

# קורס חדשנות שימושית

קורס שאפשר לך להיות יותר חדשני ויצירתי בעבודה שלך



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## Sustainability Professionals: Who to Follow

BY [LEON KAYE](#) 01 SEPTEMBER 2010 [BUSINESS](#), [CSR](#)

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It is easy to toss around terms like sustainability, clean tech, corporate social responsibility (CSR), and my least favorite word, "green." But toss aside semantics. In this long journey that dates back to my early 1990s Baltimore days-to the past 18 months where I have done freelance consulting on these issues while writing--I would like to mention a few professionals who are thought leaders, and very well worth following on social networking sites like LinkedIn and Twitter.

**Bill Baue:** Bill is Co-Founder of [Sea Change Media](#) and is also a research fellow for the [Corporate Social Responsibility Initiative](#) at the Harvard-Kennedy School, where he examines the intersection of Web 2.0 and corporate social responsibility.

**Elaine Cohen:** [Elaine](#) has over 25 years of business experience, with global, local, and small private businesses, and extensive experience in the non-profit sector. She's a thought leader in the CSR world, and [blogs](#) regularly on newly-issued CSR reports and other issues in that space. She's thoughtful and passionate, and by the way, loves ice cream.

**Crystal Crawford:** Vibrant and talented, Crystal is the Communications and Online Media Coordinator of the Global Reporting Institute, providers of the leading global sustainability framework. She is also the moderator of GRI's [LinkedIn page](#). Do not be surprised if she becomes a CSR director or president of a non-profit in the coming years.

**Shawn Lesser:** Shawn is the President and Founder of Sustainable World Capital, a company focused on connecting profitable sustainable companies and funds of the future with institutional investors worldwide. He's well versed on clean tech trends in the US and abroad—do not miss his [articles](#), generally posted once a month.

**Frederic Page:** Currently based in Barcelona, Frederic Page is a business consultant who focuses on sustainability, CSR, and environmental issues. I follow him on [Twitter](#) and get great ideas on various issues from him.

Remember you can follow GGP on [Facebook](#), too!

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### About The Author

#### Leon Kaye



Leon Kaye is the founder and editor of [GreenGoPost.com](#). Based in California, he is a business writer and consultant. His work is has also appeared on [Triple Pundit](#), [The Guardian's Sustainable Business](#) site and has appeared on [Inhabitat](#) and [Earth911](#). His focus is making the business case for [sustainability](#) and [corporate social responsibility](#). He's pictured here in [Qatar](#), one of the [Middle East](#) countries in which he takes a keen interest

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because of its transformation into a post-oil economy. Other areas of interest include sustainable development in [The Balkans](#), [Brazil](#) and [Korea](#). He was a new media journalism fellow at the [International Reporting Project](#), for which he covered child survival in India during February 2013. Contact him at [leon@greengopost.com](mailto:leon@greengopost.com). You can also reach out via Twitter ([@LeonKaye](#)) and Instagram ([GreenGoPost](#)). As of October 2013, he now lives and works in Abu Dhabi, United Arab Emirates.

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elaine cohen on **September 3, 2010 at 1:56 PM** said:  
Thank you so much for your recommendation, Leon. Honoured to be in such first-rate company! I am pleased to be able to contribute to the development of CSR and hope to continue sharing and learning as I go. You make a wonderful contribution too with Greengopost!  
warm regards, elaine



Leon Kaye on **September 3, 2010 at 6:57 PM** said:  
Likewise, Elaine! Keep the great pieces on CSR coming at <http://csr-reporting.blogspot.com>!!! Oh wait, you're on my blog roll already! 😊

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