

MOVING TOWARD SUSTAINABILITY A STRATEGY FOR LOUISIANA

THE PROBLEM

Louisiana is locked in a cycle of environmental and economic abuse, where public policies and private firms:

- Degrade the environment (especially in poor communities).
- Generate spillover costs that diminish household incomes (especially poor households).
- Create a business climate that dissuades the growth of economic opportunities (especially for poor individuals, families, and communities).

USING SUSTAINABLE PRACTICES TO SOLVE THE PROBLEM

Objective: To arrest and reverse the cycle of environmental and economic abuse in Louisiana by demonstrating that the adoption of sustainable practices is in the self-interest of businesses, taxpayers, ratepayers, workers, and other groups.

Step 1: Demonstrate that sustainable practices are feasible and being implemented.

- a. Develop case-studies of firms to show that investing in sustainable practices is good for the bottom line.
- b. Develop case-studies of governmental agencies (school districts, etc.) to show that investing in sustainable practices enhances value for taxpayers and utility ratepayers.

Step 2: Initiate appropriate state-level actions to promote the adoption of sustainable practices by the private and public sectors.

- a. Design a policy-road-map for promoting sustainability statewide.
- b. Initiate a process to engage different groups in supporting sustainability for their mutual benefit.

Step 3: Expand the network of firms, agencies, groups, and individuals capitalizing on sustainable practices.

- a. Build the base of economic and political support for policies that promote sustainable practices.
- b. Strengthen the policies to ensure that poor individuals, families, and communities derive benefits from the adoption of sustainable practices.