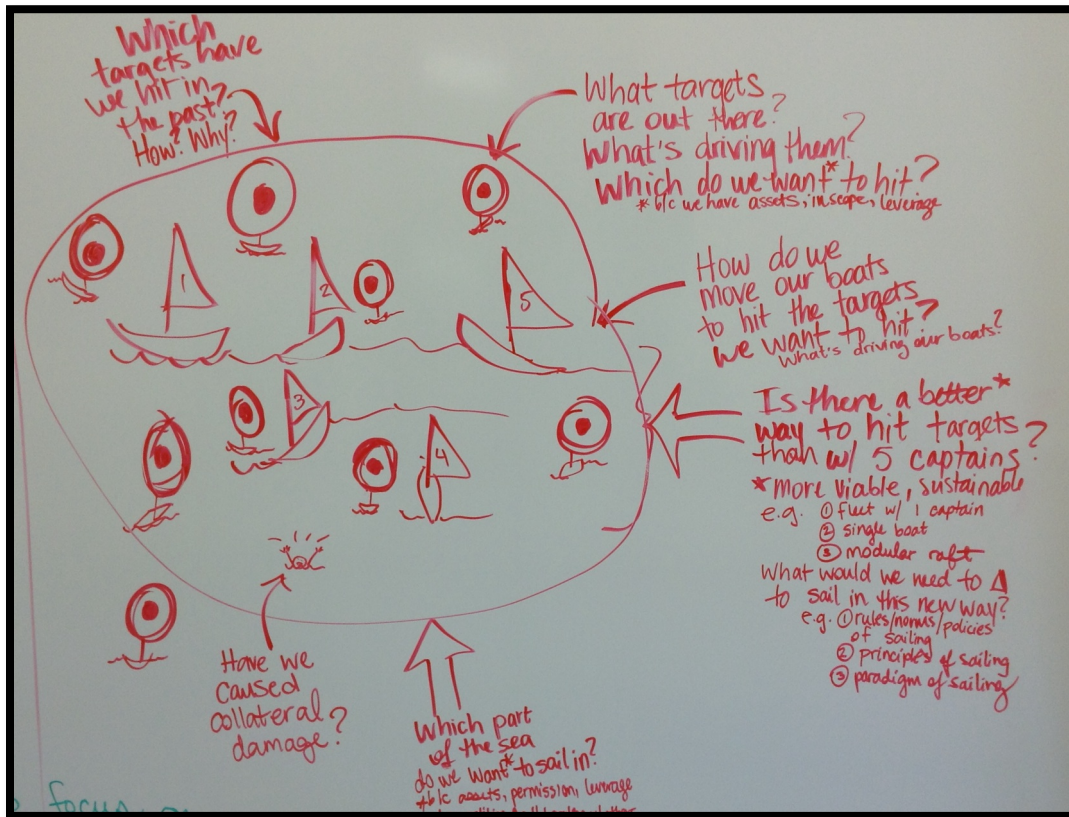


The System Story of “The Built Environment Fleet”

As told by Bethany Laursen and approved by “the Admiral,” May 2014



Once upon a time, not so long ago, there was a fleet of five solo sailboats sailed bravely by five solo captains. They navigated a vast, Undefined Expanse of the boundless Sea of Sustainability, last known to be located somewhere near Pollution Prevention Island and Recycling Markets Bay. Every day, they chased and intercepted unpredictable and elusive sustainability targets carried by other boats who called for help. This little fleet was equipped by a division of the larger “Sustainability Trading Company.” One of the captains they called “Admiral,” but he could not and would not force the other captains to do his will.

Occasionally, a sailor has asked, “Is there a better way to hit targets than as solo captains?” but the question has gone unanswered. Meanwhile, some boats had sailed farther away from each other and their original Island and Bay. It all started with the Dark Year: looming in everyone’s memory is the Storm of 2002, when

the Whirlpool of Disappearing State Funding threatened to suck sailors under the briny sea, and they scattered to find shelter and funding where and how they could.

Years later, the tide had turned. After coming into a bounty of gold, the Admiral took stock of his fleet and made plans to strengthen it. His long sight could see into the minds of his captains and feel their fear of another coming storm and also their ambition to track targets on their own terms. But he wondered, “What other targets are we missing? Where and how could we be most effective? How can we make sure we remain vital to the Company?”

With a sigh and heaviness on his brow, his eyes returned to SHWEC’s piles of gold and he lapsed into thought.

“Ah!” He suddenly sat upright, grabbing his contracting parchment and pen. “Send for an evaluator at once!”