



Society for College and University Planning

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FOR IMMEDIATE RELEASE:

ENVIRONMENTALIST, WRITER MCKIBBEN OFFERS ECONOMIC SOLUTIONS TO ENVIRONMENTAL SUSTAINABILITY DURING FIFTH ANNUAL SUSTAINABILITY WEBCAST HOSTED BY THE SOCIETY FOR COLLEGE AND UNIVERSITY PLANNING

October 3, 2007, Ann Arbor, Michigan—Could moving away from a national economy focused on unfettered growth toward local, “deep” economies provide a lasting and positive impact on our environment? Environmentalist and author **Bill McKibben** will address how economics may be the key to a more sustainable future and the role colleges and universities can play to support “deep economies” during an October 24, 2007, webcast that celebrates sustainability on campuses around the world.

The webcast, titled “Building a Durable Future: Community, the Campus, and Deep Economy,” will be broadcast from noon to 1:30 p.m. eastern time by the Society for College and University Planning (SCUP), an international society of higher education professionals who are responsible for integrated planning on their campuses.

The program also will feature **Norm Christopher**, director of sustainability at Grand Valley State University (GVSU) in Allendale, MI. GVSU is noted for its commitment to sustainability and will serve as an example of how a university can build and contribute to a “deep economy” as outlined in McKibben’s latest book, “Deep Economy: The Wealth of Communities and the Durable Future.”

A senior representative from the Association for the Advancement of Sustainability in Higher Education (AASHE) will moderate the webcast.

The webcast is open to the public. The cost is \$200 for SCUP members and \$240 for all others. For more information, visit www.scup.org/csd/5/.

SCUP’s fifth annual Campus Sustainability Day webcast is sponsored by [ARAMARK Higher Education](#) and [Gilbane Building Company](#),

SCUP offers a variety of higher education-focused sustainability resources, many of which are free and available to nonmembers, at www.scup.org/resources/topic_issue/sustainability.html.

SCUP provides knowledge and resources on best planning practices for higher education, with a particular focus on academic, facilities, infrastructural, financial and resource planning. Headquartered in Ann Arbor, MI, and affiliated with the University of Michigan School of Education, the society will hold its next annual, international conference and idea marketplace July 19-23, 2008, in Montréal, Canada. Visit www.scup.org.

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