

The Sustainable Business Certificate from AQ is good news for your company.

# Sustainable Business:

*an earth-hugging environmentalist fad –  
or the next great industrial revolution?*

You hear the term a lot these days, but most people don't really know what sustainable business is or why they should be on board with it. So here (in a nutshell) is what sustainable business can do for you.

Being green is only a part of the story. Sustainable Business actually helps support three bottom lines: People. Planet. *And* Profit. These practices are not only restorative to the natural world, they can also:

- Reduce the costs of day-to-day operations, such as raw materials, waste disposal, and energy bills.
- Help eliminate the cost of environmental regulation.

As the workforce and consumer base become more educated, they prefer doing business with organizations that make a positive difference. Being a sustainable business:

- Improves your company's image in the marketplace and increases consumer demand for your products and services.
- Increases employee productivity, creativity, and retention.
- Attracts potential investors.

**Our Sustainable Business Certificate Program is ideal for working adults who want a foundation of knowledge to use in their current positions.**

The certificate program consists of six courses taken over two years. Some classes are held at night, but others are only available during business hours. Employers who have allowed their employees to participate in our program have successfully integrated sustainable processes that save them money and improve productivity, employee morale, and the consumer experience. Perhaps that's why so many of these businesses encourage employee participation in this program – and even offer tuition reimbursement.

The Sustainable Business program at Aquinas College was the first of its kind in the nation and is still the only one in Michigan. To learn more about how our degree and certificate programs can benefit your business, visit [aquinas.edu/sb](http://aquinas.edu/sb). Apply online at [aquinas.edu/continuing](http://aquinas.edu/continuing).



John Ebers, '04, is the Sustainable Business Officer for Michigan's first LEED-Certified hospital, Metro Health. He's pictured here on the hospital's energy conserving vegetative roof.

"Sustainable business is not a fad and it's not going away. These practices are not only good business, but they're also good for your corporate image. I use our sustainability as a competitive advantage."

Jeff T. Smitley, LEED AP, GAC  
Chief Sustainability Officer  
Tishman Construction Corporation

"Sustainability teaches you how interconnected finance, social capital, and the environment are. That's why implementing just one sustainable business practice usually solves more than one problem."

Vicky Gless  
Twenty-one Cent Solutions

"By incorporating solid business practices with scientific, environmental, social, and political issues, I'm better prepared to spot pending regulations and identify market trends that may affect my business."

Michael McLean  
Products Engineer  
Nucraft