



Sustainability Top Ten Tips

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- 1). Sustainability isn't charity. If your sustainable measures don't economically sustain themselves, they aren't really 'sustainable' - are they?
- 2). If you make your business 100% green, chances are you'll be 100% broke.
- 3). Be humble. Recycling your paper doesn't qualify you to tell everyone you're saving the world.
- 4). Think innovation, not regression. Sustainability should be the catalyst for ideas, not the reason to go back to 'the good old days'.
- 5). Be business savvy. Sustainability is, for the time being, an unfair marketing advantage. Find out how your sustainability measures can help your brand.
- 6). Network. There is no stronger network than the green network. We're all trying to help together, and we love company.
- 7). NGO's don't bite. Promote healthy partnerships and make friends with local foundations. They'll keep you honest, but help you make money at the same time.
- 8). Let your staff in on what you're doing. Folks love working for somebody with a purpose. And they have ideas that might just make you money.
- 9). Measure. How will you know sustainability is working, if you can't see how much money / paper / energy you've saved?
- 10). Have fun. It's a challenge, and challenges can be exciting. Doomsayers are boring. Insight provided by Marc Stoiber, founder of Change Advertising, www.changebiz.com. For related information on Green Business visit www.bizplancontest.ca.

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