



Sustainable Ventures

SV's Role as Translator *Measuring and translating what we value*



Does the marketplace has EVERYTHING labeled? Right? But what we currently measure in products and services does not incorporate everything we value. For example, eating oatmeal for breakfast to support our health and good performance does not include measures of the costs related to oil and forest infrastructures.

These omissions stand in the way of realizing a better world for our families and the many ways we experience the natural world.

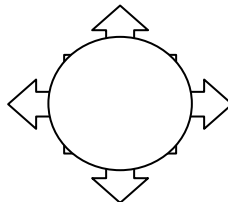
With a box of oatmeal, some key metrics are commonplace, yet others are missing. For instance:

	Positive	Metrics	Negative	Metrics
Social	Healthy to eat	<ul style="list-style-type: none"> • Calories • Cholesterol 	Disparity: Who are the children put in harm's way?	?
Environmental	Good food=better performance	<ul style="list-style-type: none"> • Physical • Emotional intelligence 	<ul style="list-style-type: none"> • Pesticides • Packaging • Transportation 	?
Financial	Low shelf price	\$	Death of children in the Iraq war	?

Sustainable Ventures engages people to understand, create, and use key metrics for "organic," "minimum packaging," and "locally purchased" for a box of oatmeal.

SV will help identify and showcase these missing key metrics in true cost pricing. When we each use true cost pricing for our daily purchase decisions, we will be able to protect and restore our world.

SV's Role as Catalyst



As a catalyst, SV collaborates creates programs with people from all sectors to develop true cost pricing. We would like to collaborate with you to frame the discussion and craft the language to expand the stakeholders among us engaged in true cost pricing. We can then purchase with our values, educate for action, and create the world we want.