



The Future Is
FEMININE

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EXECUTIVE SUMMARY

General Company Description:

The Future Is Feminine is dedicated to empowering Millennial women with sustainability knowledge in order to increase female business leadership and push America closer towards a regenerative economy.

Products And Services:

The Future Is Feminine offers educational and networking tools targeted to Millennial females.

Marketing Plan:

Our biggest competitors are other workshops, books, and higher education.

Our customers are Millennial professional women, currently aged 24-39.

By focusing specifically on Millennials initially, we have the unique opportunity to cater the program exactly to their needs and base it off of their unique characteristics.

Our strategy is to create Millennial specific content for our program and resources.

Operational Plan:

Production will be focused on two areas: the creation of the workbook, and the creation of the online community platforms.

We will be operating remotely from the beginning and won't require a physical location.

Our legal environment will require licensing, permits, health and workplace regulations, and insurance coverage.

The company will start out small with a single full-time employee – the Founder. The rest of the services will be given to freelance workers. Full-time employees will be hired on a rolling basis once appropriate capital has been gained.

Management And Organization:

Operations will be managed on a day-to-day basis by its single full-time employee, who is the company's founder. This employee will be a sustainability professional and will be responsible for leading the workshops.

Financial Plan:

The Future Is Feminine is able to maintain relatively low startup costs, and will therefore be able to start gaining profit relatively quickly. Our focus will be on effective marketing to be sure a steady stream of business begins coming in from the start.

Next Steps:

To implement this plan, we will focus on keeping costs low by utilizing freelance workers and trade work as much as possible. We will also focus on all aspects of the company being made sustainably and timeless in order for them to have as long of a life as possible to lower future costs.



COMPANY DESCRIPTION

The Future Is Feminine is dedicated to empowering Millennial women with sustainability knowledge in order to increase female business leadership and push America closer towards a regenerative economy. We offer online and in-person workshops in cities across the country for female Millennial professionals from a wide array of fields. Together with the workshop, an accompanying workbook and resource system provide women with the tools they need to take real, actionable steps towards sustainable and personal growth.

We believe our economy has been built solely on masculine qualities and desperately needs a pivot towards more feminine qualities in order to regain a healthy balance and, ultimately, help save the planet. (Armbrust 2018) Our program helps women discover the power of their innate feminine qualities and how to best put them to use in the workplace. We teach women a foundation in sustainability concepts, arming them with the tools they need to apply sustainable principles to their work and act to make a difference.

Guiding Principles

The Living Principles for Design framework is a catalyst for driving positive cultural change. Created by sustainability professionals working with the AIGA (a US national graphic arts industry group), the LP-Framework distills the four streams of sustainability — environment, people, economy, and culture — into a roadmap that is understandable, integrated, and most importantly, actionable.

THE LIVING PRINCIPLES: Four Streams Of Integrated Sustainability

GUIDING PRINCIPLES



Environment: Actions and issues that affect natural systems, including climate change, preservation, carbon footprint and restoration of natural resources.

- The Future Is Feminine will look for ways to manufacture and distribute the workbook as sustainably as possible and research the most sustainable possible inks and paper.
- The Future Is Feminine look for the most effective methods of educating women digitally to lower the impacts of travel.
- The Future Is Feminine will discover ways of getting all people involved in the program to commit to more sustainable practices and personal behaviors.



People: Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.

- The Future Is Feminine will seek to make our program and resources available to women who can't afford to participate.
- The Future Is Feminine will look for the best options for donating a portion of proceeds from workbook sales to a particular cause.
- The Future Is Feminine will research the best methods of empowering women.



Economy: Actions and issues that affect how people and organizations meet their basic needs, evolve and define economic success and growth.

- The Future Is Feminine will work to be as active as possible in the community and to have a positive economic impact.
- Through female empowerment, The Future Is Feminine hopes to increase women's leadership and contribution to the economy.



Culture: Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.

- The Future Is Feminine will work to encourage diversity and equality in every way possible.
- The Future Is Feminine will respect the varying cultures and beliefs of our stakeholder communities.

Mission, Vision, Values, Goals

Mission Statement:

Empowering Millennial females to rise to leadership roles and have a greater positive impact on their communities and the environment.

Vision Statement:

A world where women are represented equally in leadership positions and an economy that values feminine qualities as much as masculine.

Values Statement:

1. Confidence: We encourage women to be confident in their abilities, and always willing to speak up and ask for what they want.
2. Equality: We encourage women to treat everyone with respect and embody empathy.
3. Service: We encourage women to always seek to serve others, their community, and the environment to the best of their abilities.

Goals and Objectives:

Millennial women currently hold “almost 52 percent of all management and professional level jobs, American women lag substantially behind men in terms of their representation in leadership positions.” (N. E. Judith Warner 2018) Our goal is to provide this demographic with arm them with sustainability knowledge to empower them into leadership and have a greater positive environmental impact.

- Establish a comprehensive workshop program for professional Millennial women
- Design an educational workbook to be used in tandem with workshop programs
- Establish a means of gathering the appropriate data to track the program’s effectiveness and progress over time
- On-board businesses willing to invest in their Millennial females and increase their sustainability as a company (Henry 2012)

Business Philosophy:

- Support women from all industries and backgrounds
- Play an active role in community building and encourage engagement
- Encourage the spread and adoption of sustainability focused ideas and practices

Industry Overview:

Millennial women are more educated than their male counterparts, yet receive less pay and hold fewer leadership positions. (Berman n.d.) While sustainability education is on the rise, there's still a significant lack of substantial action and female representation in the field. The Future Is Feminine will capitalize on this fault in the industry by specifically targeting women, and giving them the tools they need to take make real, measurable sustainability progress in their respective fields.

Market Segment Overview:

The Future Is Feminine will specifically target Millennial female business professionals seeking to advance their careers and put their concern for the environment into action.

