

**WEST MICHIGAN
SUSTAINABLE
BUSINESS FORUM**



envisioning a
sustainable future



WEST MICHIGAN SUSTAINABLE BUSINESS FORUM

Our goal is to encourage the adoption and implementation of sustainable business practices aimed at improving corporate profitability while simultaneously enhancing the long-term health and well-being of the individuals, communities and natural environments we impact.





We are a non-profit organization of area companies, academia, government and individuals committed to the principle of a concept known today as the “triple bottom line”

Promoting business practices that demonstrate environmental stewardship, economic vitality and social responsibility



TACTICS

- Drive global sustainability issues to regional and local levels
- Create networking and benchmarking opportunities
- Disseminate sustainable information, tools, and techniques
- Educate, inspire and encourage organizations to go beyond compliance



- Approximately 100 member organizations, companies and government representatives
- Individuals as well as small, medium, large organizations
- On a continuous path to sustainability



SEEKING

- New faces, new ideas, new challenges
- Learning from others
- Creating solutions
- Opportunities to share with others
- Helping others envision and embrace sustainability

OUTREACH



WEST MICHIGAN SUSTAINABLE BUSINESS FORUM

- <http://wmsbf.org/>
- Active work groups
- Networking
- Tools and guides
- Educational opportunities
- Community Engagement



TOOLS

Self Assessment Guide

WEST MICHIGAN SUSTAINABLE BUSINESS FORUM

- Developed by WMSBF committee
- Paper based
- Available to members
- Manufacturing based
- Do it yourself calculation of scores



STRUCTURE

WEST MICHIGAN SUSTAINABLE BUSINESS FORUM

ONLINE VERSION

- Demographic questions
- 10 sections with 10-15 questions in each section
- Best practice comment fields within each section
- Glossary of terms
- Added service based questions
- Scores are calculated and 1 page report is sent via e-mail upon completion



SECTIONS

- Governance
- Environmental Management System
- Social Responsibility
- Program, Product, Service
- Facilities
- Purchasing
- Operations
- Packaging
- Delivery and/or Installation
- Marketing, Communication, Sales

- Sustainable assessment
- Annual performance measurement
- Management to employee comparisons
- Check list against sustainable objectives
- Education opportunities



- Database development
- Enhanced reporting
- Survey improvements
- Additional committee additions





JOIN

- www.wmsbf.org
- Events & news
- Membership list
- Membership application
- Tiered membership fees

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