To Green or Not to Green: Costs, Benefits and Return on Investment

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How can we contribute to a sustainable future?

Meets the needs of the present without compromising the ability of future generations to meet their own needs

— U.N. World Conference on Economic Development
INTRODUCING OUR PANELISTS

Thomas Gotschi
  » Director of Research, Rails-to-Trails Conservancy

William Lyons
  » Senior Project Manager, USDOT Volpe National Transportation Systems

Charles Kooshian
  » Senior Policy Analyst, Center for Clean Air Policy

Projjal Dutta
  » Director – Sustainability Initiatives, Metropolitan Transportation Authority
DISCUSSION QUESTIONS

» What advice do you have for those who are trying to “make the case” for going green?

» What challenges did you face in documenting benefits, and how did you overcome them?

» How were you able to demonstrate the “costs” associated with inaction or maintaining the status quo?

» What will you do to maintain momentum or foster continuous improvement?
Our journey has just started…

“Never doubt that a small group of thoughtful, committed people can change the world; indeed, it is the only thing that ever has.”

– Margaret Mead