

Want to Make a Difference Today? We Need You.

The College of Business offers a minor in Managing for Sustainability. The minor teaches students how to integrate the triple bottom line into management strategy, tactics and operations. You can help develop the critical thinking of our graduating seniors in so many ways.

- Connect with the students and allow them to study your business practices.
- Visit our classes and share your approach to sustainability management.
- Create internships or career opportunities.
- Allow tours of your facility by students.
- SEED/SCORE can conduct sustainability assessments for you.
- Connect with NetImpact, a College of Business student organization. NetImpact wants to meet you!

Point of contact for SEED/SCORE:

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Thank you for supporting the Sustainable Business Partnership.



Helpful Tips

- Save energy! Turn off the lights when it is sunny and use natural daylight. Use motion sensors, and leave emergency lights on at night.
- Save money! Turn off your equipment when not in use. Use power strips to connect equipment and turn the power strips off for any equipment that does not need to run overnight. Thus, you will save money by not paying for phantom loads. When electronics and appliances are plugged in, but are not in use, they still burn energy.
- Save time and supplies! Maintain your equipment. Use compact fluorescent light bulbs or LED lights that will last for years. Stop printing and faxing and use e-documents. Work with all third party clients to eliminate mail and pay bills online. This will save you time, money, and materials. You all win!
- Buy smart! Buy reused, recycled, remanufactured, or energy efficient appliances.
- Build new opportunities! How can you reuse any material until it reaches its end of life or usefulness? How can you create new products and services from other people's or your own waste? Can you make something new out of what you once perceived as junk or garbage? Can I buy products that are organic, recycled, remanufactured, or used?
- Save Your Sanity! Educate and engage your employees and customers. Get them actively involved as you cannot do it alone. Build your network to gain new ideas and share success stories.
- Be Proud! Eliminate waste by recycling and offer products your customers can recycle. You can also compost to reduce landfill waste, reduce usage of raw materials, buy local, buy smart, and buy back. Toot your horn if you want. You now have a major competitive advantage.



The Sustainable Business Partnership is dedicated to the creation of a healthy community.

What are Sustainable Communities?

Sustainable communities rely on partnerships to maintain and improve the economic, environmental and social characteristics of our area so we can continue to lead healthy, productive, enjoyable lives both now and in the future.

Key Sustainable Community Values:

- Recognize and understand that economic growth is shaped and determined by the capacity of the natural environment.
- Use local resources and finds solutions at the local level to create a healthy economy.
- Minimize harm to the natural environment.
- Share values with members of the partnership.
- Make business decisions with an awareness of the ecological benefits and consequences.
- Engage in flexible decision making, while seeking input from the social, educational, environmental and economic sectors of the community.

What Does a Sustainable Community Mean to my Business?

You may have already heard of the Triple Bottom Line. Businesses across the globe are integrating three factors into the strategic management of their organizations:

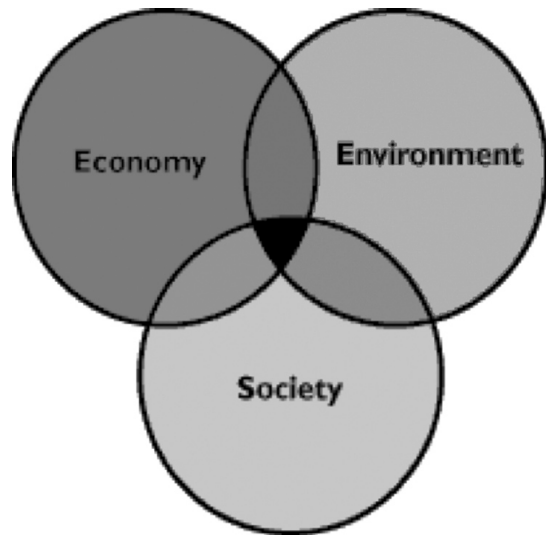
1. Healthy Economies.
2. Healthy Societies.
3. Healthy Ecosystems.

Yet, many businesses view these elements separately.

