

**AUDIO SCRIPT**

**[M1: Male Interviewer; F1: Female Interviewee]**

M1: Good afternoon and welcome to Friday's edition of State of the Planet. My guest today is environmentalist Adelaide Fox. Ms. Fox is the Sustainability Program Manager at the Black Bear Ecolodge in Virginia and author of "Integrating Elements of Sustainability into Ecotourism," just recently out in *Scientific American*. Welcome, Ms. Fox.

F1: Thanks for having me, Bryan. And please, call me Addy.

M1: We're happy you're here, Addy. First of all, what is sustainability?

F1: Sustainability means to continue a defined behavior indefinitely. But, in terms of what we do at the Black Bear, we'd better talk about *environmental* sustainability. We at the Black Bear Ecolodge utilize what's called sustainable business practices.

M1: Is that the same as sustainable workplace practices?

F1: No, it's not, Bryan. A lot of people assume that those are the same, but they're quite different. Sustainable workplace practices means creating a safe, healthy, and functional workplace. There may be or may not be an environmental element to the practices.

M1: Is there always an environmental element to sustainable business practices?

F1: Yes, always. Sustainable business practices involve the management and coordination of environmental, social, and economic demands and concerns to ensure responsible and ongoing business success. These factors are all taken into consideration when making business decisions.

M1: How did you get involved in business sustainability, Addy?

F1: Well, that's a story! I used to work for a national hotel chain—which shall remain nameless...

M1: I should hope so!

F1: Right! Anyhow, I was very upset by what I saw at the hotel, namely, waste: an incredible waste of energy, water, and construction materials. It was completely contrary to the way I lived my life outside of work. Now, individually, hotels don't have a significant impact on the environment. Collectively, however, they can be very wasteful and consume a huge amount of resources. I thought, there must be

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some innovative hotels and resorts, run by people who, like me, want to minimize the impact their day-to-day life, including their worklife, has on the environment.

M1: And you found that at the Black Bear?

F1: No, I can't say that I did. The Black Bear Ecolodge used to be called the Black Bear Spa. There was very little that was sustainable when I got there. But, there were some strong components already in place that I knew, with minor adjustments, could lead to not only a more eco-friendly hotel, but to huge cost savings.

M1: Such as?

F1: Simple things, really. We got the staff in the habit of turning off lights to save electricity; of opening and closing curtains to reduce the need for air conditioning and heating; of checking for and responding to leaking faucets and toilets.

M1: That's it?

F1: Well, no. That was just at the beginning of the transformation. Later we installed solar panels and other innovative sources of energy. Now almost 85% of the energy used at the Black Bear is from sustainable sources. Our energy costs are almost four times cheaper. Better for the environment and cheaper for the hotel.

M1: That's fantastic! Was everyone at the hotel on board with these ideas?

F1: Not at first. The first step was getting our clients to buy into it. In a consumer-focused business like ours, you have to get the consumers to accept that a sustainable business doesn't mean less quality or comfort. We had to show consumers what the future might look like from a sustainability point of view. Once the consumers want that kind of transformation, management responds.

M1: I see. What is the biggest challenge you face professionally?

F1: I see sustainability as a journey to transform the hotel industry, so we need to have a long-term perspective. The challenge is to balance this with present, short-term financial pressures.

M1: Yes. You have to make a profit to stay in business.

F1: That's right!

M1: So Addy, what's your biggest concern about our ability to create a more sustainable world?

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F1: That people think it's hopeless, or that it's too complicated to do anything about. And that too many people won't get it until it's too late.

M1: Those are all real concerns. Stay tuned, listeners. After this short break, we'll talk more with environmentalist and author Addy Fox.