

ECONOMY

SOCIETY

ENVIRONMENT



SUSTAINABLE **BUSINESS** INSTITUTE™

---

BENEFITING THE PUBLIC BY  
**MOTIVATING BUSINESS  
TOWARDS SUSTAINABILITY**

---

# SEAL OF SUSTAINABILITY™

## INTRODUCING THE SEAL OF SUSTAINABILITY™

The Sustainable Business Institute's (SBI) Seal of Sustainability recognizes companies that have integrated sustainable business practices throughout their operations. Our evaluation covers all three pillars of sustainability: economy, society, and environment.

Companies earn the award by demonstrating verifiable leadership and innovation that is going beyond compliance on their path toward sustainability. The Seal is not an audit or a certification. Our third-party reviewer—the National Pollution Prevention Roundtable (P2)—verifies that recipients use sustainable business practices.

Our team of specialists developed the Seal utilizing standards from GRI, CERES, ISOs, Dow Jones Sustainability Index, Innovest, Malcolm Baldrige, and SSQA. Our team also integrated input from previous Seal recipients.


SBI is continually launching the Seal into new markets with an extensive consumer branding campaign to heighten public awareness.

**JOIN US TODAY!** Apply for the Seal of Sustainability by emailing your request to [seal.info@sustainablebusiness.org](mailto:seal.info@sustainablebusiness.org)

## BENEFITS OF RECEIVING THE SEAL OF SUSTAINABILITY

- Public recognition for exceeding regulatory compliance and being a leader and innovator in sustainable business practices
- Gaining a powerful branding and marketing asset



- 
- Identifying cost reduction opportunities
  - Increasing ROI while reducing risk
  - Attracting and retaining employee talent
  - Positive publicity with stakeholder groups
  - Attracting investors

Earning the SBI Seal of Sustainability places a business in a class with other progressive leaders. Current Seal recipients include: General Motors, Seagate Technology, Puroast Coffee Co., Novo Nordisk (Novozymes Biotech), Hot Lips Pizza, STMicroelectronics, Beijing Glorious Land Agriculture Co., Sonoma Water Agency, Clover Stornetta Farms, Shaw Industries, Inc., and others.

## **BENEFITS FOR THE PUBLIC**

The Seal provides the public a way to evaluate purchases based on a business's economic, social, and environmental impact. By choosing products from companies that have earned SBI's Seal of Sustainability, consumers know they are contributing to the restoration of natural systems that support all life on this planet.

## **OTHER SBI INITIATIVES**

### **CEO FORUMS ON SUSTAINABLE BUSINESS**

The CEO Forum on sustainable business is a conference to share information and experiences on current and newly developed sustainable business practices, strategies, and consumer trends and expectations. Attendees, representing a trillion dollars of business



sales, primarily include company executives as well as internal champions for sustainability, government leaders, NGO specialists, and special interest group experts from around the world.

### **SUSTAINABLE BUSINESS USER GROUP (SBUG)**

Sustainable Business User Group, hosted by a variety of business leaders, facilitates bimonthly learning, teaching, supporting, and networking opportunities amongst internal stakeholders interested in implementing sustainable business practices, which includes increasing ROI and managing risk.

### **DEVELOPING FUTURE LEADERS TODAY**

SBI recognizes that today's youth will become tomorrow's leaders in sustainable business. To foster that potential, we have mentored over 800 students and offered hundreds of internships and numerous dialogues between senior executives with younger generations at our SBI Forums.

### **RAISING GLOBAL AWARENESS**

SBI helps to establish a global dialogue between business leaders, governments, and the public at our CEO Forum on Sustainable Business for other countries. As business expands into global markets, the SBI provides sustainable practices, offering a major competitive advantage.

### **MEDIA FOCUS ON SUSTAINABLE BUSINESS**

In addition to inviting media to events like the Energy Summit and our CEO Forums on Sustainable Business, SBI issues press releases and uses other media channels to spread its message of business sustainability. SBI has also produced a PBS documentary on Sustainable Business and has taped over 300 hours of executive speeches, which are available to its members online.





## **WHO WE ARE**

The Sustainable Business Institute Inc. (SBI) was founded in Silicon Valley in 1995 and is a nonpartisan 501c(3) nonprofit. Our mission is to benefit the public by encouraging business leaders to adopt and communicate sustainable business practices.

---

## **WHAT IS CORPORATE SUSTAINABILITY?**

Corporate sustainability is the business practice of improving profitability, competitiveness, and market share while preserving natural resources and ensuring the well-being of all life on this planet.

---

## **WHY IS CORPORATE SUSTAINABILITY IMPORTANT?**

Private and public business choices enormously impact the quality of life in our communities. Effectively managing our business footprint addresses current market dynamics while ensuring a better quality of life for future generations. The bottom line is sustainable business practices make good business sense. Corporate sustainability offers a compelling return on investment by driving innovation, managing risk, and improving stakeholder relations.



GET INVOLVED WITH THE  
SUSTAINABLE **BUSINESS** INSTITUTE

YOU CAN:

- Apply for the Seal of Sustainability™
- Become a member
- Volunteer or intern

For more information,  
visit us online at [www.sustainablebusiness.org](http://www.sustainablebusiness.org)  
or email us at [info@sustainablebusiness.org](mailto:info@sustainablebusiness.org).



SUSTAINABLE **BUSINESS** INSTITUTE™

467 Saratoga Avenue, Suite 1411  
San Jose, CA 95129  
(408) 370-5783

