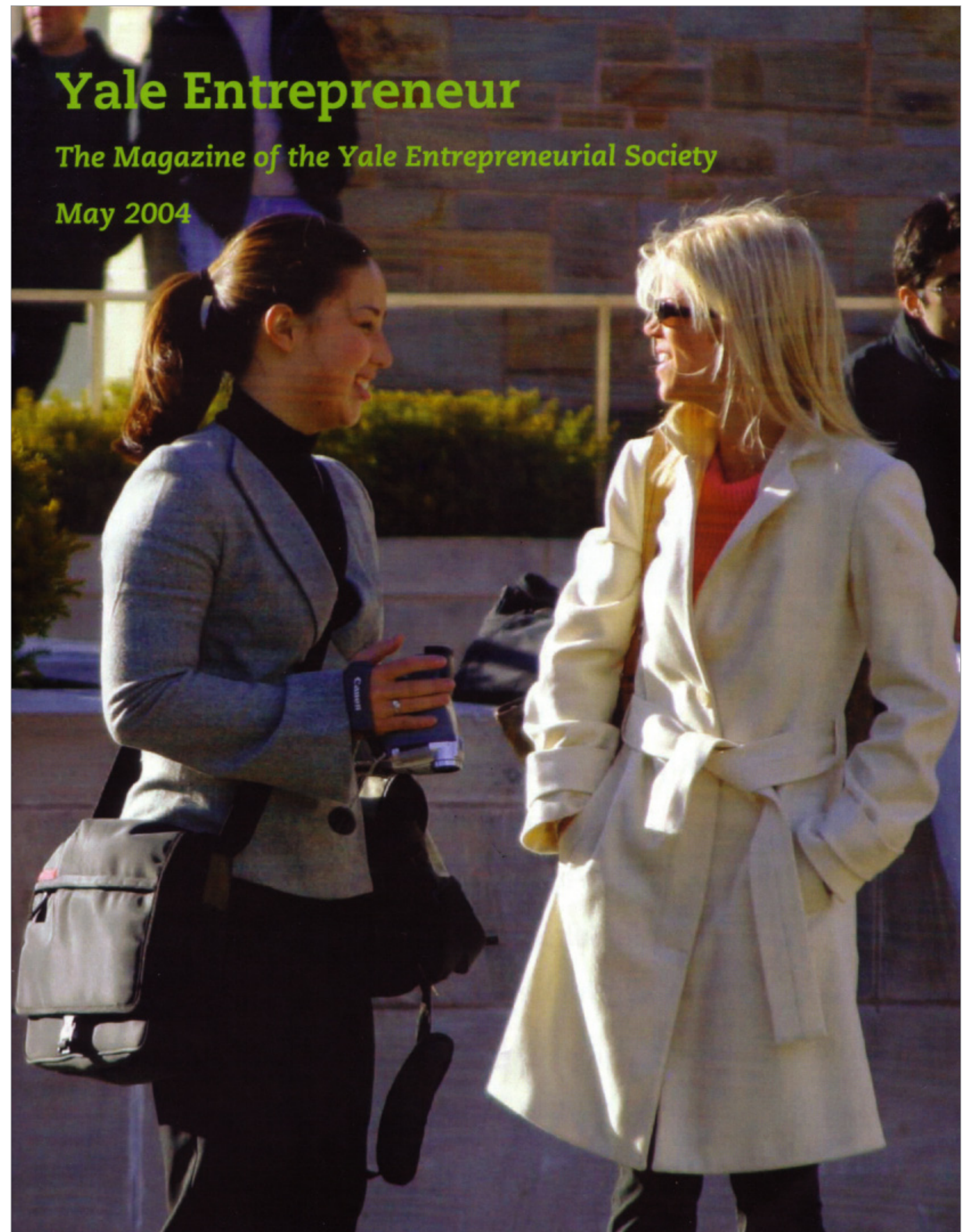


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sludge taken from the sulfur-removal mechanism in coal burning power plants contains lots of  $\text{CaSO}_4$ , or gypsum, which is the main ingredient of wallboards. If, as is the case in Kalundborg, Denmark, the wallboard plant is located next to the power plant, the wallboard saves money on transportation and materials while the power plant makes money from selling materials and avoids landfill costs. The environment benefits by the efficient use of resources and minimizing of waste.

It is undeniable that many resources such as oil, natural gas, land-fill area, and metals are going to run out if we continue to use them at current rates. It is to the long-term benefit of a business to use renewable resources (such as nuclear power) and to implement materials recycling programs.

