simple things, like a Personal Sustainability Practice – one small action that tangibly brings sustainability into a person’s daily life. PSP is a vehicle for creating lasting change within an organization, for helping employees become healthier and happier, and for helping people connect to a higher purpose, one that involves themselves, co-workers, family, community, and planet.



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Methodology Background

The underlying methodology of PSP is based on the field of research known as Positive Psychology. Where the science of Psychology has been focused on learning what makes people unhappy and sick, Positive Psychology studies what makes people happy. Actions that lead to gratitude, service to others and a state of self-fulfillment are key contributors to lasting happiness. PSP is based upon the principles of:

Healthy to happy

- Act for your own well being and the world around you
- It's about doing the things you care about that make you happy

No “gloom and doom”

- Creating opportunity rather than preaching
- Educate and empower people at every level in the organization to make a difference
- Inspire people to act out of principle rather than obligation

Work from our strengths

- Help individuals identify what their strong at and what they like to do
- Encourage the use of those strengths in their Personal Sustainability Practice
- Build a foundation from the employees collective strength.



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Organizational Solutions

In tandem with sustainability education on a variety of issues including, energy conservation, weight loss, carbon use, and sustainable products, PSP delivers an integrated solution that is designed to provide maximum sustainability as organizational tool.

Sustainability education and innovation

- Sustainability education is a strategic, business proposition that helps to increase efficiencies, uncover latent opportunities, and reduce internal costs.

Organizational integration

- PSP provides an organization with a common language that can bridge the divide between other HR programs, internal/external initiatives, and customer facing communications.

Distributed problem solving

- Because people participate in PSP within a common framework, challenges are confronted and innovation spurred through collective wisdom originating across the organization. Even less vocal or active employees can make a meaningful impact, and produce, “game changing” ideas.



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Internal capacity building

- Because PSP is not a “check-the-box” program, everyone is challenged to be creative and innovate. Managers in particular are tested on their leadership skills as they are required to motivate and inspire the participation of their reports – without compulsion – while also effectuating Project success.

Communications Channel development

- In place of the ubiquitous, dogmatic corporate programs that are about “top-down” communications and instruction, PSP is all about “bottom-up” and peer-to-peer engagement. Once the PSP grassroots infrastructure is in place, programs such as diversity, leadership, and other HR/Corporate programming and education can be deployed using the grassroots infrastructure.



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Proven Results

PSP has been proven to deliver results in real world situations over an extensive range of communities, cultures, and people.

Innovation and Improvement:

Personal health, wellness, responsibility, and making a difference become ingrained values, not resolutions.

Expand reach and impact:

The reach of PSP will include employees' families and communities.

Fosters a sustainable culture:

Sustainable thinkers will drive innovation and creativity around sustainability at a corporate level.

Delivers visible results:

With the help and support of others working together, employees set and reach measurable goals.

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