

A Business Perspective on Creating a Sustainable Economy

Healthy Economy & Environment
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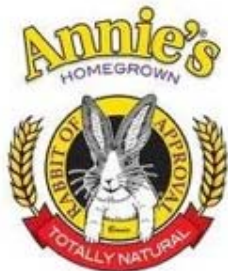


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Quality of Life & a Healthy Economy



How do you measure success?

**How many of you were taught
that a healthy economy
will contribute to your quality of life?**

**What are the indicators
of a healthy economy?**

What's Wrong with the GDP

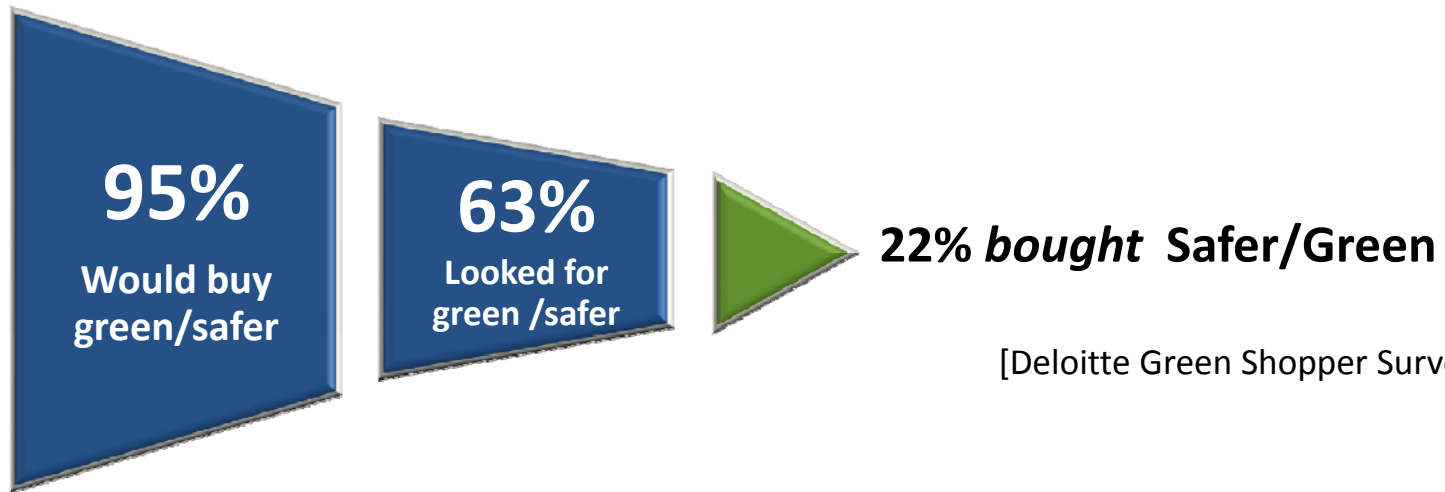
- GDP Treats Crime, Divorce, and Natural Disasters as Economic Gain
- GDP Ignores the Non-Market Economy of Household and Communities
- GDP Treats the Depletion of Natural Capital as Income
- GDP Increases with Polluting Activities and Again with Clean-Up
- GDP Takes No Account of Income Distribution
- GDP Ignores the Drawbacks of Living on Foreign Assets

Drivers for a Sustainable Economy

- The present economic paradigm is not working for most of the world
- Consumers are highly concerned about health impacts and want market change
- Innovation
- New markets for a new economy
- Opportunities to grow businesses & create more jobs



Demand for Safer (Green) Products



[Deloitte Green Shopper Survey, 2009]

65%

say *“the government should set higher standards for environmental labels on products”*

[Green Gauge Survey of Consumers, 2009]

A top consumers reason for buying green:
Limit exposure to toxins & chemicals

[The Shelton Group]

