



Waste Wise e-News

A Tool for Environmental Sustainability Resources and Networking

ENVIRONMENTAL SUSTAINABILITY IS SMART BUSINESS

Does going green really cost more? Among the most common reasons businesses cite for not implementing green initiatives is the additional cost to do so. Although some components of being environmentally sustainable do require an additional up-front cost, if a business has fully integrated sustainability as part of the company operations and culture, the long-term payback can be substantial. According to a recent Harvard Business Review article, sustainability often means organizational and technological innovations that yield both bottom-line and top-line returns.

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Environmental Sustainability Equals Profit

Competing and succeeding as a company in today's business market require a strategy for sustainability. Although environmental sustainability is just one component of overall corporate sustainability, it is a critical one that yields results in:

- Reduced inputs that equal cost savings
- Attracting customers and increasing loyalty
- Presenting earnings potential and/or other cost savings
- Enhancing employee morale; attracting loyal employees
- Increasing shareholder value and profit potential

The Triple Bottom Line

A sustainable business is one that generates profit for its shareholders, protects the natural environment by decreasing adverse impacts and is a social advocate, bettering the lives of people with whom the company interacts. A large component of the triple bottom line is environmental protection. Companies that operate in an environmentally-friendly manner often times uncover significant monetary benefits through waste reduction, resource conservation and energy efficiency. They also build in mechanisms that link sustainability initiatives to business results.

RESOURCES

Green Building/LEED

DVD: "Green is the Color of Money" by Shedd Productions, Inc.

Green Business/General

Article: "Why Sustainability is Now the Key Driver of Innovation" by Harvard Business Review, Sept. 2009

Book: *"Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage"* by Daniel Esty

Book: *"Strategies for the Green Economy"* by Joel Makower

Book: *"Strategy for Sustainability: A Business Manifesto"* by Adam Werbach

IN THE NEWS

Minneapolis-St. Paul Business Journal, August 28, 2009

"HealthPartners Saves Money with e-Records" [Click here](#) for full story.

Star Tribune, August 26, 2009

"Want to do more than just recycle the stick from your corn dog? The Eco House is full of ideas on how to go green year-round" [Click here](#) for full story.

EVENTS

2009 Minnesota Waste Wise Annual Meeting:

Environmentally Sustainable Business is Smart Business Despite the Economy

TUESDAY, OCTOBER 6, 2009

11:30 a.m. - 2:00 p.m.

THE DAKOTA LODGE

1200 STASSEN LANE, WEST ST. PAUL

For more information or to register, visit www.mnwastewise.org.

The Minnesota Road Show: Fleet Efficiency Workshops

The 2009 Minnesota Road Show offers a series of four informative half-day conferences in four Minnesota cities - Duluth, Rochester, St. Cloud and the Twin Cities. The workshops are hosted as a partnership between Minnesota Waste Wise and Minnesota Environmental Initiative.

THURSDAY, OCTOBER 1, 2009

7:45 a.m. - 1:30 p.m.

LOCATION TBD

ST. CLOUD, MN

THURSDAY, NOVEMBER 5, 2009

7:45 a.m. - 1:30 p.m.

LOCATION TBD

ROCHESTER, MN

To register for the workshops, visit www.mn-ei.org.

Enterprise Minnesota Business Events

Enterprise Minnesota has a series of business events designed to educate Minnesota business decision-makers about the latest innovations in Lean Enterprise. Learn more at www.enterpriseminnesota.org.

SEND US YOUR ACHIEVEMENTS!

Let us know how you're doing! Send us your achievements in environmental sustainability – waste reduction, recycling, energy efficiency, purchasing, and cost savings. Contact Kate Worley at kworley@mnchamber.com for an easy-to-use tracking form or to submit your business's or

organization's achievements in environmental sustainability.

NEW MEMBER UPDATE

Bay West (St. Paul)

Super One (Hibbing)

Super One (Two Harbors)

West Central Environmental Consultants (Morris)

MEMBERSHIP SERVICES

Not a member but would like to join? Are you a current member wanting to take full advantage of your member benefits? Contact Kate Worley at (651) 292-4662 or kworley@mnchamber.com.



Disclosure: Waste Wise e-News is a tool to inform our members of current events or waste issues. The content of Wise Mail is for educational purposes only and does not constitute legal advice. Minnesota Waste Wise does not endorse any of the following waste services, organizations or events. Any such portrayal is unintentional by Minnesota Waste Wise.

