



SUSTAINABLE BUSINESS INSTITUTE

Motivating Business to Enhance Profitability Through Sustainability

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SUSTAINABLE BUSINESS INSTITUTE

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Introduction Seal of Sustainability-SOS™

We are pleased to provide information about the Sustainable Business Institute's (SBI) *Seal of Sustainability™* (SOS).

As the accompanying "Overview of SOS" and the "*Seal of Sustainability™*" power point documents explain in more detail, SBI awards the SOS to those businesses and their leaders throughout the world who have distinguished themselves by taking initiatives to adopt sustainable business practices that rise above the norm while maintaining or improving profitability. In doing so, they become leaders in helping resolve the environmental challenges confronting the world community.

The overarching goal for SBI's SEAL is to catalyze the acceptance and adaptation of sustainable economic, social, and environmental business practices by businesses of all sizes and kinds. In reviewing applicants, SBI seeks companies whose actions and programs have:

- Set a new "best practice" standard or baseline within an industry or business sector;
- Succeeded in achieving sustainability goals and objectives while maintaining and enhancing real or projected profitability;
- Demonstrated stellar commitment, specifically at the operations or board levels, to implementing sustainable business practices; and
- Taken actions exceeding minimum legal and regulatory requirements.

Recipients of the SBI *Seal of Sustainability* benefit by way of publicity and recognition with other businesses, associates, employees, investors, partners, and customers. As publicly recognized leaders or innovators in sustainable business practices, these companies serve as catalysts to stimulate the development of economical, social, and environmental practices. The SEAL symbol brings awareness to the public of the contributions SBI SEAL recipients make in using sustainable business processes to bring sustainable products and services to the marketplace; the buying public in turn shows support of these efforts by its purchases.

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SBI SEAL

SBI's "6th CEO/Senior Executive Forum" scheduled for late fall will include a national press conference during which we will award the SEAL to companies and their CEOs. This Forum promises to be as exciting as the previous five. Keynote speakers present in-depth first-hand case studies of their companies' experiences in which sustainability serves as a strategic driver for improved long-term competitiveness, profitability, and resource management. The Forum catalyzes interest and action in global business sustainability. Attendance has been growing each year. Companies with gross sales of up to one trillion dollars have been represented.

Please give me a call after you have reviewed these so that I may answer any questions you may have. I look forward to talking with you soon and hopefully to respond to your request to send you a SEAL application

Best Regards,

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Attachments:

- (1) SEAL Overview
- (2) Seal of Sustainability™ Presentation (PP)