

# What is a sustainable business?

A sustainable business includes in its “bottom line” an assessment of its impact on the broader social, economic and ecological resources of the community in which it operates; and seeks to lessen the negative impacts while continuously improving upon the positive ones.

## Sustainable Business Principles

A truly successful entity is dependent on financial prosperity, a healthy natural environment and social well being. A business is on the path to sustainability if it is actively working to show its fiscal, environmental and social responsibility to the community by committing to and documenting practices in these seven core sustainability areas:

### PRINCIPLE 1

**Leadership:** Our business complies with and strives to exceed compliance with all applicable regulations. We share our practices with others and support stakeholders, suppliers and customers who are committed to sustainability.

### PRINCIPLE 2

**Education:** Our business educates those in our “supply chain”, our stakeholders and youth about our sustainability practices and involves them in minimizing the life-cycle social and environmental impacts of our products and services.

### PRINCIPLE 3

**Save Energy:** Our business conserves energy, obtains some of its electricity from a renewable resource and/or uses energy efficiently in lighting, heating, cooling, travel and equipment use.

### PRINCIPLE 4

**Save Water:** Our business avoids wasting water by using it efficiently, utilizing low-flow devices, and preserves water quality by significantly reducing discharges to water sources.

### PRINCIPLE 5

**Avoid Waste and Pollution:** Our business develops and implements comprehensive practices that prevent pollution and waste of materials and natural resources.

### PRINCIPLE 6

**Community Involvement:** Our business is locally owned and/or is substantially involved in our local community, providing financial support and utilizing local materials and services.

### PRINCIPLE 7

**Working conditions:** Our business exceeds requirements for livable wages and benefits, safe and healthy workplace, and other benefits such as health care -- for our employees and throughout our supply chain.

## Is your business on the path to sustainability?

If so, list your business in the Green Vendor Directory to be available for activities related to the Democratic National Convention. Go to [www.denverconvention2008.com](http://www.denverconvention2008.com)

**Contact the Alliance for Sustainable Colorado for more information.**

[www.sustainablecolorado.org](http://www.sustainablecolorado.org)

These principles have been reviewed by:

Alliance for Sustainable Colorado

Downtown Denver Partnership

Greenprint Denver

Environmental Protection Agency – Region 8 Solid Waste Division

March 17, 2008