Company Strengths and Competencies:

The Future Is Feminine's strength lies in its greatest shareholders: women. The fight for equality in the workplace is as alive and important as ever, and we have the unique opportunity to have an impact on continuing to narrow the gender gap while solving many of the broken aspects of our economy which are a contributing factor to its significant unsustainability. As a nonprofit organization, we are able to focus greater attention on our mission and community support. With more and more companies needing to transition to being more sustainable if they hope to survive in the future, (Fahda 2017) employees with sustainability education and knowledge will only continue to be in demand. By giving women this knowledge, they will be sought after and it will open up more doors for them in the workplace and we will help women rise.

Legal Form of Ownership:

The Future Is Feminine would begin as an LLC. This option allows for safe keeping of the intellectual property of the company, as well as flexibility in the allocation of profits.

Once in operation, the company would begin working towards becoming a certified B Corporation. Every aspect of the B Corp certification falls in line with the teachings and mission of the company, and it would help to set a strong example and provide credibility for the work being done. It would also help the company to attract the type of business it's seeking – others who are interested in having a positive impact.

Products and Services

The Future Is Feminine offers educational and networking tools targeted to Millennial females. Women can take the online course individually, or businesses can sponsor their employees to attend in-person workshops that take place around the country. Each product and service is offered for a fee.

- Sustainability leadership workshops (in-person and online)
- Sustainability leadership workbook
- Sustainable leadership mentorship
- Sustainable leadership network, community, and resources access



MARKETING PLAN

In order to best understand our market we will do an analysis of other books, workshops, and resources offering similar or related content. We will also analyze existing data and research to determine the best means of reaching and appealing to our target audience.

“With Millennials projected to account for 75% of the workforce by 2025 and women accounting for upwards of 50% of this total,” (Arscott n.d.) it is no question that this female demographic has the ability to make a positive impact if armed with the right knowledge. We will start by targeting Millennial females, and as time goes on we will transition to offering younger females content specific to their generation.

Market research: Opportunity

Despite women earning more degrees than men since the 1980's, gender inequality exists in the modern workplace and is most prevalent in leadership roles. (Catalyst 2019) This is easily showcased by the fact that “only 4.9% of Fortune 500 CEOs and 2% of S&P 500 CEOs are women.” (Folkman 2019) Millennial women are especially at a disadvantage, as they are far less likely than men to take on leadership positions in the first place – Millennial men are significantly more likely than women to lead a department or become members of their organization's senior management teams. (Dishman 2016)

Having more women in leadership roles will not only benefit all of humanity and society, doing so will also have a significant impact on the climate crisis. “Recognizing the important contributions of women as decision makers, stakeholders, educators, careers and experts across sectors and at all levels can lead to successful, long-term solutions to climate change. Women have proven to be leading the way towards more equitable and sustainable solutions to climate change. Across sectors, women's innovations and expertise have transformed lives and livelihoods, and increased climate resilience and overall well-being.” (IUCN n.d.)

A major component of the solution to this problem involves “shifting into a more supportive approach,” with senior leaders proving “their commitment to gender diversity by participating in women's events and publicly sponsoring high-potential female employees,” (Dishman 2016) which is where we come in.

Our program will be largely paid for by company leadership, who will send their females to participate in order to become educated on sustainability. This will provide companies with the unique chance to take an active role in the advancement of their female employees. It will also serve as a public display of their dedication to furthering the advancement of females and sustainability in the workplace, making them a great example and encouragement to other companies to follow their lead.

Market research: Methodology

A combination of both primary and secondary research was gathered to best understand our target audience on a personal level, and inform our decisions on how to market the product to them most effectively,

PRIMARY RESEARCH

We conducted a study of over 100 Millennial professional women to discover trends like their favorite means of learning, how they view themselves in the workplace, and whether they seem to have an interest in increasing sustainability in the workplace.

Our results found that:

- Millennial professional women's preferred learning method is visual
- When Millennial professional women are well informed on a topic, they feel comfortable advocating their perspective in the workplace
- Millennial professional women tend to feel confident in themselves and their skills in the workplace, but not overwhelmingly so
- An overwhelming majority of Millennial professional women agree that it's important for more companies to invest in sustainability.
- Millennial professional women agree that they're personally interested in increasing sustainability in their field.

SECONDARY RESEARCH

- In 2013, the median annual earnings for millennial women working full-time, year-round were \$30,000, compared with \$35,000 for their male counterparts, resulting in an earnings ratio of 85.7 percent. (IWPR n.d.)
- Millennial women report having, on average, 4.9 days per month of poor mental health, compared with 3.6 days for millennial men and 4.3 days for women overall. (IWPR n.d.)

- Only about half (49.4 percent) of millennial women in the United States get at least 150 minutes per week of moderate or vigorous physical activity (such as running, calisthenics, gardening, or walking for exercise) outside of their jobs. (IWPR n.d.)
- Approximately one in five millennial women (19.9 percent) report that they eat five or more servings of fruits and vegetables per day. (IWPR n.d.)
- Nearly half of young women (46.5 percent) in the United States are overweight or obese, defined as having a body mass index of 25 or greater. (IWPR n.d.)
- If all working women received equal pay with men, who are of the same age, have the same level of education, work the same number of hours, and have the same urban/rural status, the report notes that the poverty rate for working women in the United States would be cut by more than half, declining from 8.1 percent to 3.9 percent. (IWPR 2015)
- Millennials are the least likely to have grown up in households with a working father and a stay-at-home mother. (E. B. Judith Warner 2015)
- Millennials—both men and women—tend to support a more activist government than the generations before them and appear to have high expectations regarding their own abilities to demand and achieve better lives. (E. B. Judith Warner 2015)

Economics

The education industry is the second largest market in the United States after healthcare, and accounts for almost 9% of GDP. (Gajjar 2016) Education is broken down into 4 main sectors: early childhood education; K-12; higher education; adult learning and continued education. Our product and services fall under the fourth category of adult learning and continued education.