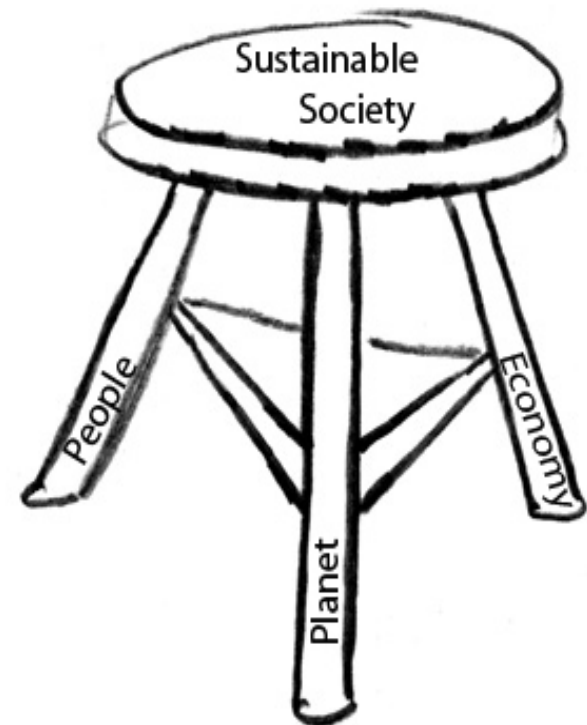
Triple Bottom Line businesses help create sustainable communities

- addresses externalities
- Reduces and eliminates toxic chemicals
- utilizes green chemistry & sustainable materials
- reduce carbon emissions and promotes clean energy
- pay their fair share of taxes
- pay living wages
- community reinvestment
- Invests and builds mainstreet
- Supports healthy workplaces and communities
- Encourages use of sustainable transportation



Strategies for Building a Sustainable Economy

- Innovation by companies
- Investments
- Procurement
- Policy
- Regulations
- Metrics and Criteria
- Education
- Research and Development
- Consumer Demand
- Stakeholder efforts



Innovation by Companies

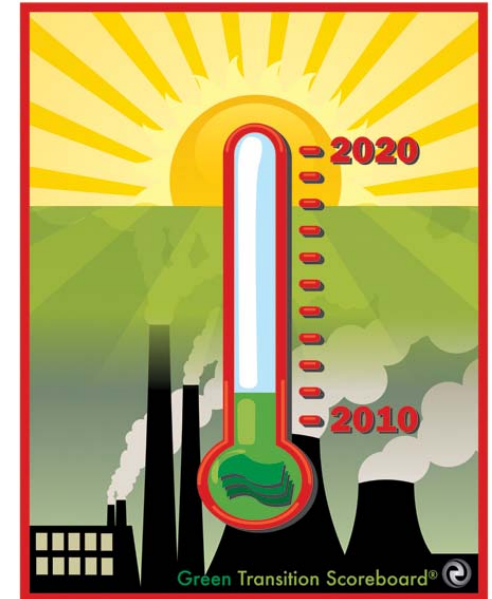




Green Transition Scoreboard®

\$2.4 trillion in private sector investments
in growing the green economy worldwide

- Renewable Energy
- Efficiency
- Smart Grid
- Clean Tech
- Corporate R&D



**August 2011 findings at
www.greentransitionscoreboard.com**

Independent, multi-media company
USA and Brazil



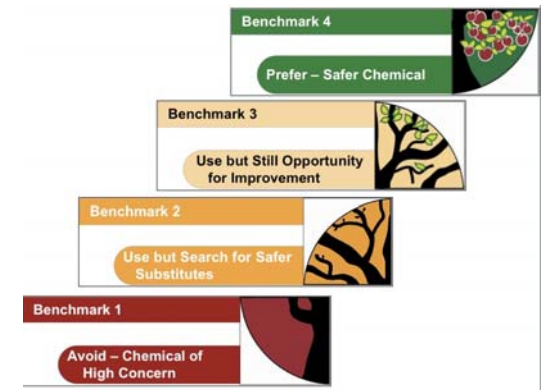
Mission: reforming markets, metrics and
growing the green economy globally

Certifications, Guidelines & Ecolabels



Environmental
Preferable Products
Specifications

Green
Screen



GreenWERCS



American Sustainable Business Council

Cleveland

Sustainable Procurement Policy:

Law providing advantages for sustainable local companies bidding for City contracts.

- Area companies completing the first stage of the Green Plus™ program can now gain a 4% bid
- This initiative supports competition and job growth



- Developing interconnected cooperative businesses
- Linking this to job training
- Working to support community development & long-term stability

Policies for a Sustainable Economy



SEC
Crowdfunding



Actions to take

- Engage the business community
- Invest
- Educate the public
- Motivate elected officials
- Improve Regulations
- Encourage Incentives and Procurement
- Get the story out in the media



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