Index

‘11th Hour, The’ 7
2 Degrees 67, 87

Abington Shoe Company 273
Abraham, David 93
acid rain 155
Action Group on Erosion, Technology and Concentration 250
Adidas 144
Aflatoun Impact and Policy Analysis Steering Group 67
Age of Stupid, The (film) 171
albedo effect 52
Albright, Madeleine 48, 49
Albright & Wilson 69
Alliance of Small Island States (AOSIS) 27, 35, 42
Allied Electronics Laboratory, Stanford 114–15
Allott, Philip 30
Amazon 87, 95, 118
American Chemical Society 175
American Solar Energy Society 108
Amnesty 95
Anderson, Gillian 151
Anderson, Ray 7–24
Mid-Course Correction 7, 17, 205
Anglian Water 67
Anning, Mary 300
anti-ballistic missiles (ABMs) 114
apartheid 233
Applegate Farms 132
Applied Materials 121
ASG 67
ASID Foundation 7
Associated Press 107
Astra 67
Atomic Energy Commission 113
BAA 67
Baker & McKenzie 27
Bali Communiqué 158
Barroso, José Manuel 178
Baxendale, Helen 151
BBC 87
Ben & Jerry’s 77, 140
Benyus, Janine: Biomimicry 197
Berry, Wendell 136, 259
Best Buy 270
Bhindranwale, Jamail Singh 247
Bhopal disaster 247, 249
bicycles 236, 239
‘Big Ask’ Campaign 151
‘Big Ideas for a Small Planet’ 7
Bill of Rights 126
biodiversity 122, 145, 245, 253
bioethics 245
biofuels 161, 165
biotechnology 245, 248, 296
Biotechnology Bulletin 68, 72
Bishop, Jim 113
Black Death 289
Blair, Tony 157, 173, 179, 182, 184, 187
BMP 92
Boateng, Paul 180–1
Body Shop 18, 77, 87, 93, 256
Boeing 118
Borlaug, Norman 246
Borrell, Johnny 151
Bozzo, Sam: ‘Blue Gold’ 245
BP 67, 68–9, 70–1, 73, 74, 159, 160, 176
BP Chemicals 67
brainwashing 253
Brent Spar 27
British Airways 67
British Airways Holidays 67
British Gas 69
British Overseas Aid Programme 291
British Telecom (BT) 57, 67, 87
Brower, David 193
Brown, Gordon 163
Brown, Lester 112
Brown, Tim 77
Browne, John 159
Brundtland, Gro Harlem 216
Brundtland Report see Our Common Future
BSE 180
Bullitt, Dorothy 108
Bullitt Foundation, The 107, 108, 118
‘Bullshit’ 253
Bush, George W. 142, 235, 268
Bush, George, senior 291
Business Strengthening America 268

Callaway Mills 7, 8, 9
Cambridge University Government Policy Programme (CUGPOP) 177
Cameron May 28
Cameron, James 25–43
Campaign for Learning 87
capitalism 76
car exhaust catalysts 185
carbon capture and storage 61, 63
carbon dioxide emissions 21, 52, 61, 118, 158, 161, 238
Carbon Disclosure Project (CDP) 28, 47–63
carbon emissions 89, 99, 182
carbon footprint 182
carbon fund 40
Carmichael, Stokely 193
Carrefour 54
Carrotmob 100
Carter, Jimmy 112, 113, 122, 125 administration 113
Center for Corporate Responsibility 108
Central City Concern (CCC) (Portland, Oregon) 119–20
Central Electricity Generating Board 73
Centre for International Environmental Law (CIEL) 27, 33, 34, 35
CERES 108, 119
CESTA 227, 229, 230
Charles, HRH The Prince of Wales 152, 155, 257
Chernobyl accident 30, 34
Chiat, Jay 92, 93
Chiat/Day 92, 93
Children Now 108
China Council for International Cooperation on Environment and Development 297
Chipko movement 245, 263
Chirac, Jacques 212
chlorofluorocarbons (CFCs) 79, 145, 176
Chopre, Deepak 16
Chouinard, Yvon 23–4
Churchill, Winston 60, 81, 207
Cisco 57, 87
City Year 267, 268
Clark’s Shoes 94
Cleary, Sir Terry 54
Clean Air Act (1970) 111
Cleantech Innovation Council 67
climatic change 34–7, 54, 58, 60, 90, 96–8, 166, 184, 202–3, 233, 240, 259
Climate Change Capital (CCC) 27–43
Climate Counts 144
Climate Group 268
Clinton, Bill 7, 55, 62 administration 52
Club of Rome: Limits to Growth 136
Coca-Cola Corporation 53, 57, 59, 237
Commonwealth Club 108
Congo Basin Forest Ecosystem 212, 220
Congo Basin Fund 212
Connolly 42
Cook, Robin 27
Co-operative Bank 87 ‘Corporation, The’ 7
Corrigan, Mairead 212
Costco 118
Credit Suisse 49
Crown Zellerbach 123