There is equally a need for environmentalists to consider the economical point of view and to adopt environmen-

tal policies that are consistent with business motivations. Perceptions that allow for compromise and cooperation guarantee greater success in achieving both economic and environmental aims, turning the good guy/bad guy situation into a win-win scenario.

Government is a key player in the convergence of economical and environmental goals. Businesses hold a huge influence over policy, and can use this power to encourage smart policies that benefit the environment and the economy.

Fair allocation of environmental costs hinge on externalities. If my factory puts out a cloud of smoke every day that lands on your white house and is breathed by you and your children, then my production has imposed a cost on you that is external to my production process. In the absence of environmental laws, the factory owner would not have to bear that cost and, as a result, would not factor that expense into my cost of production. One of the key objects of environmental policy is to impose those external costs back onto the party that created them. Norway, for example, has imposed a high tax on carbon emissions for over a decade. Therefore manufacturers are forced to recognize those costs in the production process. Accordingly, they implement more efficient production and install pollution control devices. Using such mechanisms, government forces environmental considerations to be a factor in the quest for profit. Individuals going about their daily lives also produce externalities. Cars in the aggregate add much more pollution to the air than a factory. Dishwashers, bathtubs and lawn sprinklers use an immense amount of water.



**Combining the environmental-friendly and the profitable, these considerations can now please environmentalists and businesses alike: a profit benefit of environmental altruism is environmental marketing.**



## Reach Out

Reach Out is an undergraduate organization at Yale whose mission is to foster a sense of global responsibility and increase awareness of the struggles faced by citizens of developing countries around the world. Reach Out fulfills this mission by organizing international service trips, follow-up projects and events related to international development. Reach Out's board is made up of five undergraduate students, and is augmented in the spring by a group leader for each of the international trips. Reach Out organizes its international trips in conjunction with established organizations in the United States and abroad, including La Coordinadora, the American Jewish World Service, The Foundation for Self Sufficiency, The New Haven/León Sister City Project, Remedy SA, and others. Reach Out understands that while students may spend summers and spring breaks doing service at the grassroots level, they spend the rest of their time as undergraduates at Yale. With this in mind they are working to create a more cohesive program of study for those interested in the many issues of international development, and the first step is the International Development Studies Curriculum Guide, distributed through Yale College Dean's Offices. It can help students find classes in a variety of departments, extracurricular activities and hands-on international development.

## CARE to make a difference

In the spectrum of international not-for-profit organizations, 65 years is a ripe old age. The Red Cross and the Salvation Army are among the very few organizations that have weathered the tests of time and turbulent international waters to reach their 65th anniversary.

Now CARE, one of the largest international humanitarian organizations dedicated to fighting the effects of poverty, is looking down the barrel to its 65<sup>th</sup> year and hoping to stave off retirement – a tricky task for an organization whose name-recognition among younger Americans is considerably less than for its older colleagues like the Red Cross and Salvo.

Founded in 1945 with the aim to help survivors of WWII, CARE outlived its initial growing pains to evolve into its current form – a confederation of 11 international organizations with projects in approximately 60 countries. But surviving the aging face of its American financial support – the average CARE donor well-beyond retirement – may prove a somewhat trickier task.

Lauren Thompson '05 thinks that the key to securing CARE's future in America may lie in some old-fashioned grassroots leg-work. Thompson is the founder of the Yale-based College Council for CARE, the first college program associated with the organization.

"I really feel like the College Council for Care is an example of students taking the reigns of an idea and pitching it to a large organization," Thompson said. "We came up with an idea, we organized a board, and then we approached the organization."

In high school, Thompson, like most other members of her generation, had never heard of CARE until one day she

walked passed the organization's headquarters in her hometown of Atlanta, Ga. Intrigued, she called their offices looking for an internship, only to be told by a baffled employee that, no, they had no high school interns.

"CARE had no real presence in the U.S.," Thompson said.

As she would a few years later at Yale, Thompson did not wait for CARE to spontaneously realize the importance of youth involvement; she got in touch with their leader of community affairs, and the Atlanta Youth Committee for CARE was established.

Eventually, Thompson and some of her high school classmates traveled to Guatemala to see the results of their work for CARE. For Thompson, the trip provided the motivation to continue helping the organization in college.

"What struck me was the sense that I as a student was visiting other students in a developing country that we'd

JESSICA FEINSTEIN



Display from the CARE World Hunger Campaign, which started on World Food Day, October 6, 2003, to raise money for hunger and poverty-fighting programs.

**"I really feel like the College Council for Care is an example of students taking the reins of an idea and pitching it to a large organization. We came up with an idea, we organized a board, and then we approached the organization."**

## Social Entrepreneurship