“The best part of the adult learning market right now is a lack of a leading company. In K-12, there is just so much competition. You go to a conference, and there are 30 other products just like yours. In the adult market, it’s just not like that. People are waiting for something. They’re starved for some solutions. So, I think, there is more room for innovation and for small companies to do well and to be heard.” (Amber Laxton 2017)

The largest barriers to entry to be addressed are consumer acceptance and brand recognition. A large portion of funds will initially need to go towards the effective marketing of the product to build credibility and encourage participation. It may also require a change in mindset of company leaders who may not be initially willing to invest in such a program. Effective marketing and outreach can also work to break down this barrier. As the company grows, there will also be a need to find skilled leaders to host the workshops.

A change in technology and how information is best delivered for learning could also have an impact on our company. To combat this we will remain as up-to-date as possible on the latest educational technology and advancements and be flexible in how we offer our material.

Education and skills development appear to fortunately remain somewhat immune to economic fluctuations. “The fear of job obsolescence when confronted with a rapidly changing work environment is arguably one reason for a massive increase in the demand for educational services.” (Greenspan n.d.)

- “Many previous reports demonstrate that there is a significant need to drive innovation in adult learning and that there can be advantages to entering the market.” (Amber Laxton 2017)
- “It is estimated that the U.S. spends \$10 billion each year on adult learning services. Only \$200 million of that is spent on digital materials.” (Amber Laxton 2017)
- “Employers significantly invest—up to \$70 billion per year by U.S. companies—in education and training program for their employees.” (Amber Laxton 2017)
- “Nearly 9,000 public library systems provide adult educational programs and individual support to more than 200,000 adult learners.” (Amber Laxton 2017)

Product

The Future Is Feminine offers educational and networking tools specifically targeted to Millennial professional women. Classes can be taken individually by women of their own accord, but we will mostly invest our efforts in getting businesses to sponsor their employees to attend in-person workshops that take place around the country. It’s a unique opportunity to connect with mentors within your own company, as well as mentors in your local community. Women will

not only be armed with the knowledge and know-how for advancing their careers, they'll get the information they need to bring sustainability into the workplace, regardless of their industry, and have a positive impact in the process.

Features and Benefits

- **Sustainability leadership workshops.** Women attend a workshop specifically geared towards their needs and interests. Women will hear and learn from speakers, as well as work in small groups getting to know and sharing ideas with like-minded peers from a variety of industries in their area. The workshop has two main outcomes: educate women on key sustainability frameworks which can be applied in the workplace; and empower women to be effective, confident leaders and to be sure their voices be heard in the workplace.
- **Sustainability leadership workbook.** This workbook serves as a tangible learning tool which women will utilize during the workshop, and be able to take home with them and continue using in the future. The workbook will be designed as sustainably as possible and serve itself as an example of what sustainable design can look like and how we can think differently about the products we create and interact with.
- **Sustainable leadership mentorship.** Women who participate will receive mentorship in multiple forms. First, the person in leadership at their own company who sponsored their attendance will be a part of their learning experience and continue to mentor them beyond the completion of the workshop. Participants will also be linked to other women who have completed the course in the past and are looking to pass on their knowledge to newcomers.
- **Sustainable leadership network, community, and resources access.** An online community exist as a means of providing a space for the brand to grow and thrive online. Anyone who has participated in the program from any state will have access for life to the online network and community of women, as well as the ongoing learning resources we release as times goes on.

Competition

While nobody is offering a program exactly like ours, there are others out there offering a few similar services that can be seen as competition.

- **Workshops/Courses.** A number of workshops related to the topics of sustainability and female empowerment in the workplace exist. None currently provide a combination of these topics.
- **Books.** There are a wide range of books that have been written on the topics of gender equality in the workplace as well as female empowerment and sustainability education. However, no book has been written combining these elements, especially specifically targeting Millennial women.
- **Higher Education.** There are more and more universities offering degrees related to sustainability. We can compete with these by offering a workshop that will be paid for by the woman's employer, and isn't as large of an investment of time or money.

Indirect competitors are other training programs that women may be interested in participating in that don't relate to our topic. They may choose to spend their time doing different trainings that they see as more beneficial or worthy of their time.

Table 1: Competitive Analysis

FACTOR	The Future Is Feminine	Strength	Weakness	Online Programs	Higher Education	Importance to Customer
Products	High	X		Medium	High	1
Price	High	X		High	Low	2
Quality	High	X		Medium	High	1
Selection	Low		X	Low	High	3
Service	Low		X	Low	High	3
Reliability	High	X		Medium	High	2
Stability	High	X		High	High	3
Expertise	High	X		High	High	1
Company Reputation	Medium		X	High	High	2
Location	High	X		Medium	High	4
Appearance	High	X		High	High	2
Sales Method	Medium		X	Medium	High	4
Credit Policies	Low		X	Low	High	4
Advertising	High	X		Low	High	3
Image	High	X		Medium	High	2

Our biggest competitive advantages are the price of our product, the location of our product, as well as the products themselves that are being delivered as a package. Higher education isn't always offered on an online format, takes a lot more time, and costs much more. Gender At Work doesn't provide as diverse or comprehensive of an array of products.

Mainstream Competitors

Gender at Work. “Gender at Work is actively advancing the theoretical foundations on gender equality and has started engaging with several universities and international organizations of repute, helping them enhance their capacities to promote research, review curriculum and offer new courses on gender equality.” (Gender At Work n.d.)

Products: Consulting, Podcast, Resources, Courses

She Should Run: “By identifying and tackling the barriers to elected leadership, She Should Run convinces women from all political leanings, ethnicities, sexual identities, and backgrounds to see themselves as future candidates. Our programs unveil the many pathways to leadership, guide them toward discovering their "why," and connect them with a supportive Community who are in varying stages of their own journeys, ultimately building their confidence toward a future run for office.” (She Should Run n.d.)

Products: Online community platform, Online learning platform, Professional development, Mentorship.

Own It: The Power of Women at Work by Sallie Krawcheck: “Success for professional women will no longer be about trying to compete at the men’s version of the game, she says. And it will no longer be about contorting ourselves to men’s expectations of how powerful people behave. Instead, it’s about embracing and investing in our innate strengths as women - and bringing them proudly and unapologetically, to work.” (**Amazon n.d.**)

Products: Book

Sustainability Focused Competitors

We Do: “A global women’s advocacy organization for a just world that promotes and protects human rights, gender equality, and the integrity of the environment.” (We Do n.d.)

