

Harnessing Sustainability to Uplift Communities



George Brooks

Co-Founder, RightTrac, Inc.

The social, economic, and environmental tools that we use to make the world more sustainable can also be applied to solve other problems. In this way, sustainability creates value that is embraced and enhanced. In this talk, George Brooks will explore this hypothesis and provide examples of how sustainability is being applied locally to uplift communities from poverty and malnutrition.

Brooks is a founder of the urban aquaculture firm RightTrac and regularly contributes to The Arizona Republic on sustainability, green jobs, water, diversity, and community awareness. A Phoenix native, he is a member of the PlanPhx leadership team responsible for creating the new City of Phoenix General Plan.

Thursday, February 28, 2013
12:00 - 1:30 p.m.

Wrigley Hall, Room 481 (lunch will be provided)
Arizona State University, Tempe campus



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The Sustainability Series is presented by ASU's Global Institute of Sustainability.