



PRESS RELEASE – For Immediate Release

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New Series Champions “The Business of Green”

Case Studies Profile For-Profit Sustainability at Work

Spokane, WA. Sustainable Media Group, a pioneering producer of education and corporate training materials, today announced a new series of business case studies highlighting a forward-looking, innovative approach to business and environmental sustainability.

Multiple Media. “Sustainable Solutions” is a multiple-media program — videos, e-books and print books, Study Guides, and web-based learning resources — designed to encourage a business-centric, practical approach to doing green business productively and profitably.

Dramatic Change. “We think this will dramatically change the way we think about sustainability,” commented Hal Calbom, writer and producer of the series. “This is a pro-business, pro-environment series of cases that proves you can have it both ways, and produce improved business results, inspired employees, and a greater environmental awareness and stewardship.”



21st Century Sustainability. The basis for this groundbreaking series is a fresh look at business sustainability, a “21st Century Sustainability.” The successful organizations and their best practices documented in the program reconcile traditional antagonists: environment vs. business, public vs. private sectors, planet vs. profit.

According to its authors, “21st Century Sustainability” simply gets down to business — it’s measurable, systemic, sellable, teachable, and humanizing — not theory, politics, or rhetoric.



Program Components. “Sustainable Solutions” is a flexible, case-study based learning package suitable for seminars, training classes, distance learning, classroom instruction, or self-study. Program elements include:

- 115-page four-color book, “Sustainable Solutions: The Business of Green”
- 20-Minute introductory video, “Sustainable Solutions: The Business of Green”
- 65 page Study Guide, for group and self-study
- Case downloads, PDFs, and additional web-based learning materials

The program will be available in web-delivered components, on a site license basis.

Audiences. Program deliverables can be used in 1-hour, 2-hour, 4-hour and full-day learning blocs. Primary audiences include: corporate training and education; continuing education and re-training; workforce development agencies; business education in sustainability; secondary schools.

Writer / Producer. Hal Calbom is a multiple award-winning writer, media producer, and journalist with a special focus on business, public affairs and adult education. Calbom created the first multiple media tele-course for McGraw-Hill Education, “Computers at Work,” published in three editions, and wrote and produced “Evergreen: The Washington Clean Tech Story. He is a five time Emmy Award winner and winner of the Champion Media Award for Economic Understanding.

Sustainable Media Group helps individuals and organizations develop 21st Century business competencies and best practices. SMG produces innovative, case study-based curricula and applications tailored for business training, continuing education, and workforce development. SMG is proud to be a service-disabled, veteran-owned business.

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