Products: Global advocacy, Programs.

Harvard Sustainability Degree Program: “The Sustainability degree program allows students to explore the critical environmental factors affecting air, water, climate, sustainability, and ecosystems. The master’s degree primes graduates to create solutions to the crises affecting our global community.” (Harvard n.d.)

Products: Sustainable degree program, Sustainability certificates, Environmental club, Online resources.

MCAD MA Sustainable Design: “MCAD’s fully online master of arts in sustainable design was created for busy working professionals who are passionate about sustainability. The program enlists a global community of students and world-class instructors working together to push the sustainability envelope forward across a variety of disciplines and industries.” (MCAD n.d.)

Products: Online master’s degree program

UCLA Sustainability Certificate: “Establish yourself as a leader in the important sustainability movement. Sustainable initiatives have become a driving force in the economy, and demand is growing for knowledgeable professionals in renewable energies and sustainable practices. This certificate program can be completed online or in the classroom.” (UCLA n.d.)

Products: Certificate program

Competitive Field Summary

<p>Strengths</p> <ul style="list-style-type: none"> • Targets a specific demographic, in a specific area (United States) • Scholarship opportunities for women working in the non-profit sector or whose companies can't afford to send them 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack credibility of established institution • ROI is dependent on the women doing the work to bring sustainability to their workplace after completion of program • Requires participants to miss time from work, which some employers may not be willing to do
<p>Opportunities</p> <ul style="list-style-type: none"> • Nobody is targeting both empowerment and sustainability together, and at a non-global level • Funding by companies takes financial burden off of individuals 	<p>Threats</p> <ul style="list-style-type: none"> • Credibility • Reliance on marketing • Convincing companies we are worthy of their investment

Customers

Our customers are Millennial professional women.

- Currently 24-39 years old
- Cities with highest percent of Millennial residents: Chicago, Philadelphia, New York, Boston, Washington D.C., Denver, Dallas, San Francisco, Oklahoma City, Houston, Columbus, Charlotte, Austin, Indianapolis (Katzeff 2018)
- Characteristics: Tech savvy, family-centric, achievement-oriented, team-oriented, crave attention, prone to job hopping, feedback-seeking (Kane 2019)
- Median yearly income \$37,000 (Elkins 2019)

Customer Summary

Although our target audience will change over time, Millennial females are our initial target customer. We will begin by offering our program in select large and medium sized cities from the list above where the most Millennials are living and working. Our goal is to have success with a few well-known companies to build our credibility and aid in our expansion and outreach to more cities across the country. Once we establish our company based on the needs of Millennials, we will begin to transition towards targeting upcoming Generation X.

Niche

By focusing specifically on Millennials initially, we have the unique opportunity to cater the program exactly to their needs and base it off of their unique characteristics.

Strategy

Our strategy is to create Millennial specific content for our program and resources. We will specifically target this generation's strengths and provide them with the opportunity to stand out and make a positive difference for themselves, their workplace and their communities. Because this program is geared towards more long-term mentorship and promotion within the woman's

existing company, we can work to keep women working at companies longer and cut down on the frequency of job hopping which companies will highly value.

Promotion

We will initially offer our program to a select few large, well-known companies at a discounted rate. This will provide an equal benefit: we will gain credibility from working with a big name as well as being able to reach a large number of women at once, and they will receive a discounted price for purchasing our services.

We will also promote our company to non-profit organizations who can take advantage of our scholarship program. This will also be mutually beneficial because we can support the mission of the non-profit itself by providing a service for a discounted rate that they would otherwise not be able to invest in.

Being the easiest way to reach our demographic, we will advertise on social media outlets like LinkedIn, Instagram and Facebook to reach Millennial women who can then encourage their employers to participate in the program. We will also advertise heavily by word of mouth, which will be most effective in the year following completion of the program when a company sees the impact and spreads the word to contacts at other companies seeking a similar benefit.

We will do a trade partnership with a design firm to create our logo and promotional materials. We will offer their employees access to our program in exchange for their providing us with these materials.

We will rely on positive experience and word of mouth for repeat customers. If a company doesn't send all of their Millennial females at once, the success of the first participants will encourage the participation of the rest. Those who participate in the program will also spread the word to their friends and encourage them to get their own companies to participate so that they can attend.

Promotional Budget

Forging initial trades and partnerships will help keep startup costs lower overall. The following are the main factors that contribute to our startup costs.

STARTUP BUDGET: \$75,000

- Logo and promotional materials (trade partnerships possible)
- Production and distribution of workbook (trade partnerships possible)
- Establishment of online resources and platform (trade partnership possible)

OPERATION BUDGET: \$75,000

- Rental of space to host workshops (trade partnerships possible)
- Cost of workshop supplies: Provide lunches, beverages
- Employee salary
- Travel costs
- Website and online tools maintenance (trade partnerships possible)

Pricing

The price of our program is something that largely helps set us apart from formal certificates and degrees. However, it's important to be sure the quality of what we offer is reflected in our price.

Cost: \$1,200 per person

This includes: daily lunch and beverages, a copy of the workbook, lifelong access to resources and mentorship.

The average cost per credit hour for a master's program is \$627. (GradSchools.com n.d.) Given that the average class is 3 credit hours, that brings a single class's total cost to \$1,881. We are offering our course at a significantly lower cost than this average, and it comes with the benefit

of being able to complete it in less time as well as all the other perks like lifelong community access and the inclusion of the workbook.

Proposed Location

We will start small with a single full-time employee and operate remotely. Especially as we will be travelling to teach workshops, the lack of an office space will leave more money available to cover travel costs. As we build our team, we will determine whether staying remote is best or if a physical location is the best path forward. We will make a point for our initial employee, and all subsequent hires to travel as sustainably as possible to workshop locations. As our company grows, we will ideally have employees in strategic locations spread across the country who are able to travel to workshop locations by land instead of by air.

