

Sustainable Business Institute

1) How has the current economy affected the need of services that you give to the community?

The current economy has increased the need for the services the Sustainable Business Institute (SBI) offers. As the economy struggles to regain health and businesses worldwide are called on to implement sustainable business practices, business leaders are more motivated than ever to find innovative ways to regain economic robustness through sustainable practices. Our mission—to benefit the public by encouraging business leaders to adopt and communicate sustainable business practices—is well-aligned with the needs of business today.

Effectively employed, sustainable practices create opportunities for businesses to improve their return on investment and to improve their position for future growth. This is accomplished, for example, by

- Reducing cost and lessening environmental impact by reducing waste
- Adding jobs focused on implementing a company's sustainable practices
- Adding jobs focused on innovation that leads to better business performance
- Improving stakeholder relations
- Significantly improving ROI.

2) How has the current economy affected the donations of goods and services that your organization receives?

SBI presently runs entirely on volunteer support. While our volunteers are absolutely amazing, dedicated paid staff will be the catalyst to meeting our objectives in shorter timeframe, ensuring the good work of SBI can continue to grow. Therefore, our primary financial objective for 2010 is to generate funds for paid staff and operations, which will enable SBI to reach a greater number of businesses and, in time, become self-sustaining.

3) How have the services that your organization provides to the community affected our local economy?

SBI affects our local economy in two primary ways: fostering business commitment to sustainable business practices and developing personnel in professional careers.

We described above how SBI stimulates local businesses, which in turn adds job opportunities in this new and developing field of sustainable business practices. In addition, SBI offers internships and volunteer positions that train individuals in implementing sustainable business practices and in general business practices through hands-on office experience. To date, we have worked with over 800 interns and volunteers, many of whom have been connected to future employment through affiliation with SBI.