For resource slides and to stay in touch

Text “CSUEB sustainability slides” &
email address to (510) 542-9449 or
Email: Grace@Latinnovating.com

Facebook.com/Latinnovating

@GraceTiscareno & #Latinnovating

Graciela Tiscareno-Sato
“How can I work in a Sustainability or Green Economy Role?”

Role Models & Resources from Corporate, Startup and Entrepreneurial Settings

April 21, 2015

Graciela Tiscareño-Sato
Chief Creative Officer
Gracefully Global Group, LLC
& Author of Latinnovating
Extremely creative childhood in Colorado

“LEGOs”
Socks – Creative Conservation
At Berkeley

Environmental Design and Architecture

Aerospace Studies (AFROTC scholarship)
After Berkeley, Global Work...

Global refueling deployments/Aviator, Master degree…TRANSITION...

International Management/Marketing, Green Enterprise, Solar PV Tech

Corp: Munich, Germany

Startup: Tel Aviv, Israel
Today – REPRESENT – Storyteller for Latinnovators

Mission: showcase positive contributions to the USA
What is the Green/Clean Economy?

Brookings figures show, yet again, that environmental sustainability isn’t some passing fad or a feel-good exercise, it’s a natural progression of the economy.

“The pace of growth really is torrid in that sector. This confirms the intuition that these exciting industries really are growing as fast as we think they are.” Mark Muro, senior fellow, Brookings Institution/co-author of the report

Source: Think Progress article on Brookings report “Clean Economy Starts Delivering on its Promise of High-Wage Jobs”
Goals of Sustainability Roles & Innovations

• To improve upon decades of unsustainable practices (resource depletion)

• To reduce environmental impacts of business/organization’s activities, as we continue to operate/grow
Toyota

- Manufacturing, Energy Usage, Facility Greening, etc
- Disposal/Redirect away from landfill
- (96% in Canada)

- Kevin Butt, Chief Environmental Officer
- B.S., Environmental Chemistry, Georgetown College

- RESOURCE: Sustainability Report 2014
Coca-Cola

- Bea Perez, Chief Sustainability Officer
- Bachelor's Degree in Marketing, Univ. of Maryland
- RESOURCE:

www.coca-colacompany.com/Sustainability
Oracle

• Jon Chorley, Chief Sustainability Officer
• B.S. in physics and geophysics
• Supply Chain Mgt

RESOURCE:
https://www.oracle.com/corporate/citizenship/sustainability/
Hewlett Packard

- Brian Tippens, Director, Procurement,
- Global Procurement Sustainability and Innovation organization

- Juris Doctor from the University of the Pacific, McGeorge School of Law
- Bachelor of Science from the University of San Francisco.
RESOURCES
Follow the corporate sustainability trends

By Environmental Leader & Pew Center for Climate Change Research
Sustainable Brands Community

- Library
- Online events
- Conferences

www.SustainableBrands.com
Brands that have already committed to joining us this year:

3M, VISA, Coca-Cola, LG, L'Oréal, Disney, The Nature Conservancy, HP, Target, Sprint, Sears, Whirlpool, Steelcase, REI, Avery Dennison, Novelis, Ford, Unilever, CVS Health, P&G, Nestle, Johnson & Johnson, WWF, Mattel, UPS, Rainforest Alliance, United, Campbell's
Sustainable Brands Community

Brands that have already committed to joining us this year:

- Kimberly-Clark
- at&t
- DIRECTV
- GLOBE SCAN
- CHOBANI
- goodwill
- jetBlue
- LEGO
- Domtar
- SAP
- NORDSTROM
- EY
- KOHLER
- Panera Bread
- CDP
- Hershey
- MSLGROUP
- HERSHEY
- ca
- H&M
- BBMG
- ALDO
- clarke
- TACO BELL
- Information & Insights
- EILEEN FISHER
- Royal Caribbean International
Resource: Sustainable Brands Book List

Search: 13 Hot Books from Sustainability Thought Leaders

13 HOT SUSTAINABILITY BOOKS

Related: Blog, Terracycle, Marketing/Communications/Media,

Continuing with our series of "hot lists" (check out our lists of hot products and business model innovations) this third installment previews 13 hot books whose authors will
Startup Roles in Green Economy
Startup Roles in Green Economy