Distribution Channels

We will initially sell our service directly to companies. As time goes on and we open up funds in our budget we can utilize a sales team to promote our service to companies.

The workbook will be available individually for purchase through third party booksellers. We will do our part to encourage the purchase of our workbooks from independent book sellers instead of larger companies.

Sales Forecast

- How many workbooks to have printed initially?
- Target number of workshops to complete in first quarter? First year?
- Target number of attendees at each workshop?



OPERATIONAL PLAN

The Future Is Feminine will initially operate remotely. It will start with a very small team and build the team and the company grows. Due to the nature of the company, it will be able to operate with limited equipment needed upfront. The company's founder will be in charge of the daily operation of the business and work out of her home. Any processes the founder isn't able to manage will be outsourced to either freelance employees, or to companies willing to do a trade agreement with us – agreeing to supply us with work or a product in exchange for participation in our program.

Implementation Framework

We'll be using the Living Principles framework to guide the general principles and operations of our company.

THE LIVING PRINCIPLES: Four Streams Of Integrated Sustainability IMPLEMENTATION FRAMEWORK

ENVIRONMENT: Actions and issues that affect natural systems, including climate change, preservation, carbon footprint and restoration of natural resources.

Behaviors

- The Future Is Feminine will promote sustainable behaviors and deliver effective sustainability knowledge to its customers
- The Future Is Feminine will incorporate sustainability into every one of its operations and only hire employees who display an explicit interest in this mission

Creation

- The Future Is Feminine will work to create its products as sustainably as possible

Durability

- The online portion of the company's offerings will receive regular maintenance and upkeep to maintain relevance
- A sustainable designer will be utilized to design the book as sustainably and as durably as possible to ensure a long life

Disassembly

- Sustainable design principles will be utilized to design the book with an effective zero waste solution when the book reaches the end of its life

Supply chain

- The Future Is Feminine will seek out a data company which utilizes green energy and sustainable practices for our online presence

- Sustainable design principles will be utilized to carefully research and analyze each of the workbook's materials and the suppliers of these materials

Waste

- The Future Is Feminine will incorporate education on proper waste practices into its program offerings
- All materials used at the workshops including meal supplies will be zero waste

PEOPLE: Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.

Impacts

- The Future Is Feminine will incorporate education on the true impacts of consumer choices, and ways of beginning to turning these trends around, into its program offerings
- The Future Is Feminine will play an active role in the communities it serves, as well as encourage its participants and their companies to do the same

Conflicts

- The Future Is Feminine will incorporate sustainability into the forefront of its business model in order to be open about all operations and avoid hidden conflicts

Desirability

- Many Millennials care about the environment and want to make a difference, and we will utilize this to our advantage by offering a path forward for creating positive change

Need / use

- As our younger generations continue to place importance on the environment, companies will have no choice but to invest in sustainability as we move towards the future and the need for professionals educated in sustainability will continue to rise

Long view

- Empowering women isn't just good for women, it's good for everyone and good for communities.

ECONOMY: Actions and issues that affect how people and organizations meet their basic needs, evolve and define economic success and growth.

Systemic view

- The Future Is Feminine seeks out like-minded women looking to make a difference and will offer them the tools they need to be as successful as possible in their careers and have a positive, sustainable impact in the workplace.

Metrics

- The Future Is Feminine will measure participation in the program and impact by tracking the number of people who attend, as well as offering a survey a year after the programs completion to gauge what, if any, changes have come about as a result of participating
- The Future Is Feminine will also track the number of workbooks sold, as well as the number of people regularly engaged in their online services

Benefits

- More females will be armed with effective sustainability knowledge
- More females will be encouraged to take on leadership roles in the workplace
- More females will be connected to like-minded mentors who will encourage their goals
- More companies will take an active role in promoting sustainability and working towards equality in the workplace

Transparency & truth

- The Future Is Feminine will utilize transparency as one of its greatest tools to provide credibility and to serve as an example for other companies to act in the same way.

Waste=food

- The Future Is Feminine will incorporate education on proper waste practices into its program offerings
- The Future Is Feminine will utilize the waste=food concept as much as possible in the consideration of products used during operations and workshops, and in the creation of the workbook

From product to service

- The Future Is Feminine will offer both a tangible product, as well as a service.

CULTURE: Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.

Visions

- The Future Is Feminine's vision is to seek to continue opening the minds of communities and businesses to see the positive, lasting impacts gender equality and sustainable business practices can have

Meanings & reactions

- The Future Is Feminine will continue to gauge the reaction of its consumers to the products being delivered, as well as reactions from businesses and within the communities we serve – and we will shift and adjust as needed

A systemic view

- It is the greatest intention and hope of The Future Is Feminine that participants will receive a quality learning experience and be able to apply what they learn to better themselves, their workplaces, and their communities.

Diversity

- The Future Is Feminine seeks to incorporate diversity in all aspects of the business. We will market to a diverse array of businesses, we accept women from all backgrounds who wish to participate, and we offer a scholarship option for those working at non-profit organizations or who otherwise aren't able to afford to attend

Production

Production will be focused on two areas: the creation of the workbook, and the creation of the online community platforms.

WORKBOOK

- We will seek to produce the book as centrally within the United States as possible – a location which will have the lowest possible negative shipping impacts.
- We will seek to source materials as locally as possible.
- We will seek to design and develop the workbook to require as little overall material as possible, and utilize recycled materials as much as possible with the hope of relying solely on recycled material
- We will seek to design and develop the workbook to utilize no toxic materials, and no materials which can't be returned into the greater life cycle at the end of the product's life
- We will be meticulous with quality and inventory control in order to prevent returns or the storing of excess materials

ONLINE PLATFORM

- We will seek to work with a digital company that utilizes green energy and sustainable practices
- We will seek to generate our product with simplicity and timeless features and designs that will require less maintenance and upkeep over time
- We will utilize effective means of gathering useful data from our online resources to measure our impact

Location

As we will begin the company remotely, a physical location won't be needed. However we will be selecting spaces to rent to host our workshops. We will seek out LEED certified buildings to host our workshops in for each of the cities we serve.

