Mapping Assignment 3

Student’s Name

Institution

Date

**Introduction**

Sierra Club is an environmental organization based in the San Francisco. It was registered in 1892 by a Scottish-American environmentalist John Muir. Since then Sierra Club has grown all over the country with several volunteers working closely to preserve the environment to make our future better. Its core objectives are to champion the solution to various environmental problems and fight for the environmental and social justice which destroys the future. Sierra Club works to provide safe water, land protection, clean air and vibrate natural world. The Sierra Club foundation was therefore, formed to promote climate conservation, solution, and movement which is build through a powerful combination of strategic grassroots advocacy. In the last years, it has worked in partnership with other organization to secure the protection for over 439 Parks and Monuments, and several Coal plants. It has over 7,500 trained volunteers and 1.3 million members worldwide. It is therefore, one of the most active and recognizes environmental organization working to make the future of environment better. This paper, therefore, provide illustration of several sustainability levels or methods, which Sierra Club applies to achieve its core objectives of delivery a clean environment for to build the future of the planet.

**Level Sustainability Systems Map**

The concept of sustainability is the intricate one and it is possible to apply some of its general characteristic by adopting, system, success, strategy, tools and action to address the concerns of an organization. Sierra Club has implemented several projects to ensure that it achieved its core objectives, which is to make the environment clean and protect for the future.

**System**

Sierra Club core aim is to promote solutions to problems faced in making the environment clear. In order to achieve its objectives it has designed its driven goals for more sustainable environmental condition. The strategy of the organization is to transform energy into eco-friendly sustainable energy system. The organization works with other partners to campaign for the use of green energy such as solar, and wind energy instead of hydro and nuclear, which is main source of global warming. It has worked with major organizations and governments to design green energy strategies. Sierra Club also preserves the land, air and water. This is to make sure that our water, land and air are kept clean to build a better future with a clean and safe environment. Sierra Club has abroad strategy to make sure that everyone have got opportunity to access clean water, air and land and therefore, it gives everyone opportunity to fight for the good our planet. In this case, the organization works with other organization to make laws or policies which gives people opportunity to provide solutions to several environmental problems we faced today.

**Success**

Sierra Club recruited people, which can help it achieve its core objectives. The company then implement is core goals by working together with strategic partners. This was achieved by recruiting and educating people who can assist the organization in providing solution to the problem facing the environment. Sierra has recruited over 1.3 million members and several volunteers, which gives the organization advantage in terms of voice in the society. It can therefore, use its numbers to campaign for several issues, which can help in solving the environmental problems.

**Strategy**

Sierra Club strategy is to come together to achieve great things using several goals. First, it is to bring community together to fight for what they believe in. This has made the company very successful in last 127 years of its existence. The strategy of the company includes forming partnership and building policies which are environmental solution oriented. The strategy of the company is based on the impact it tends to create and the concerns, which many have raised. Even though Sierra Club does not have clear projects addressing the environmental challenges, its key strategy is campaign for policy formulation and enactment of laws which can help in solving environmental problems. This has made it to achieve a milestone over the last years.

**Action**

The company involves in research to create opportunity for people to get the best alternative source of energy. Through its work, it has ensured that renewable energy is implemented in the United States to help protect the environment. It also provides education to institutions and the younger generation to get them more involving in thinking about the future of the planet. The most efficient way to solve the problem facing the environment is through policy formulation, partnership and educating the public. Sierra Club takes the highest action to campaign and educate people to solve the environmental problems. The action of the organization should include, campaigns, educating or training, and demonstrations to achieve its core goals.

**Tools**

The company has designed user friendly website to make it easy for members to join the course and donate as well. This is meant to assist the organization is working towards achieving its co re objectives. It also promotes and educates people on issues related to conservation of the environment. The tool be used include, partnership with vendors to work closely with the industrial sectors in addressing the problems being faced by companies. Lack of proper mean of disposal force companies to dispose into the sea or lake, however, partnership with vendors increase access to disposal means and therefore, it help the organization to address a major challenge in the industrial sector.

