

WHAT ARE GUILDS?

What: The *Turning the Tide* program is organized around the concept of 21st-century guilds—groups of people with a shared commitment to an environmental issue and outcome. Represented in each guild will be some of the best minds in business, science, technology, the arts, environment, and philanthropy. Like guilds of the past, these are groups of people who roll up their sleeves and get things done.

Why: Erosion of the global environment is accelerating at an alarming rate, increasing the need to move beyond traditional discussions and conventional solutions. The Institute at the Golden Gate is inviting leaders from different disciplines and sectors to act together and turn this tide.

How: There will be six guilds, each providing a framework in which to share novel ideas and jumpstart action around different topics. Each guild consists of invited individuals representing a variety of fields and backgrounds and registered and ticketed participants from the general public. Four to six “guild masters” who are leading innovators in their fields will help the group navigate the complexity of a challenging topic, question assumptions, and define actions that will make a difference. Follow-on strategies will likely vary by guild and could include the emergence of new project partnerships or initiatives.

Guild Descriptions:

Business and Environment: Capitalism Reinvented

With industries and corporations stretching globally, the collective worldview can no longer polarize economy and environment. The Institute at the Golden Gate recognizes that the current dual world crises facing the environment and the market signal that economic systems measured by consumption and quantity fail us in an era promising change. The Business and Environment guild combines the leading minds of the business, economic, and environmental spheres to reassess the world’s economic currents and explore how they can restructure (not erode) natural ecosystems. The guild is being challenged to answer the question “What is the new economic model that strengthens the economy, values the environment, and promotes human capital?”

Guild masters: Elliot Hoffman (New Voice of Business), Mike Freed (Passport Resorts), Paulo Gomes (Constelor Investment Holdings), Peter Liu (New Resource Bank), Wilford Welch (Quest for Global Healing)

Health and National Resilience: Building New Ecosystems

From the degradation of our natural environment, to the rise in childhood obesity, to the growing health threats from pollutants and man-made chemicals, we are in the midst of a national and global crisis. We are discovering that the health of ecosystems is directly related to the health of human society. This guild will embrace fresh ways of thinking—recognizing that human and environmental health are linked and that solutions will arise from cross-sector collaboration and innovation.

Guild Masters: Tara Lemmey (LensVentures), Michael Lerner, Ph.D. (Commonweal), Dr. Linda Giudice (UCSF), Jon Bowermaster (explorer/adventurer), Sylvia Earle (oceanographer)



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Leadership Cities: Thinking Forward

In our industrialized world, cities struggle to find a balance between commerce and sustainability. Examining land use planning and urban development allows us to explore the collaborative space between built and natural environments. What policies must be set in place to foster the development of human habitation in a carbon-constrained world? The experts in this guild are leaders from the urban planning, energy, agricultural, and transportation sectors.

Guild Masters: Carol Coletta (CEOs for Cities), Dan Kammen, Ph.D. (UC Berkeley Renewable & Appropriate Energy Lab), Gil Friend (Natural Logic), Michael Haas (Orion Energy Group), Amy Meyer (People for a Golden Gate National Recreation Area)

Planetary Survival: Conserving the Commons

The “commons”—water, clean air, forests, wildlife, national parks, and historic places—are resources and spaces owned by no one, but critical to the health of all. And the vitality of these commons is connected to our actions—as degraders or as stewards. This group will work to identify the current issues affecting the commons, and what actions (local, national, and global), should be taken to conserve these important assets and resources for the collective good.

Guild Masters: Byron McCann (Ascent Partners), Karen Dvornich (Univ. of Washington, National NatureMapping Program), Terry Root, Ph.D. (Stanford University), Jon Jarvis (National Park Service)

Media, Education and Technology: Creating the Epicenter for Eco-Information

Journalism in every medium and art in its many forms, including photography and moving images, can educate people and inspire them to act positively on behalf of the environment. Talented professionals and exciting technologies are available to inform and engage people of all ages from all over the world, but many of our educational and journalistic systems are struggling to survive and reinvent themselves. At the very moment when global environmental knowledge is needed more than ever, some of our most valued institutions seem unable to provide it. This guild will consider the challenges and propose initiatives to engage journalists, artists, educators, scientists, technologists, and others in the essential task of stimulating greater environmental awareness and public action.

Guild Masters: Doug McConnell (TV journalist, host, producer), Jonah Sachs (Free Range Studios), Rich Silverstein (Goodby Silverstein & Partners), Milton Chen, Ph.D. (George Lucas Educational Foundation)

Next Generation Leaders: Designs for the Future

The problems of tomorrow will require leaders who are armed with a new set of tools and skills. This guild will be comprised of young innovators who are committed to the goals of sustainable development. Many have already created lasting solutions to solve current problems; others will benefit from the experiences of the successful young entrepreneurs in the guild. These young movers and shakers will learn from each other and connect with leaders in the other guilds.

Guild Masters: Michael Furdyk (Taking IT Global), Alec Loorz (Kids-vs-Global-Warming), Eric Case (nb.io), Kamran Elahian (Global Catalyst Partners)