Access

We will encourage participants of our workshops to travel to the workshop by a means other than driving, whenever possible. We will also give participants the opportunity to setup beforehand a carpool with other participants who may live in their area.

Cost

Being remote will prevent us from paying rent. However, when trades aren't able to happen or the use of space isn't donated we will need to pay to rent the space used to host our workshops. This cost will largely depend on the city. Here is a full list of expected costs:

- Workshop space rentals
- Insurance
- Travel
- Workshop supplies, supply of food/beverages
- Website hosting

Legal Environment

The following will be our anticipated legal expenses:

- Trademark/copyright for company name and for workbook
- Licensing requirements to be able to deliver the workshop (could vary for each location)
- Permits to be able to host the workshop (will likely vary for each location)
- Health, workplace, environmental regulations which must be adhered to for workshop space selection (will likely vary for each location)
- Insurance coverage – we will need to be covered for each individual event (will likely vary for each location)

Personnel

The company will start out small with a single full-time employee. The rest of the services will be given to freelance workers.

- Professional labor required: 1 full-time employee, 1 freelance employee for web building and maintenance, 1 freelance employee for financial services
- We will seek to hire female employees who have a vested interest in our mission
- Full-time employees will be paid on a bi-weekly schedule. Freelance employees will be paid on a monthly schedule, as work is completed.

Inventory

We will keep an inventory of workbooks on hand that meet the needs of the amount of workshops we will be delivering in a given year. We will plan to keep 10% more books than expected to account for any damages or unexpected needs arising. To start, the inventory of books will be kept in the home of the full-time employee and taken with the employee by hand to workshops. This will eliminate any initial storage costs.

Suppliers

- We will utilize a green book distributor to purchase our product from.
- We will utilize a green book producer to produce our product.

Credit Policies

The Future Is Feminine will only accept payment up-front from businesses. We will aim to only accept credit card payments, but other options like bank transfers or PayPal will be accepted.

An initial \$200 deposit per person will be taken upon signing up for the workshop, and the remainder of the payment must be received in full 2 weeks before the workshop's start date. We will aim to pay suppliers and vendors on a bi-monthly basis. This will help to spread out our fees, but prevent late payments from occurring.



MANAGEMENT + ORGANIZATION

As *The Future Is Feminine* starts out, it will be managed on a day-to-day basis by its single full-time employee, who is the company's CEO and Founder. This employee will be a sustainability professional. In the beginning they will take on all necessary roles to get the company on its feet.

Once target funds have been gained and full-time employees are able to be hired, the CEO will be more focused on leading the workshops and managing operations. The plan is that with steady growth of the company, more full-time employees will be able to be brought on quickly. Our goal is for the first hiring to begin within the first 6 months of operating.

CEO + Founder's Priority Roles

- Be the face of the company
- Build relationships
- Acquire new business
- Manage employees
- Lead workshops

Employees

The first full-time employees, to be hired once funds allow for it, will fill the following positions. They will report to the CEO + Founder.

- Graphic Designer + Web Maintenance
 - Job Description: *Design promotional materials for events, maintain website, create workshop presentations, provide technical web support as needed*
- Social Media + Marketing Manager
 - Job Description: *Create content and media calendars for digital platforms and social media outlets, organize marketing opportunities for events, organize public outreach opportunities, reach out to companies for new business opportunities*
- Operations + Logistics Manager
 - Job Description: *Schedule and organize events, track and manage workbook inventory, book event spaces and make travel accommodations*

Professional and Advisory Support

The following services will be utilized to provide additional professional support to the company:

- Attorney
 - *Provide legal counsel and advice on legal matters*
- Accountant
 - *Provide support on taxes and financial decisions*
- Insurance Agent
 - *Provide support for ongoing insurance coverage needs*
- Banker
 - *Provide counsel on company payments and loan management*
- Mentor + Key Advisor
 - *Provide ongoing support to the company's founder in guiding decisions and determining the direction of the company*



STARTUP EXPENSES AND CAPITALIZATION

Startup costs will largely consist of the cost for initial web development, brand development and marketing, and the cost to publish and print the workbook to build an inventory. We will also include a cushion of 20% of total costs to account for contingencies.

To help keep startup costs down, we will hire freelance female professionals who have graduated from their university within the last 5 years. This will be in line with our mission and be a positive support for our image by hiring young women starting out and in need of work to build their professional portfolios/resumes.

In addition we will seek to interest freelance employees in a partial trade, where they can participate for free in our services in exchange for partial payment of their work, which would be mutually beneficial for both parties.

Start-up Expenses

WEB DEVELOPMENT (BPlans n.d.)

- Domain Name + Web Hosting: \$100
- Web Content Creation: Free - to be created by founder
- Design and Buildout: \$3000
- Legal expenses: \$250

MARKETING + BRAND DEVELOPMENT (BPlans n.d.)

- Logo and brand design: \$250
- Marketing plan: \$3000

WORKBOOK (Allan 2019)

- Cover Design + Illustrations: Free – to be created by Founder’s friend for trade
- Formatting: Free – to be created by founder’s friend for trade
- Editing: \$1100
- Promotion: \$500
- Printing + Initial Inventory Stock: \$2000

Total Startup Cost: \$10,200

Capitalization

The majority of startup capital will come from a business loan. We hope to avoid the use of investors initially and keep sole ownership in the hands of the Founder.

