

# Sustainable Businesses

Hands-on approach to doing business while making the world a better place.



# What is a Sustainable Business?



- No negative impact on the global or local environment, community, society, or economy.
- Participates in environmentally-friendly or green activities to ensure all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit.
- Doesn't compromise the ability of future generations.

# Sustainable Businesses



Operate across all business sectors:

- Energy efficiency
- Renewable energy generation
- Water & waste water treatment
- Resource-efficient industrial processes
- Advanced materials
- Transportation
- Agriculture

# Sustainable Development



- Pattern or resource use that aims to meet the human needs while preserving the environment so that these needs can be met not only in the present, but also the future generations. [Wikipedia.org](https://en.wikipedia.org/wiki/Sustainable_Development)
- “Meets the needs of the present without compromising the ability of future generations to meet their own needs.” [Brundtland Commission](https://www.brundtland.com/)

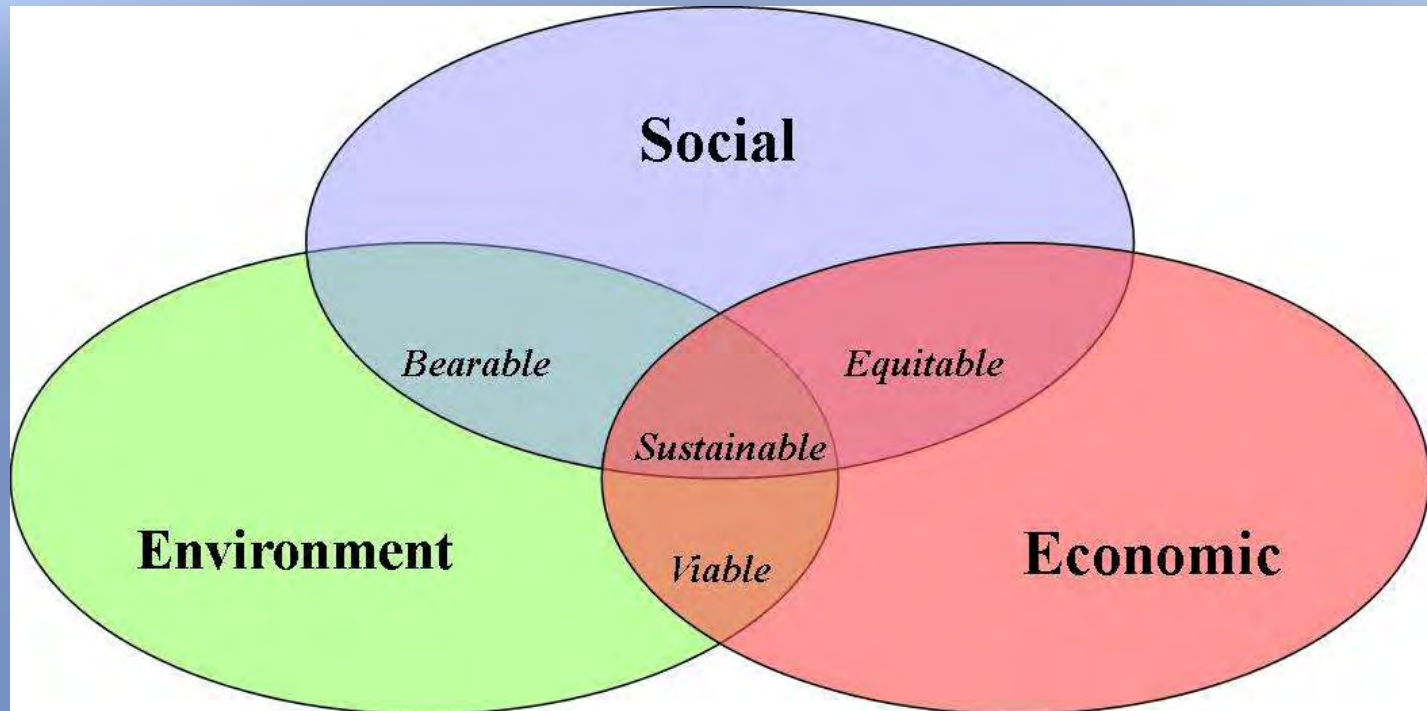
# Triple Bottom Line aka “TBL” or “3BL”



- Social = “People”
- Environment = “Planet”
- Economic = “Profit”

Concept: Company’s responsibility lies with the **stakeholders** rather than the shareholders.

# Field of Sustainable Development- Three Constituent Parts:



# B Corporations



Addresses two critical problems:

1. The existence of shareholder primacy
2. The absence of transparent standards

# Why B Corps Matter



- Vision: To create a new sector of the economy which uses the power of business to solve social and environmental problems.
- Legally recognized, tax preferred by the IRS, and valued by investors and consumers.
- Anticipated growth: reach the size of the non-profit sector today.

# B Corp Benefits



- Greater economic opportunity
- Move closer to achieving an environmental footprint
- Employment in great places to work
- Build more local living economies in US and across the world

# Becoming a B Corporation?

[www.bcorporation.net](http://www.bcorporation.net)



1. Meet comprehensive and transparent social and environmental standards via “B Rating System”
  - B Survey and Report
2. Amend corporate governing documents to incorporate the interest of employees, community and the environment.
  - The Legal Roadmap
  - Term Sheet (Benefits & Expectations)
  - Corporation Declaration of Interdependence

# Steps To Turn Your Business in to a Sustainable Business



1. Think Life Cycle
2. Think Savings
3. Ask For Input
4. Measure & Report
5. Get Plugged In

# SBDC Assistance for Sustainable Businesses



- Free one-on-one business advising
- Training workshops
- Small Business newsletter with educational and informational material
- Sustainable development advocacy
- Partnership with local, regional, state and federal resources

# Southern Colorado SBDC



***Helping business start, grow & prosper!***



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Serving Pueblo, Fremont, Custer, & Las Animas counties.

# Sustainable Business Sources



## Sources

[bcorporation.net](http://bcorporation.net)

[SustainableBusiness.com](http://SustainableBusiness.com)

“How to Run a  
Sustainable Business”

by David Sarokin

**Probably NOT a good  
example of a sustainable  
business enterprise**