**Strategic Principles of Natural Capitalism**

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| **Level** | **Approach** | **Risk** | **Opportunities** |
| Level 1: System | Economy is a great factor in environmental aspect. And natural capital reducing the economic growth in the future. | Inefficient definition of limiting natural capital as key aspect for the future put the conservation and solution to the problems are risk.  It’s difficult to incorporate natural capital and economy. It makes it difficult for the organization to operate focusing on its core aims. | It is important to include planet in the mission and operation of the organization. It is likely to help in recognizing the natural capital hence provide a better way of addressing the problem. |
| Level 2:  Principle for Sustainability. Success | Protection of the natural capital | Without protection the entire generation is exposed to a lot of risks | It is important to preserve and protect plants and deserts across the country. |
| Level 3: Strategic Principle | The investment should be done in the natural capital  Loop material system should be closed. | Waste materials from households and fertilizer make it difficult to achieve its goals.  Waste from restaurants and factories are properly disposed.  No waste assessment has been done and implemented by the organization.  Research output is not properly being used for the intended goals.  The reintroduction of endanger species makes it hard to conserve the environment as expected by the company. | It needs to increase its campaigns to zero emission and also invert disposal system which is eco friendly.  Work together with city and state offices to establish legislation to enforce reuse of some materials to level of disposal.  Take a lead in advocacy for environmental conservation and also provide solution required to solve the environmental related problems. |
| Level 4: Action | Several actions are required to help the organization achieve its objectives. | Air conditioning is used during summer and this consumes a lot of energy.  The water should be recycled to avoid wastages .  Investment should be done on reusable materials to help in the conservation of the environment. The company urged residents to recycle bags, and other reusable materials for the sake of the environment. | Campaign for increase usage of renewable energy. Introduce eco energy technology in all sectors to help in reducing he global warming.  It is also important to campaign for the construction of buildings with green energy technology to help in saving energy. |
| Level 5: Tools | Existing goals is needed for the success operations. | It is clearly been demonstrated that there is lack of tools for evaluation of the achievement. It undermines the course. Tracking of the operations and the success are also not and this therefore, undermines the course. | It should utilize its partnership and stakeholders to spread the work. This can be to indentify the risk and provide necessary solution.  It should also work with governments and international bodies to identify areas of partnership to strengthen the work of the organization in ensuring that the environment is protected. |

**Zero Waste Emission**

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| **Level** | **Approach** | **Risk** | **Opportunities** |
| Level 1: System | Waste disposal can limit the social ecology | Ban on the use of hydro and nuclear can help in reducing emission though the organization has no power to affect such ban. This cause a big risk to the society. | It’s time to work with UNEP and other organizations to formulating a policy to force organization to implement green energy and avoid the use of hydro and nuclear source of energy. |
| Level 2:  Principle for Sustainability. Success | Remove factors which lead to emission of gases. | Lack of ability to mobilize resource to eliminate these factors. | Create education programs on emission related issues.  Mobilize organizations and governments to implement renewable energy to reduce emission of gases. |
| Level 3: Strategic Principle | Reduce the usages of machines and other elements, which emit gases into the atmosphere.  Formulate zero emission policy. | Lack of efficient equipments for waste management is a big problem, which need to be addressed.  There is lack of data on the waste management.  Lack of quantitative assessment, which had been conducted and therefore, it makes it difficult to implement its policies. | Focus on educating people on recycling techniques.  Recycle recyclable wastes to avoid usage of dumping sites.  Provide opportunities to increase public participation in eradicating wastes.  Use its volunteer network to help in campaigning for policy formulations by various government agencies. |
| Level 4: Action | It should focus on working together with industries and government to address the problem. | The delivery of service is based on campaigns and advocacy. This makes it difficult to implement an action oriented to address the problem which affects the society. | For partnership in developing more energy saving materials or equipment to address the global challenges.  Building eco intelligent solution to solve the problem of waste management in our cities.  Partnership with vendors and industries to reduce the wastages being dumped into the sea.  Industries to use solar panels and other renewable energy top stop dependency on nuclear and hydro. |
| Level 5: Tools | It should use various accounting system to solve the problem. | There is lack of equipments to help in addressing the ecological issues. This makes it difficult for the organization to evaluate how it engages its resources in addressing the problems. | Increase the level of transparency into the way the environmental issues are being addressed.  It is also necessary to applied true cost by integrating its with the best model to help in the accountability hence achieving the objectives of the organization would be easier. |