Daly, Herman 198
Danone 67, 140–1, 148
Darwin, Charles 300
David Suzuki Foundation 7
Dayak people, Borneo 206
DDT 125, 155, 206–7
de Havilland, Geoffrey 78
Deering-Milliken 7, 9
deforestation 152
Dell 54
Demos 87
DiCaprio, Leonardo 7
Dickinson, Paul 45–63 ‘Beautiful Corporations’ 47, 51
Dinner, Wendy 34
Disasters Emergency Committee 95
Disney Epcot Center 135–6 diversity 16
Dixon, Thomas Homer 97
Do the Green Thing 87
Dow Europe 67
Dow Jones Sustainability Indexes 67
DuPont 14, 87, 198
Durwood 35
Dyson, Freeman 299

E SOURCE 192
Earth Day 107, 108, 111–12, 115, 124, 125, 126–7
Earth Day Network 107
Earthlife Foundation 72, 73, 74
Ebadi, Shirin 212
Ebay, Shirin 77, 95
EBITDA 280
Ecoimagination 292
ecolabelling 115–16
Ecologist 87, 95
ecology, principles of 110–11, 118
Econciencia 227
Economic, Social and Cultural Council (ECOSOCC) 212
EcoVadis 67
Eden Project 69
Ehrlich, Paul 111
Einstein, Albert 261
Elkington, Elaine 82
Elkington, John 18, 65–83
Cannibals with Forks 67, 75, 82
Gene Factory, The 72
Green Capitalists 75
Green Consumer Guide 67
Poisoned Womb, The 72
Power of Unreasonable People, The (with Pamela Hartigan) 67, 78, 82
Sun Traps 72
Elle 7
emissions trading 55
Emory University Board of Visitor 7
ENDS 68, 69, 70, 72, 74, 80
ENDS REPORT 70
Energy Foundation, The 108
Energy Technologies Institute 171
English China Clays 69
Environment Foundation, The 67
Environmental Data Services (ENDS) 68, 69, 70, 72, 74, 80
Environmental Grantmakers Association 108
Environmental Protection Agency 70
Ernst & Young 7
ETC Group 250
European Commission 178
European Union 73
Evian Group Brain Trust 67
Expedia 118
Export Credits Guarantee Department's Advisory Council 67
Exxon 143
EyeNetwork 47
Facebook 101
Fair Trade 39
Faisal, King of Saudi 112
Falklands war 34
Fanon, Frantz 110
Fast Company 68
‘Fed up! Genetic Engineering, Industrial Agriculture and Sustainable Alternatives’ 245
Federation of American Scientists 108
feed-in tariff 162
Fiberforge Corporation 192
‘Flow: For Love of Water’ 245
foot-and-mouth disease 171, 173
Forbes magazine 7
Ford Foundation 34, 35–6
Ford Motor Company 67
Foresight Programme 171, 175, 178
Forest Stewardship Council 152
Forum for the Future 87
fossil fuels 15
Foundation for International Environmental Law and Development (FIELD) 27, 34
Fowler, Cary 250
Freud, Sigmund 110
Friends of the Earth (FoE) 29, 151, 152–3, 167
Frost, Robert 224
g-commerce 90
Gabor, Dennis 201
Gandhi, Indira 214, 247, 249
GE 18, 39, 40, 101, 121, 292
GE Ecoimagination 28, 39
General Electric see GE
genetic engineering 245, 248, 259
genetic modification 151, 165, 171, 178, 245
Georgia Conservancy 7
GlaxoSmithKline 67
Global Europe 164
Global Green 7
Global Reporting Initiative (GRI) 67
global warming 202, 295
see also climate change
Goldman Sachs 63
Google 95, 143
Gorbachev, Mikhail S. 7, 132
Gore, Al 62, 96, 145
Government Panel on Sustainability Development 290, 291
Grant, Cosmo 102
Grant, John 85–104
  After Image 87, 95
  Brand Innovation Manifesto 87
  Green Marketing Manifesto, The 87
  New Marketing Manifesto, The 87