Business Loan from Founder: Total Amount + Interest Rate

Personal Financial Statement

(Undisclosed)



FINANCIAL PLAN

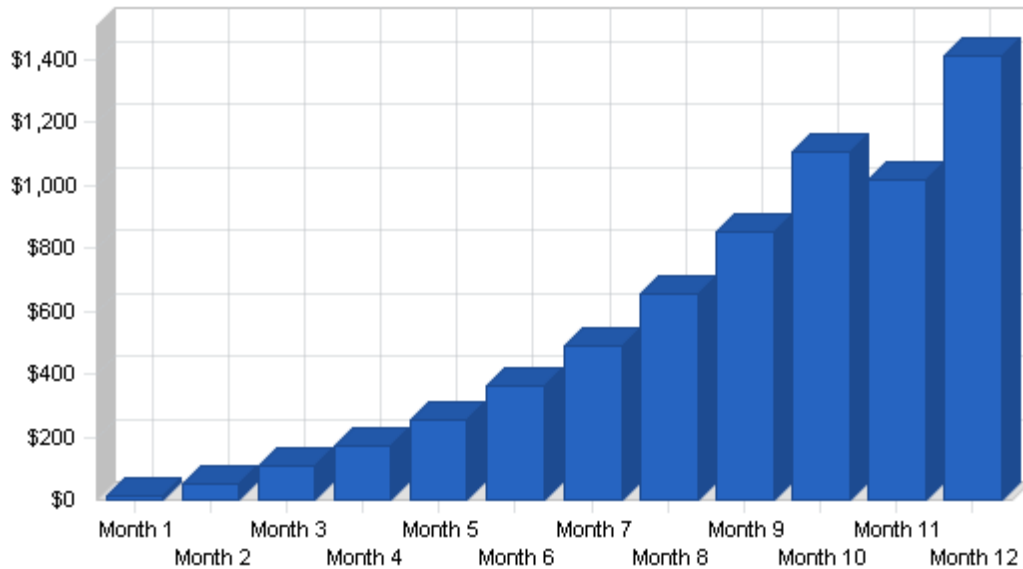
The following 12-Month Financial Plan is based on our expected projections for profit and loss, cash-flow, balance sheet, and break-even calculation.

(BPlans n.d.)

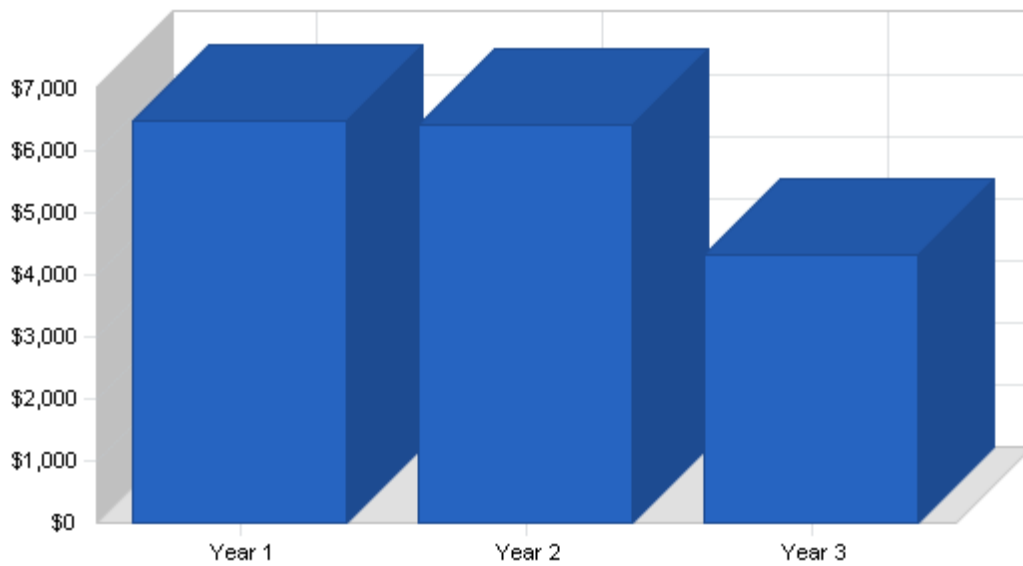
12-Month Profit and Loss Projection

The Future Is Feminine anticipates a high net profit due to our ability to keep expenses low, utilizing trades where possible, and starting with just one employee.

Profit Monthly



Profit Yearly

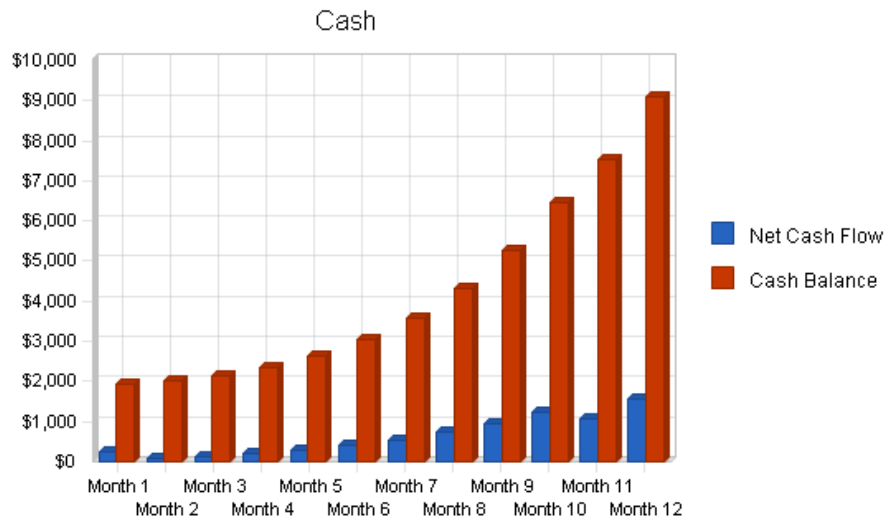


TOTAL COST OF SALES

Gross Margin	\$12,825	\$14,983	\$16,482
Gross Margin %	94.16%	100.00%	100.00%
Expenses			
Payroll	\$1,000	\$2,000	\$4,000
Sales and Marketing and Other Expenses	\$1,200	\$2,300	\$4,500
Depreciation	\$0	\$0	\$0
Web Site Hosting	\$1,200	\$1,200	\$1,200
Payroll Taxes	\$150	\$300	\$600
Other	\$0	\$0	\$0
Total Operating Expenses	\$3,550	\$5,800	\$10,300
Profit Before Interest and Taxes	\$9,275	\$9,183	\$6,182
EBITDA	\$9,275	\$9,183	\$6,182
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$2,783	\$2,755	\$1,855
Net Profit	\$6,493	\$6,428	\$4,327
Net Profit/Sales	47.67%	42.90%	26.25%

Projected Cash Flow

The following is an overview of our projected cash flow. We expect a consistent rise and don't anticipate major issues, as companies will be the ones purchasing the programs instead of individuals. We will have income coming in regularly from the required deposit as people sign up for the workshop, with bigger portions of income coming in before workshop start dates. These projections are a bit more predictable than the initial projected workbook sales.