- Disruptive models
- U.S. created co.
- Foreign owned, here

US

Sales & Marketing

- US Regional Sales Manager - West Coast
- US Regional Sales Manager - South East
- US Regional Sales Manager – South-Central Region
- US Sales Manager – New England Region
- US Sales Manager – Mid Atlantic Region
- US West Commercial Sales Manager
- US Inside Sales Representative - Fremont, CA
- Code Compliance Engineer
- Field Application Engineer - Western Region
- Field Application Engineer - Eastern Region
- Solar Applications Engineer - Fremont, CA

Customer Support

- US Technical Customer Support Representative - Grass Valley, CA
- US Technical Customer Support Representative - Fremont, CA
- US Field Customer Support Representative – Eastern Region
- US Field Customer Support Representative – Central Region
- US Field Customer Support Representative - Southern California
- US Field Customer Support Representative - New Jersey
- Call Center Manager - Grass Valley, CA
- US Commercial Program Manager

Operations

- Customer Quality Engineer
- Customer Service Representative, Strategic Accounts - Fremont, CA

G&A

- Senior IT Support - Fremont, CA
- Accounting Specialist - Fremont, CA
- Human Resources Generalist - Fremont, CA
### Improving upon Status Quo

#### Primary Sectors

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Resource – job seekers

www.StartUpHire.com

Follow VC-funded startups job postings
• 1000s of open U.S. jobs NOW include “clean tech”
Follow employment trends

• *Clean Energy Trends*

• “Key insights and analysis of the most important employment trends globally—making it a ‘must read’ for job seekers and decision makers.”

Entrepreneurship in the Green Economy
It Matters Who Creates the Company!

Mission: Spark Environmental Entrepreneurship
Definition

Latinnovating

• Innovation rooted in and influenced by Latino cultures
• Founded: preservation of resources, conservation, creative reuse
• To maintain current lifestyle
• To improve on status quo industries, as if the planet matters
Common Theme

Childhood lessons of conservation, creative reuse + higher education = Positioned to innovate, lead

10 Latinnovators, 19 degrees
10 Latinnovators, 19 degrees

- Fashion Design & Merchandising
- Business administration
- International relations
- Political Science
- Law
- Interdisciplinary Studies
- Management Development for Entrepreneurs (MDE) executive training program
- Electrical Engineering
- Computer Engineering
- Engineering Management
- Mechanical Engineering
- Material Science
- Economics
- Accounting

Applying knowledge creatively in many different industries
Latinnovators

• Role Models for ALL
• STEM stories; 19 Degrees
• Conservation/creative reuse = job creation
• VALUE and RELEVANCE
How did they get there?

Mexico  Bolivia  Puerto Rico  Cuba

Of the 10:

• 3: Highly-educated parents
• 7: First to attend college
Leadership

• President/Founder (5)
• Chief engineer (2)
• CEO (2)
• Executive Director (1)
Carmen, CR&A Custom Inc
Large-format, industrial printing

• Biodegradable
• Recyclable
• Water, UV inks

VIDEO - In her own words…
Carmen, President CR&A Custom, Recommends....

RESOURCES
Luis Rojas
Harnessing Sun to Benefit Schools
Accountant
www.EvergreenSolarSolutions.com
Solar Developer

Project Finance
Courage

“I have always looked where nobody else was looking. We are creating a whole new market.”
Opportunities

School Districts

5 clients

963 in CA

15,500 in USA
“It is very important to have green programs in this [low income] community. This is where greening makes the most sense. We have young people working on these projects who will walk down these streets every day. They will be able to say, ‘I contributed to that home.’ It is very meaningful.”
Luis and Robert Recommend

RESOURCES
Sandra Artalejo
Permanence from the disposable

www.solastudios.net
Sandra Artalejo

Upcycling Throwaways into Promotional Items

Eco-Fashion
Humberto Today

Engineer reducing energy consumption
Humberto, in “early retirement”
Huautla Water project

- Village Of Sitio Iglesias In Oaxaca
- Crowd-funded Over $63000!
- Team Built Two Water Tanks
- 5 Bio-decomposting Toilets
- 4 Public Showers
Publishing continues:

Latinnovating Volume 2 in progress

A. Maciel, Gen2
Martha
Alejandro & Nikhil
Dorene
Liz

Carolina
Kimberly
Paul
Carl
Diana
Rocio Romero
Architectural Designer
Elizabeth Perez –
Fellow Military Vet, Clean Tech Jobs

