



PLANETSHIFTER.COM MAGAZINE CEO WILLI PAUL INTERVIEWED BY AMERICAN PLANNING ASSOCIATION

BURLINGAME, CA, August 1, 2010—In an interesting twist of fate Willi Paul who has interviewed over 230 thought leaders in the green and sustainable sectors was recently interviewed by Beth Offenbacher of American Planning Association’s International Division.

The American Planning Association’s International Division is responsible for cultivating and promoting planning activities in developing countries and was drawn to Willi because of his recent activity in promoting innovation in China and other parts of Asia.

Willi is currently serving as Director of Sustainable Business Development—USA and China for Cooltribe.com and the initiatives he’s put in place are quickly becoming part of the online green scene. Additionally, Willi has launched a social media project centered around inspiring other professionals to get excited about sustainability in China. This project, launched formally on LinkedIn in June has gathered nearly (need number here) actively contributing members.

The interview also expresses Willi Paul’s unique and insightful viewpoints on the nature of sustainability and the challenges organizations face when trying to move towards fostering a more sustainable business culture. For more information visit [APA Interview with Willi Paul](#)

#### About Planetshifter.com Magazine & Networks

Planetshifter.com is an online magazine and multi-site client relations network that focuses on teaching sustainability practices through the use of art, mythology, music and writing. Planetshifter.com is where socially responsible businesses and consumers engage in thought provoking dialogue, take advantage of networking opportunities and meet to learn how to become better stewards for our planet. PlanetShifter is a free, searchable innovation and sustainability database—open to anyone who is seeking a better world. Born as a sustainable business collective, PlanetShifter.com has been collecting and sharing innovator interviews and start-up stories from the green movement since it was launched on Earth Day 2009. At the highest level, it is PlanetShifter.com’s database of business models and visions for a green evolution that continue to attract business and artistic people from all across the globe.