PRO FORMA CASH FLOW	YEAR 1	YEAR 2	YEAR 3
Cash Received			
Cash from Operations			
Cash Sales	\$13,621	\$14,983	\$16,482
SUBTOTAL CASH FROM OPERATIONS	\$13,621	\$14,983	\$16,482
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$13,621	\$14,983	\$16,482
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	\$1,000	\$2,000	\$4,000
Bill Payments	\$5,196	\$6,949	\$8,023
SUBTOTAL SPENT ON OPERATIONS	\$6,196	\$8,949	\$12,023
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$6,196	\$8,949	\$12,023
Net Cash Flow	\$7,425	\$6,034	\$4,459
Cash Balance	\$9,100	\$15,135	\$19,594

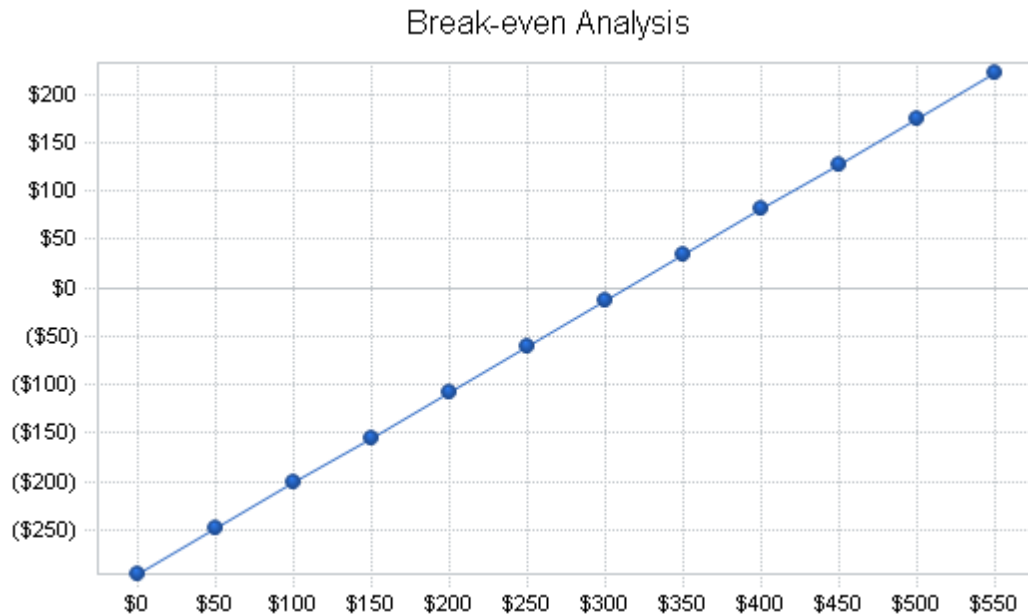
Balance Sheet

The following is our projected balance information. We anticipate a slow net worth growth over time.

PRO FORMA BALANCE SHEET			
	YEAR 1	YEAR 2	YEAR 3
Assets			
Current Assets			
Cash	\$9,100	\$15,135	\$19,594
Other Current Assets	\$0	\$0	\$0
TOTAL CURRENT ASSETS	\$9,100	\$15,135	\$19,594
Long-term Assets			
Long-term Assets	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0
TOTAL LONG-TERM ASSETS	\$0	\$0	\$0
TOTAL ASSETS	\$9,100	\$15,135	\$19,594
Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities			
Accounts Payable	\$933	\$539	\$670
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$933	\$539	\$670
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$933	\$539	\$670
Paid-in Capital	\$3,000	\$3,000	\$3,000
Retained Earnings	(\$1,325)	\$5,168	\$11,596
Earnings	\$6,493	\$6,428	\$4,327
TOTAL CAPITAL	\$8,168	\$14,596	\$18,923
TOTAL LIABILITIES AND CAPITAL	\$9,100	\$15,135	\$19,594
Net Worth	\$8,168	\$14,596	\$18,923

Break-Even Analysis

The following is our break-even analysis with predicted sales volume in order to recover our total costs. This is based on the assumption that the market will remain steady with no dramatic dips or crashes, and that companies will be interested in repeat business.



BREAK-EVEN ANALYSIS	
Monthly Revenue Break-even	\$314
Assumptions:	
Average Percent Variable Cost	6%
Estimated Monthly Fixed Cost	\$296



NEXT STEPS

SITUATION

The Future Is Feminine is able to maintain relatively low startup costs, and will therefore be able to start gaining profit relatively quickly. Our focus will be on effective marketing to be sure a steady stream of business begins coming in from the start.

TARGET

The lack of a similar service being offered and the rising need for this type of service make it a sound choice to put these plans in motion as soon as possible in order to maximize on the current trends. Costs will be kept as low as possible by starting with a single full-time employee, hiring students and recent graduates as freelancers, and utilizing trade work as often as possible.

PROPOSAL

In order to keep all costs covered, annual sales will need to remain steady. Due to the sustainable and timeless design plan for the website and web tools, soft maintenance after the initial launch can be managed by the founder. The workbook will also follow this principle, working flexibility into its design and content in order for the product to last as long as

possible before a new edition needs to be released.

CONCLUSION

Given the evidence and projections presented here, we recommend this plan be implemented as soon as possible within the next year. The need for sustainability knowledge in the workplace is growing rapidly and it's the ideal time to maximize on this need. Low startup costs combined with having a single founder and no initial outside investment required leave the door open for effective immediate execution of the plans set forth.



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