- 1st military cleantech hub
- WH “Champion of Change”
Women of *Latinovating* and *Latinovating* Summit at CSU-LA
ACTION and RESOURCES
Learn Status Quo in whatever industry interests you

• DO informational interviews!
• Read what they read
• Work there first, with eye on entrepreneurship!
Primer sections in chapters of *Latinovating*

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*Carmen Rod*  
Eco-friendly printing leader  
Eliminating the Waste in Industrial Printing  

*Rodrigo Prudencio*  
Venture capitalist  
Funding Innovations to Reduce Energy Consumption  

*Rosamaria Caballero-Stafford*  
Eco-consultant  
Your Local Green Friend  

*Luis Rojas*  
Accountant turned solar developer  
Harnessing the Sun’s Power to Benefit Schools  

*Sandra Artalejo*  
Fashion designer and queen of creative reuse  
Turning Throwaways into Beautiful Fashion Accessories  

*Dennis Salazar*  
Packaging industry thought leader  
Leading the Sustainable Packaging Industry  

*Humberto Rincon*  
Mechanical engineer reducing consumption  
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*Monica deZulueta*  
Engineer reducing carbon footprints  
Greening the World with Software  

*Robert Zardeneta*  
Social justice leader transforming communities  
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Entrepreneur solving energy storage problems  
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Speeches and S...
Resource

Follow science, news

Excellent roundup, Free email newsletter subscription

- National Renewable Energy Laboratory [www.NREL.gov](http://www.NREL.gov)
- Many other industry-specific resources recommendations
## Improving upon Status Quo

### Primary Sectors

#### Advanced Materials
- **Metals** (44)
- **Nanomaterials** (95)
- **Plastics** (180)
  - See all 41 tags »

#### Agriculture & Forestry
- **Agriculture** (345)
- **Forestry** (51)
- **Aquaculture** (19)
  - See all 24 tags »

#### Air
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- **Carbon Dioxide (CO2)** (72)
- **Pollution Monitoring** (52)
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- **Fermentation** (92)
- **Biodiesel** (237)
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- **Electrochemical Storage** (235)
  - See all 31 tags »

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- **PEM Fuel Cells** (25)
- **Solid Oxide Fuel Cells** (25)
  - See all 3 tags »

Source: [Cleantech](http://www.cleantech.com)
The Americas Latino Festival has broken ground in the cultural, political and environmental arena, not only for Latinos but for the rest of the country as well. Let’s hope this is only the beginning. -Javier Sierra, nationally syndicated columnist for Sierra Club
Green Jobs Leads

Twitter handles to follow:

- Green Jobs @GreenJobsGlobal
- Veterans Green Jobs @greenjobs4vets
- Green Jobs @GreenJobs
- Green Jobs Brasil @GreenJobsBrasil
- Greener Jobs @greenerjobs
- Green Jobs Good Work @CanadaGreenJ...
PV Solar Training for Vets

- Certifications for PV Installation Skills
- Fully or partially subsidized training
- Power electronics, modules, inverters

- Imagine Solar (TX)
- US Solar Institute (FL)
- Many others around too
Resource

www.e2.org

Independent business voice for the environment
YES! Magazine

“...ideas, inspiration, and practical stories about people creating positive change for a just and sustainable world.”

5x/year - In current issue....

- Depaving Cities, Undamming Rivers—Here’s How We’re Undoing the Damage
- The Largest Chinese Bike Share Program Is 12 Times the Size of NYC’s
- Deep in the Amazon, a Tiny Tribe Is Beating Big Oil
- From Watersheds to Mountains, What If We Based Our Borders on Nature?

http://www.YesMagazine.org/
TOMORROW'S GREEN JOBS FOR LATINOS

What does the future hold for the community that will make up much of the U.S. workforce in the industries that will dominate it? Opportunity.

By Sergio Muñoz

“Green Power Plays” by Pablo Schneider
“The innovators are Latinos; the lessons, benefits & opportunities are for ALL.”

CALL TO ACTION

• Book/eBooks in schools/colleges
• ALL students learn from Latinos
• Change a life trajectory - MENTOR
• Harness the creative advantage
• Environmental Entrepreneurship!
• Change the mainstream conversation
THANK YOU!
Join us as we build COMMUNITY

Facebook.com/Latinnovating & LatinosLivingGreen
For resource slides and to stay in touch

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