

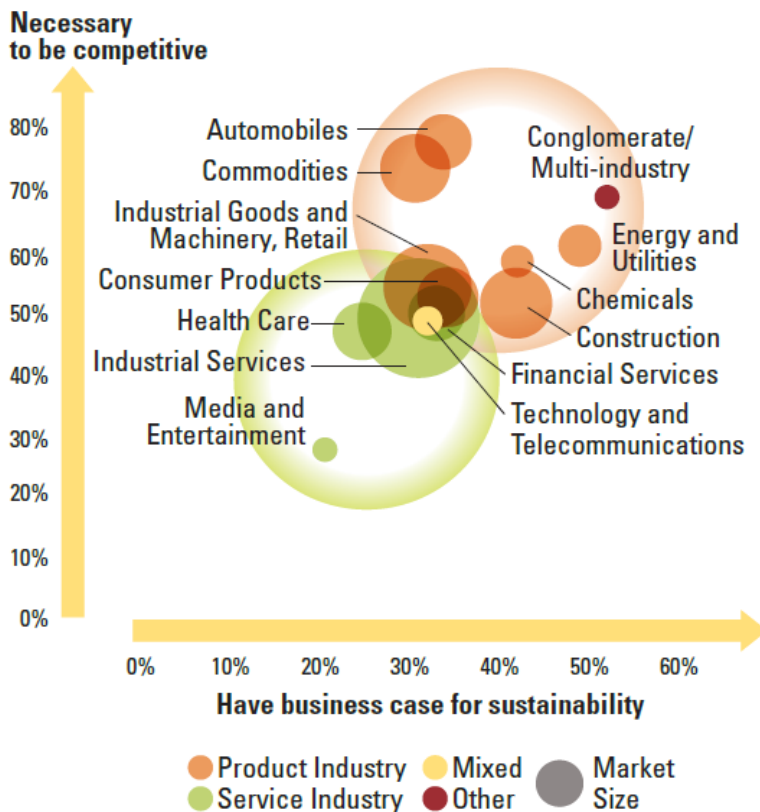
Sustainability Demystified!

A Practical Guide for Business Leaders and Managers

The guiding principles of sustainability: Appreciation and restoration of nature; understanding the limitations of design; elimination of waste; stewardship and service; equal opportunity and community engagement; maintaining biodiversity; transparency and accountability; continuous improvement; no net loss of human or natural capital; sharing of knowledge; empowerment and creativity

What is driving sustainability? Supply chain management efficiencies; competitiveness; sustainable business growth; customer, supplier, shareholder and stakeholder expectations; value creation; transparency

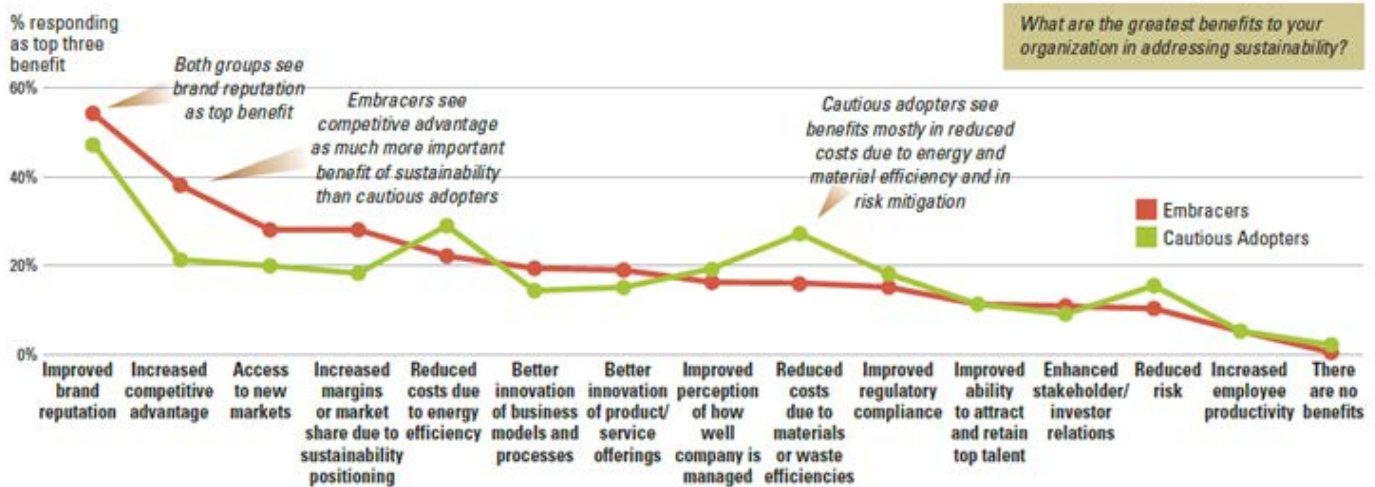
What results can a business leader expect from using applied sustainability best practices? competitive advantage; transformed business model; improved financial performance; reduced operating costs; production and process improvement; quality improvements; reduced liabilities and risks; enhanced brand image and reputation; better supply chain management; trustful working relationships, partnerships, and collaborations; increased innovation and creativity; reduced risk; improved decision making



