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U.S. Sustainable Scenario Project

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Abstract

The United States Sustainable Scenario project was an effort conceived and underwritten by more than 20 North-American -based business, including such companies as General Motors, DuPont, Xerox, Proctor & Gamble and Novartis. It included not only business, but also non-government organizations and governmental representatives. The goal of the project was to build on the work of the World Business Council for Sustainable Development (WBCSD) through their Global Scenario Project and the President's Council for Sustainable Development (PCSD)'s Sustainable America report to develop a planning tool to further the efforts of sustainability in the U.S.

In November and December 1998, separate workshops were held for each of the three different groups involved. In facilitated discussions, the participants discussed the unique dilemmas facing their sector of society and the types of leadership required. During the final workshop in January 1999, the three groups met together to identify ideas that could advance sustainability more rapidly.

The Sustainable Scenarios project resulted in the creation of two projects: 1) A how-to kit for using scenarios and stories for collaborative decision making; and 2) A video based on The Wizard of Oz as a metaphor for society's journey towards sustainability. The video serves as a means for beginning dialogue by diverse groups on the dilemmas faced by different sectors of society as they grapple with what sustainability means to them.

The results of this project were shared at a session during the National Town Meeting for a Sustainable America.