

“Sustainability 2.0” – Shifting Corporate Culture Toward Sustainability

By Greg Wendt

In November 2010, I moderated a panel discussion at [The Global Summit](#) conference in San Francisco.

The two panelists were leading thinkers in the sustainability: [Andy Behar](#) – CEO of [As You Sow Foundation](#), who’s mission is to “promote corporate responsibility through shareholder advocacy, grantmaking, and innovative legal strategies” and [John Perkins](#). As Chief Economist at a major international consulting firm, John Perkins advised the World Bank, United Nations, IMF, U.S. Treasury Department, Fortune 500 corporations, and countries in Africa, Asia, Latin America, and the Middle East. He worked directly with heads of state and CEOs of major companies. His books on economics and geo-politics have sold more than 1 million copies, spent many months on the New York Times and other bestseller lists, and are published in over 30 languages.

[Here’s a link to the provocative discussion.](#)