Source: *Sustainability: The Embracers Seize Advantage*, MIT Sloan Management Review

Examples of Applied Sustainability Best Practices

- Sustainability assessment and planning
- Design for the Environment (DfE)
- Lifecycle Analysis and Assessment (LCA)
- Green/LEED buildings
- Clean technologies
- Sustainability certifications
- Sustainable manufacturing
- Environmental Management Systems
- Waste minimization
- Climate mitigation
- Eco-efficiency
- Green cleaning
- Sustainability supply chain management
- Sustainable procurement
- Value creation
- Risk management
- Sustainability reporting
- Social responsibility and citizenship



Source: *Sustainability: The Embracers Seize Advantage*, MIT Sloan Management Review

Roots of Sustainability in West Michigan: Work ethic; stewardship; philanthropy; service; resiliency; creativity; resourcefulness; working partnerships

What are some examples of sustainability success stories in Michigan and West Michigan?

- **Green and LEED Building:** Design, A and E firms; Construction firms; WM Chapter USGBC
- **Furniture Industry:** Business Institutional Furniture Manufactures Association (BIFMA)
- **Operations and Manufacturing:** Amway; ADAC Automotive; Dow Chemical; BIFMA members
- **Healthcare Industry:** Spectrum Health; St. Mary's; Mercy Health
- **Agriculture and Food Industry:** Kellogg; Meijer; Zeeland Farm Services; Spartan Stores; Urban Market; Brewery Vivant
- **Sustainable Business and Marketing:** Nichols; Gazelle Sports; Clothing Matters; Local First members; the West Michigan Sustainable Business Forum (WMSBF); SW Michigan Sustainable Business Forum
- **Social Responsibility:** Fifth Third Bank; Mercantile Bank; Goodwill Industries
- **Education for Sustainability:** City Middle High School in the Grand Rapids Public Schools; Aquinas College; Grand Valley State University; Calvin College; Kendall College; Western Michigan University; and others
- **Sustainable Cities:** City of Grand Rapids
- **Sustainability Leadership:** Cascade Engineering; Haworth, Herman Miller and Steelcase
- **Climate Mitigation and Adaptation:** City of Grand Rapids; FTC&H; Progressive AE; West Michigan Environmental Action Council (WMEAC)

How can a business leader get started with sustainability? Phases: Sustainability is a journey e.g. 1st sustainability awareness, 2nd sustainability understanding, 3rd sustainability application, 4th sustainability performance and progress, and 5th sustainability impact and change; Start with a sustainability assessment or eco-audit e.g. where is the organization today?; impact of sustainable supply chain management e.g. 1st compliance, 2nd continuous improvement, 3rd integration; 4th innovation, 5th leadership

Sustainability Demystified!, Norman Christopher, Principia Media LLC, ISBN 978-1-6145-307-7