As separate and unrelated elements, each dimension (social, economic, political) becomes someone else's problem to solve. Isolation between business, government and society creates some unwanted side-effects:

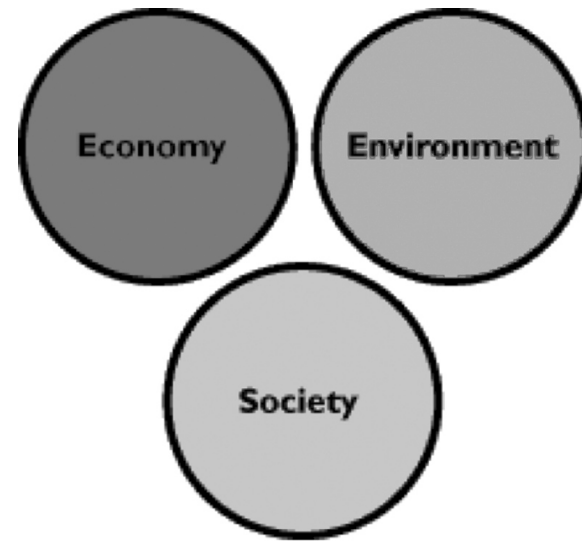
- Solutions in one sector can create problems in another.
- Isolated solutions often focus on short-term benefits without weighing long-term benefits or consequences.

How Can I Act Now to Create a Better Future?



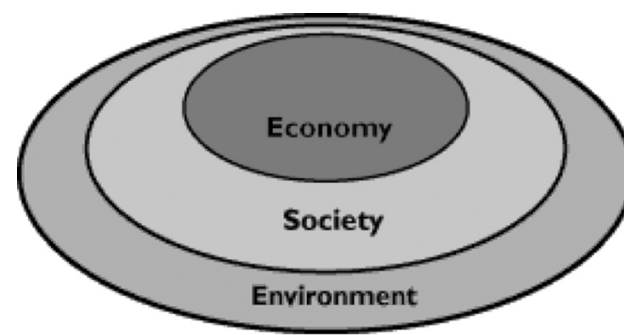
Source: <http://www.sustainablemeasures.com/Sustainability/index.html>

Together we can achieve success in creating a sustainable community simply because we care. Business leaders create economic opportunities and many benefits to society. You play a key role in building a sustainable community that ensures a healthy environment for the future.



Source: <http://www.sustainablemeasures.com/Sustainability/index.html>

Sustainability achieves balance among the social, economic, and environmental elements of our community. You can help by adopting a method of solving problems that includes the triple bottom line in your business processes.



Are you New to Managing for Sustainability?

Internal evaluation of operations will help you map out a short and long term plan. Focusing on reduction, reuse, and recycling is a great way to get started. Four major concerns to focus on are air quality, waste management, energy consumption and water usage, waste, or pollution.

Some key operations to explore, which can be analyzed one product at a time:

- Sustainability management is not new. You are always looking for new ways to be more efficient, save money, increase opportunities to make profits. All that may be new is consideration of the natural environment while developing your strategic goals.
- Identify ways your business is already sustainable and congratulate yourself.
- Find out where the raw materials come from for products and services.
- Analyze whether or not your products or services are safe and ecologically sound throughout the entire life cycle. Could they be designed to be durable, repairable, readily recycled, or biodegradable?
- Analyze the packaging of your products and services. Are your products and office supplies produced and packaged using the minimal amount of material and energy possible?
- Review the entire supply chain. Can you work with suppliers that are also moving toward sustainability management? Can you help engage your suppliers in reducing packaging, maximizing transportation, ensure raw materials come from respected and safe sources that ensure safe working environments or use safe chemicals? Are there local businesses that offer similar services?
- Review your current inventory management system for new efficiencies or ways to profit by offering buy-back programs and reselling used items.
- Analyze your garbage. How can we eliminate waste both in our own operation and our customer usage? What can be recycled, what is consistently thrown away? What could be eliminated from going to the landfill by reusing it or selling it to someone else? What do your customers throw away?
- Evaluate or review if your customers need incentives to participate in your strategies. If you decide to offer a sustainability discount, how will you educate your clientele?
- Research how you can support other sustainable businesses by buying used, recycled or remanufactured products.
- What new business opportunities arise from solving problems? Can I sell, reuse, remanufacture any or all of my waste products?

Want to Learn More?

Learn to manage for sustainability and design solutions for your business with seminars and workshops specifically created for business professionals:

1. Managing for Sustainability
2. What is the Triple Bottom Line?
3. Life Cycle Assessment - Managing a circular business life cycle
4. Reduction of Waste Streams
5. Innovation Opportunities from Waste
6. Supply Chain Management of a Circular Supply Chain
7. Sustainability Reporting Guidelines and Options
8. Environmental Regulations
9. Sustainability Assessments
10. ISO 14001 Certification

To receive additional information, visit the College of Business booth. Your participation in an online survey will help us design seminars that fit your schedule, your needs, and interests. Please sign up today.