



Hothouse Resource List

Further Reading + Video

Indicators and Information for Sustainable Development

Why measuring and indicators is a critical element for sustainable businesses

<http://www.donellameadows.org/archives/indicators-and-information-systems-for-sustainable-development/>

Made to Stick: Why Some Ideas Survive and Others Die

By Chip Heath and Dan Heath

<http://www.amazon.com/Made-Stick-Ideas-Survive-Others/dp/1400064287>

The way we think about charity is dead wrong

TED talk by Dan Pallotta

http://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong.html

Using Ecology's Research and Development to Shape Viable Business Products

Biomimicry 3.8 Case Studies

Businesses solving challenges and making a profit using nature as an R&D lab

<http://biomimicry.net/about/biomimicry/case-examples/>

Biomimetic Architecture: Green Building in Zimbabwe Modeled After Termite Mounds

Biomimetic architecture negates need for AC/heating in Africa

<http://inhabitat.com/building-modelled-on-termites-eastgate-centre-in-zimbabwe/>

Netherlands Looks to Float Itself Out of Harm's Way

Floating homes in Holland cope with rising water levels

<http://www.nytimes.com/cwire/2009/12/22/22climatewire-netherlands-looks-to-float-itself-out-of-har-46940.html>

Kalundborg Symbiosis

Industrial Symbiosis in Denmark - closed loop industrial production

<http://www.symbiosis.dk/en>





Sharklet Technologies

Reduction of bacterial contamination by 85% from patterns based on shark skin used in medical facilities and products

<http://sharklet.com/technology/>

Columbia Forest Products PureBond

Mussel thread design incorporated into flooring technology reduces footprint and increases performance

<http://columbiaforestproducts.com/PureBond>

Additional Tools to Supplement the Hothouse Workbook

Backcasting

Start with your mission and design strategy and tactics backwards to stay on track

Backcasting starts with defining your mission imperative and working backwards through required action steps in order to arrive at the present with a clear set of tasks. It requires reassessment from time to time (apply SWOT analysis here regularly) to adjust for change. Your 2x2 grid of strategic choices will be determined here in chronological fashion.

http://www.google.com/imgres?imgurl=http://dux.typepad.com/.a/6a01127908c29528a4014e8a50be8f970d-800wi&imgrefurl=http://dux.typepad.com/dux/2011/08/method-16-of-100-backcasting.html&h=502&w=705&sz=119&tbid=kVC7UHER9BHOAM:&tbnh=87&tbnw=122&prev=/search%3Fq%3Dbackcasting%26tbn%3Disch%26tbo%3Du&zoom=1&q=backcasting&usq=_w_cgZS8XEXKiGDr9SjBuLmytflZs=&sa=X&ei=vwDJUaeUI7ai4AOwl4CoBQ&ved=0CCgQ9QEwBQ

Scenario Planning

Strategies for navigating uncontrollable disturbances

There will be inevitable variables in your system over which you have little or no control. Scenario planning allows you to monitor and adjust to potential disruptions and maintain viability. You will have a sense of them after your work on the system map. Have plans B and C at the ready. This is the cockroach's opportunistic maximization of resource input and strategy options to stay alive—don't let your initiative become a fossil!

<http://www.shell.com/global/future-energy/scenarios/40-years.html>

And just in case you thought you needed funding...

<http://www.cnn.com/2013/06/25/tech/innovation/frugal-innovation-india-inventors/index.html>