Green Belt Movement 211, 212, 217
Green Belt Network 211
Green Consumer Guide 73, 74, 75, 81, 82
Green Global Network 27
Green Globe Task Force 27
green hyperbole 164–5
Green Index™ 267, 280, 281
Green Pages 72, 73
Green Revolution 246–7, 248, 253
Green Seal 107, 115–17
green taxes 59, 182
greenhouse gases 15, 21, 28, 36, 54, 55, 88, 99, 121, 165
  see also carbon dioxide emissions
Greenpeace 35, 108
Greenpeace International 67
greenwashing 20–1, 59, 71, 98, 115, 117, 143, 164–5, 182–3, 257, 294
Gresham’s Law 116
Grocery Product Manufacturers 117
Groupe Danone 132
Gucci 59
Hailes, Julia 73
Hamnett, Katherine 50
hard energy path 200
Harding, Stephan 51
  Animate Earth 51
Harlem Children’s Zone 268
Harrods 50
Hartigan, Pamela 67, 76, 78
Hawken, Paul 11, 17, 24
  Ecology of Commerce, The 7, 10–11, 77
  Natural capitalism 197, 204
Hayes, Denis 105–27
  Rays of Hope 108, 113, 125
Haymarket 68
Heidrick & Struggles 87
Helms, Jesse 293
Herbert, Frank 81
  Dune 81
Heuga 8, 9
Hewlett-Packard 54
Hill, Gladwin 109
Hirshberg, Gary 129–48
  Stirring it Up 132
HIV 49
Home Depot 270
Honest Tea 132, 268
human rights 31, 33, 153, 235, 268
Humane Society of the United States, The 107
Hurricane Katrina 171
Huxley, Andrew 299
Huxley, Julian 299
Huxley, T.H. 300
Hypercar 196
IBM 67, 87, 292
ICI 67, 69, 70, 73, 74, 75
Ida Cason Callaway Foundation 7
IKEA 87, 94
Immelt, Jeff 18, 292
Incomes Data Services 69
industrial revolution 22
innocent 87
Instituto Ethos, Brazil 67
intellectual property rights 245, 248
Interface, Inc. 7–24
  ‘Mission Zero’ 7
  ‘Mount Sustainability’ 12
InterfaceRAISE 17
Intergovernmental Panel on Climate Change 291, 294
International Conference on Climate Change 290
International Council for Bird Preservation 151
International Court of Justice 35
International Forum on Globalisation 245
International Institute for Environmental Development (IIED) 34
International Union for Conservation of Nature’s Commission on Environmental Law 27
John Elkington Associates 74
John Lewis Partnership 50
Johnson Matthey 176
Juniper, Tony 149–67
  Harmony (with HRH The Prince of Wales) 152
  How Many Lightbulbs does it Take to Change a Planet? 151
Parrots 151
  Saving Planet Earth 151
  Spix’s Macaw 151
JWT 92
Kaymen, Samuel 131, 134
Kennedy, Don 111
Kennedy, Ian 33
Kennedy, John F. 79, 213, 214
King, Professor Sir David 63, 169–88
Hot Topic, The 171
King, Martin Luther 214, 221
Kondratieff, Nikolai 76
Kraft 136
Kyle, Joe 15
Kyoto Protocol (1997) 27, 42, 49, 51, 63, 158, 221, 238

Lamb, Hubert 289
Climate, History and the Modern World 289
Lamborghini 59
Land Pavilion 135–6
landfill 10
Lauren, Ralph 273
Law, Andy 93
Layton, David 69
Layton, Max 69
Le Bon, Yasmin 151
Legal & General 49
Leggett, Jeremy: Carbon War, The 36
LEGO 87
Leigh, Day & Co. 42
Limited Brands, Inc. 268
Limited Edition 95
Linenger, Jerry 76
living building 120
London City Council 87
London College of Communication 87
‘London United’ 87
Lovelock, James 51, 62
Lovins, Amory B. 189–207
‘Forget Nuclear’ 204
‘Nuclear Illusion, The’ 204
Lovins, L. Hunter 191, 193, 194, 202
LP 67

