

Partner/Support/ Collaborate

With local sustainable
businesses





“ ”

***There are no passengers on
spaceship earth. We are all crew.***

-Marshall McLuhan

OVERVIEW

1. What is it?
2. Why is it important?
3. How do you do it?
4. Summary



01

What

What does it mean to partner/support/collaborate with a local sustainable business?

- Partner/support/collaborate with businesses within the local community that have eco-friendly procedures in place
- These businesses focus on being sustainable and having a low environmental impact
- Purchase/consume goods from local sustainable businesses



02

Why

Why is it important to partner/support/collaborate with local sustainable businesses?

- a) It reduces your environmental impact as a company
- b) The products you receive will have more character
- c) It preserves the well-being of the community
- d) The local economy improves
- e) You will receive more personal service





A) IT REDUCES YOUR ENVIRONMENTAL IMPACT

- 59.3% of local, independent producers say they occasionally or usually use recycled materials
- 50% of pollution in the U.S. is caused by industrial sources
- More than 1/3 of consumers now say they prefer to buy from brands viewed as doing social or environmental good
- More than 70% of investors say that sustainability is central to their investment decision making

B) THE PRODUCTS YOU RECEIVE WILL HAVE MORE CHARACTER

- Locally made products have a level of uniqueness that isn't found in national chains
- Locally made products are often more durable and last longer





C) IT PRESERVES THE WELL-BEING OF THE COMMUNITY

Many local businesses give back to the community, so the more they are supported the better off the community is!

D) THE LOCAL ECONOMY IMPROVES

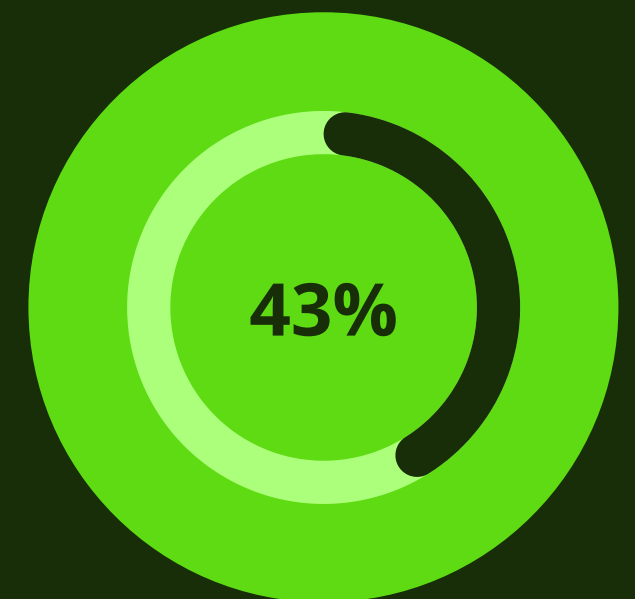
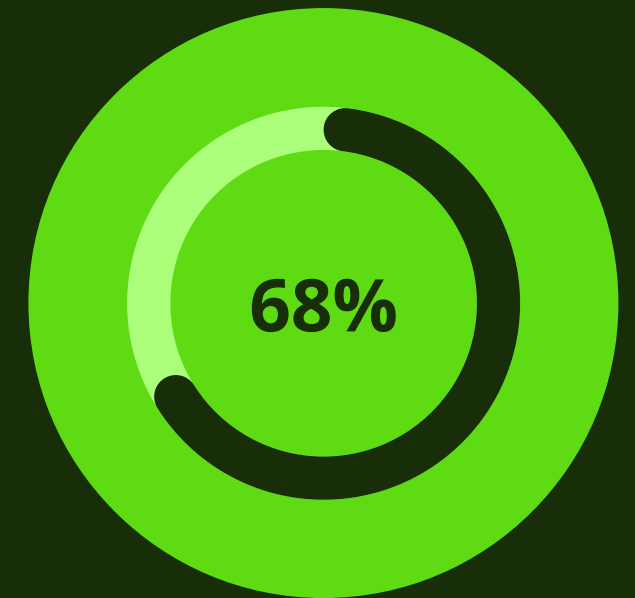
Much of the money spent supporting a local sustainable business returns to the local economy, helping the community

Did you know...

\$68 for every \$100 stays in the community when spent at local businesses

Vs.

\$43 for every \$100 spent on a national chain



E) YOU WILL RECEIVE MORE PERSONAL SERVICE

- By partnering with smaller, local businesses, your company will receive better and more personal service than a national chain would provide
- Workers are more committed to locally owned firms:
 - 56%** of workers at locally owned firms have high commitment scores
 - vs.
 - 38.7%** of workers at non-locally owned firms had similar scores



03

How

How do you partner/support/collaborate with local sustainable businesses?

- a) Join industry and organizational groups**
- b) Connect with local business owners**
- c) Partner with businesses for promotions and events**
- d) Get involved in your community**
- e) Purchase/consume goods from local sustainable businesses**



A) JOIN INDUSTRY ORGANIZATIONS AND GROUPS

Chambers of Commerce

- Consumers are 63% more likely to shop at businesses that are a part of their local Chamber of Commerce
- 8% of small businesses fail because they don't have a network, joining your local Chamber of Commerce provides you with this network

Other examples: Sustainable Business Organizations such as the U.S. Green Chamber of Commerce (USGCC)

Sustainable business organizations like the USGCC provide your business with a network of companies that shares a common goal of sustainable business

B) CONNECT WITH LOCAL BUSINESS OWNERS

Promote each other's
businesses

- Start Facebook groups

Joining your local Chamber of
Commerce is also a great way
to connect

- Meet with local business
owners in person for
networking event



C) PARTNER WITH BUSINESSES FOR PROMOTIONS AND EVENTS

Case study: Eat'n Park Hospitality Group Farmsource Program



D) GET INVOLVED IN YOUR COMMUNITY

Partner with other local businesses to host community events.

Ex: Envirocup

- Envirocup creates stainless steel cups to replace plastic cups typically used at local outdoor events
- This partnership benefits Envirocup as well as the local events as event goers are more attracted to organizations that help the environment



E) PURCHASE/CONSUME GOODS FROM LOCAL SUSTAINABLE BUSINESSES

- Shop locally for materials/food
- When taking your team out to lunch, consider going to a locally owned sustainable restaurant instead of a national chain



04 SUMMARY

- Partner/support/collaborate with businesses within the local community that have eco-friendly procedures in place
- These businesses tend to have a lower environmental impact and both customers and investors love this!
- By partnering with these businesses, your company, community, and the environment will all benefit



Thank You

FOR BEING A PIONEER OF
CHANGE AND CREATING A
WORLD THAT IS KIND TO ITS
PEOPLE AND ITS HOME

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