

## Business and Sustainability Group



### *Lunch Presentation & Discussion*

*Are you looking for the next wave of innovation to revitalize your company?  
Do you want to be a key player in the emerging sustainability marketplace?*

**Imagine your business increasing its financial bottom line while doing environmental and societal good at the same time.** Industry leaders both in Silicon Valley and around the world have come to understand that pursuing a “triple bottom line” of financial, social, and environmental performance enables them to improve product and process innovation, reduce costs, weather market fluctuations more easily, prevent public outcry, and build stronger brand awareness and loyalty, ultimately becoming more financially competitive.

In conjunction with a network of leading experts, the Business and Sustainability Group (BSG) provides educational resources to help Bay Area businesses increase their financial performance through process, product, and service innovation that focuses on smarter use of resources and reduction of environmental risk.

Our group strives to help organizations navigate through an increasingly complex business environment, one in which increasing pressures from investors, stockholders, the insurance industry, and consumers are forcing companies to reevaluate their core operating principles and values. Our goal is to help catalyze economic revitalization through environmentally beneficial strategies. We sponsor a variety of sustainability-oriented programs, such as a Speaker Series, Seminars, Lunch Presentations, In-depth Conversations, and Tours.

### **What BSG is Offering**

A FREE, 30-60 minute lunchtime employee *presentation and discussion* that covers some or all of the following topics and is customized to your needs:

- A brief history of sustainable development
- Three models for moving along the sustainability path
- The Business Case for becoming a more sustainable company
- Corporate sustainability case examples
- Where should I start? — The seven leverage points
- How the Business and Sustainability Group can help

For more information, please contact Steve Attinger ([sattinger@globalcommunity.org](mailto:sattinger@globalcommunity.org), 650-328-7756 x 636) or Joe Kresse ([jkresse@globalcommunity.org](mailto:jkresse@globalcommunity.org), 650-328-7756 x 617).  
<http://www.globalcommunity.org/business/index.shtml>

### **Sponsoring Organization**

The Business and Sustainability Group is sponsored by the Foundation for Global Community, a nonprofit educational organization that has been strengthening community connections and promoting cultural change for over fifty years.