

THE SUSTAINABLE BUSINESS INITIATIVE

The Sustainable Business Initiative (SBI) is a target-based sustainability program for businesses and institutions in the Hamilton and Burlington community. The initiative **guides**, **supports** and **celebrates** a local network of forward-thinking organizations that are proving sustainability is good for business.



WHY SUSTAINABILITY?

Reduce costs

Drive innovation

Engage employees

Enhance brand

Mitigate risk

Improve profitability

WHAT DOES THE SBI OFFER?

EMPOWERING GUIDANCE

- A network of like-minded organizations
- Referrals to expert advice including staff with formal sustainability education
- A proven milestone framework
- Dedicated one-on-one support specialist who knows your business priorities and characteristics

PRACTICAL SUPPORT

- A library of guides and resources
- Free passes to a comprehensive season of SBI events and workshops featuring industry leading speakers (based on size of organization)
- Sustainability 'Impact Assessments' using the globally recognized B Lab tool
- Carbon accounting software and training
- Connections to incentives and grants to fund sustainability projects
- Work with student research groups through the Collaborative Experiential Learning (CEL) program
- Bullfrog Power discount for members: 10% off regular rates
- Referrals to local incentive programs

RECOGNITION AND CELEBRATION

- Annual Evening of Recognition gala
- Sustainability awards
- Profile in our Annual Business Report
- Case studies
- Profile on SHB website and original social media content
- Use of SBI member logo and window decal
- Annual membership plaque

WHAT WILL I DO AS A MEMBER OF THE SBI?

Your organization will pick one of three streams and establish a baseline, set quantitative improvement targets and report annually on your progress towards those targets



Carbon



Waste



B Lab Impact Assessment

*Carbon and Waste icons designed by kraphix / Freepik

We can also help you set-up Global Reporting Initiative (GRI) based Sustainability Reporting



HOW DO I BECOME A MEMBER?

To learn more about membership or our educational events and sponsorship opportunities, contact info@sustainablehamiltonburlington.ca.

