

Sustainable Business Best Practices





AGENDA

1. Introduction to Sustainability
2. Economic Sustainability
3. Environmental Sustainability
4. Community Sustainability
5. Next Steps



SUSTAINABILITY

Sustainability is based on a simple principle:

Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations.

US EPA



RESILIENCE

The ability of your business to resist and rebound from primary and secondary external events.



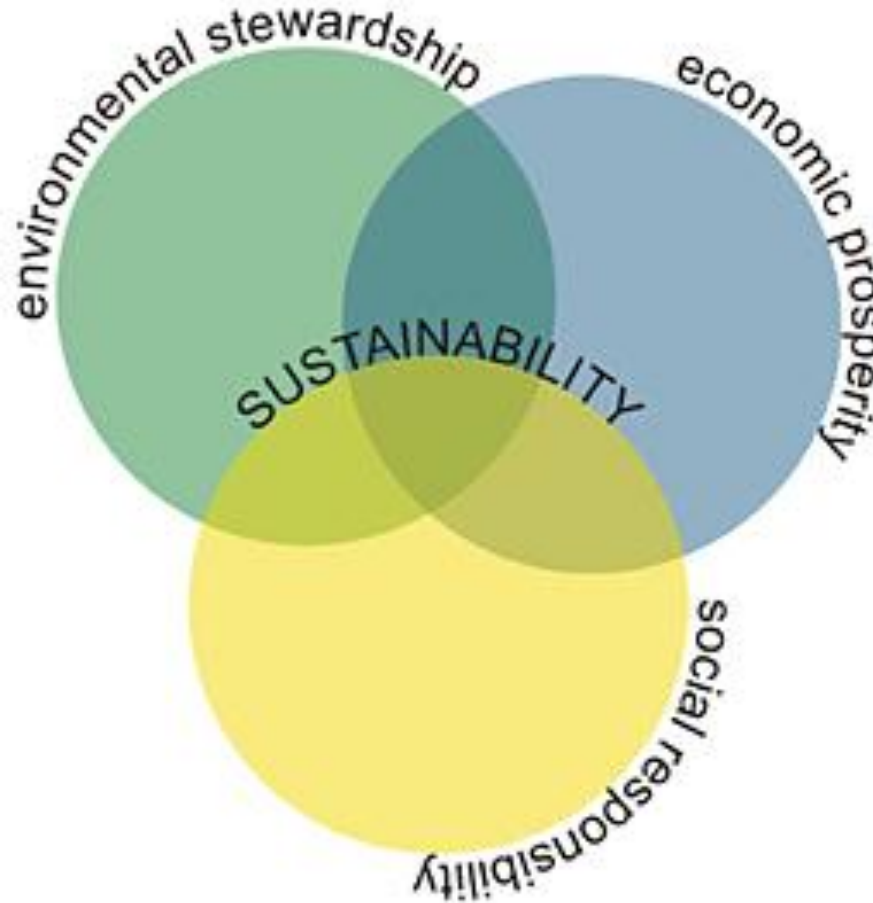
ADAPTABLE

The ability for a business to make positive changes to counteract internal or external events.

Sustainable Economics



SUSTAINABLE ECONOMICS





COMMITMENT TO SUSTAINABILITY

- Mission statement
- Statement of stewardship or values
- Strategic plan integration
- Setting aside time



BUSINESS BASICS

- Cashflow
- Brand/Image
- SWOT
- Metrics and Analysis
- Planning and Smart Growth



COMMUNICATION

- Tell people what you are doing
- Ask for feedback
- Remember to listen



COLLABORATION

- Shared Space
- Shared Equipment
- Collaborative business ventures





**\$25 DAYS OF
CHRISTMAS**





LOCAL SOURCING

Can you buy what you need in your community or region?

Remember to consider environmental and social factors

Look for new opportunities

Local Sourcing





BUSINESS INCUBATION

Questions to ask:

Do you have the resources?

How will you ensure they graduate?

Don't forget universities!



KNOWLEDGE MANAGEMENT

Sharing best practices

Develop a participation strategy

Environmental Sustainability





RESOURCE MANAGEMENT

- Energy, water, waste, etc.
- Conduct audits
- Develop strategies and policies
- Track progress
- Can you make the switch to renewables?



THE THREE R'S

- Reduce, Reuse, and then Recycle
- Check with your local recycler for what you can recycle
- Can you make your products reusable or recyclable

Are Your Products Sustainable?





THE CASE FOR QUALITY

- Typically, higher quality products:
 - Avoid going to the landfill
 - Build customer loyalty
 - Increased profit margins



SUSTAINABLE SUPPLY CHAIN

- Both upstream & downstream
- Seek local sourcing
- Tell them what you want

Community Sustainability



COMMUNITY ENGAGEMENT

- Be a good citizen
- It's not just monetary donations
- Address community needs
- Community-wide sustainability planning





VOLUNTEERING

Why volunteer your business's time?

1. Giving back to your community
2. Showing what your company believes
3. New connections

Build volunteering into your business



NEXT STEPS

1. Make the commitment
2. Identify the low-hanging fruit
3. Develop a reasonable plan
4. Share your accomplishments

Additional Resources

