

# THE KATERVA NEWS

WEEKLY COVERAGE OF SUSTAINABILITY ADVANCES FROM THE KATERVA WORLD CHALLENGE

[f Friend on Facebook](#)

[t Follow on Twitter](#)

[✉ Forward to a Friend](#)



**Team Katerva**  
Meet Tyler Schaeffer

Tyler Schaeffer traces his professional interest in corporate social responsibility (CSR) back to what author Malcolm Gladwell would call "the tipping point" for environmental concern—about five or six years ago. "Personally, I have always been interested in environmental issues. Professionally, our major corporate clients began to see sustainability as a core part of their mission and branding relatively recently—and we responded to that need," says Schaeffer.

[Continue reading...](#)

## Recent Nominees



**Energy-Making,  
Money-Saving  
Homes**

By simply owning a Potterhill home, you can save 50-100% off your energy bills and live in a home built with complete sustainability in mind. Potterhill Homes is a Cincinnati-based real estate company that has integrated green design into every aspect of its business model. Its homes are built using recycled newspapers for insulation, UV-minimizing windows that keep the heat in during winter and out during the summer, low toxic VOC (volatile organic compound) paint, and filters for keeping indoor air clean of allergens and pollutants.

[Continue reading...](#)



**Restoring Forests  
to Rebuild a  
Country**

The leaders of war-torn Rwanda plan on taking a bold step to rebuild their country by restoring its natural support systems. For the first time, an entire country is committing to restoring its natural base as a step towards improved social and economic well-being. For the first time, an entire country is committing to restoring its natural base as a step towards improved social and economic well-being.

[Continue reading...](#)

[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)