Maathai, Professor Wangari 209–24
Green Belt Movement, The 212
Unbowed 212, 216
Macy’s 270
Major, John 290
Makower, Joel 98
Mandela, Nelson 188, 214
Marcuse, Herbert 110
Marks & Spencer 87
Martin, Paul 179
Marx, Karl 110
Maughan, Janet 35
McDonald’s 82
McKinsey 173
Meacher, Michael 157
Mead, Margaret 214
Meadows, Dana 196
Limits to Growth 196
Melaver, Inc 7
Merkel, Angela 55, 62
Merrill Lynch 48–9
Microsoft 118
Mitsubishi UFJ 63
Mitterrand, President 289
monocultures 247–8, 253–4
Monsanto 74
Mooney, Pat 250
muda 204–5
Munich Re 49

Nag, The 87, 100
National Academy of Sciences 121
National Environmental Teach-in 111
National Programming Council for Public Television 108
National Renewable Energy Laboratory 107
National Science Foundation 110
National Wildlife Federation 108
natural capitalism 197
Natural Resources Council of America 108
Navarro, Ricardo 225–41
Navdanya 245, 246, 260
Nearing, Helen and Scott
Living the Good Life 136
Nelson, Senator Gaylord 107, 109
Nestlé 54
New Alchemy Institute 131, 136, 137, 138
New Prosperity, A 125
NGOs 38, 78, 216, 238
see also under names
Nicholson, Max 80
Nike 281
Nissan 67
Nixon, President 70
Nobel Women’s Initiative 212
non-governmental organisations see NGOs
Nordisk 67
Nordstrom 118
Norrish, Ronald 176
nuclear power 165, 180
nuclear proliferation 166
nuclear weapons 202

O2 87
Obama, Barack 221
administration 117
Odum, Eugene: Principles of Ecology 110
O’Naturals 132
SustainAbility 65, 67, 72, 73–4, 77, 82
Swarz, Herman 267
Swarz, Jeffrey 134, 135, 265–82
Swarz, Sidney 134, 135
Swiss Re 49

take–make–waste process 10, 12
Tennant, Tessa 47
Teso 54
Thatcher, Margaret 36, 50, 285, 289, 290, 293
Third World Network 245
Tickell, Sir Crispin 34, 283–301
Climatic Change and World Affairs 285, 286
Timberland 91, 134, 267–82
Timberland Index 281
Time 7, 108
Tomorrow’s Company 87
Toyota 57
Toyota Prius 57, 60, 87
Transition town movement 101
TREE AID 286
Tree People 194
triple bottom line 18, 75, 82
Tum, Rigoberta Menchú 212
Turner, Lord Adair 48, 55
Two/Ten Foundation 268
UBS 49, 171, 184
Unchained 87
Unilever 54, 87, 95
United Nations Conference on Environment and Development (UNCED) 27
United Nations Conference on the Human Environment 215–16
United Nations Earth Summit 1992 35, 42
2002 235
United Nations Environment Programme (UNEP) 216
United Nations Framework Convention on Climate Change (UNFCCC) 27
United Nations Global Compact Cities Programmes (UNGCCP) International Advisory Council 67–8
United Nations Security Council 286
Urquhart, Sir Brian 34
USAID 67

van Heugten 8
Velvet Revolution 126
video-conferencing industry 59
Vietnam War 107, 109, 214
Vodafone 57
Volans 65–83
Voluntary Service Overseas (VSO) 187
Walker, Dan 112
Wal-Mart 54, 99–100, 143, 270
War on Want 92, 95
Ward, Barbara 214
Waste & Resources Action Programme (WRAP) 89
Weyerhæuser 118
Wikipedia 100, 101
Williams, Betty 212
Williams, Jody 212
Wintzen, Eckart 57
Wolfensohn, James 237
Wolff Olins 50
Women’s Environment and Development Organisation 245
Woodrow Wilson International Center for Scholars 111, 112
Woolard, Edgar 198
working-mother leadership 38
‘world according to Monsanto, The’ 245
World Bank 153, 202, 236–7, 257
Global Environmental Facility 108
World Climate Conference, Second (Geneva) 35–6
World Economic Forum 76, 268
World Energy Council 80
World Future Council 264
World Health Organisation 206, 207
World Insurance Forum (2008) (Dubai) 293
World Resources Institute 67, 108
World Summit on Sustainable Development in Johannesburg (2002) 253
World Trade Organisation 32, 163, 164, 255
World Wildlife Fund (WWF) 67, 68, 80
Council of Ambassadors 67
Worldwatch Institute 7, 107, 112
Worn Again 100
Wright brothers 78

Yamani, Zaki 113
Yorke, Thom 151
Young Foundation, The 87
Young Green Consumer Guide 81
YouTube 101

Zaelke, Durwood 34
Zevon, Warren 282
Zouk Ventures 67

Index compiled by Annette Musker