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Assessing Sustainability

Presentation to:
The Future of Business

April 17, 2009





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ShoreBank Pacific's Mission:

ShoreBank Pacific profitably assists businesses and through them, their communities, to be sustainable through their economic, social, and environmental practices.

Business. Community. Environment.™





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Sustainability Defined:

Can you keep doing what you are doing today for the next hundred years?





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The driver is community

- Long-lasting, resilient, stable
- That is driven by sustainable activities and businesses – because they make money and can develop the resources to last



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For businesses to be here for 100 years, they must:

- Not extract resources faster than they can be renewed
- Not add extracted product into the rest of the world faster than they can be deleted
- Generate cash at a rate that allows them to meet their growth needs; not be focused on quick growth and sell





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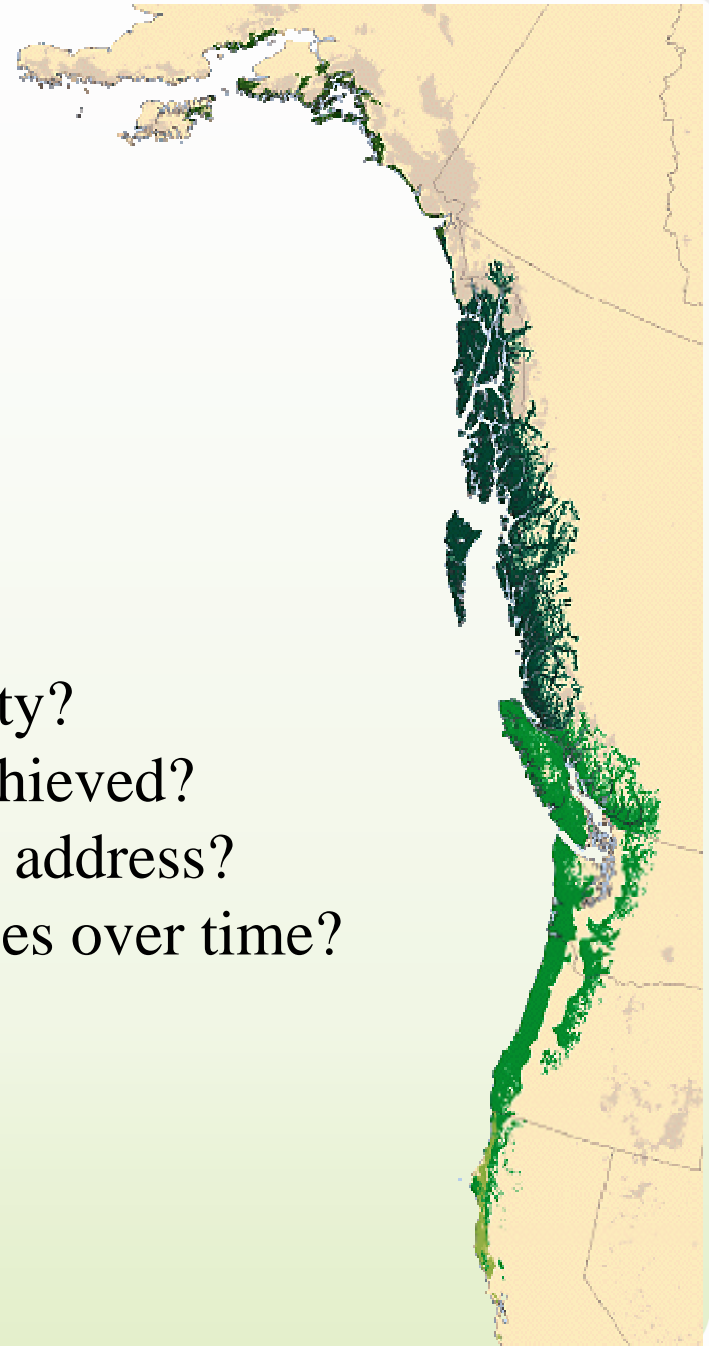
The Question

What are the measures of sustainability?

How do you determine if these are achieved?

How do you determine which ones to address?

How do you deal with industry changes over time?





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Addenda:





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Measures of Sustainability:

Environmental

- Land and Water
- Energy
- Materials

Community

- Complete and Accessible Infrastructure
- Housing
- Quality and Stability of life

Economy

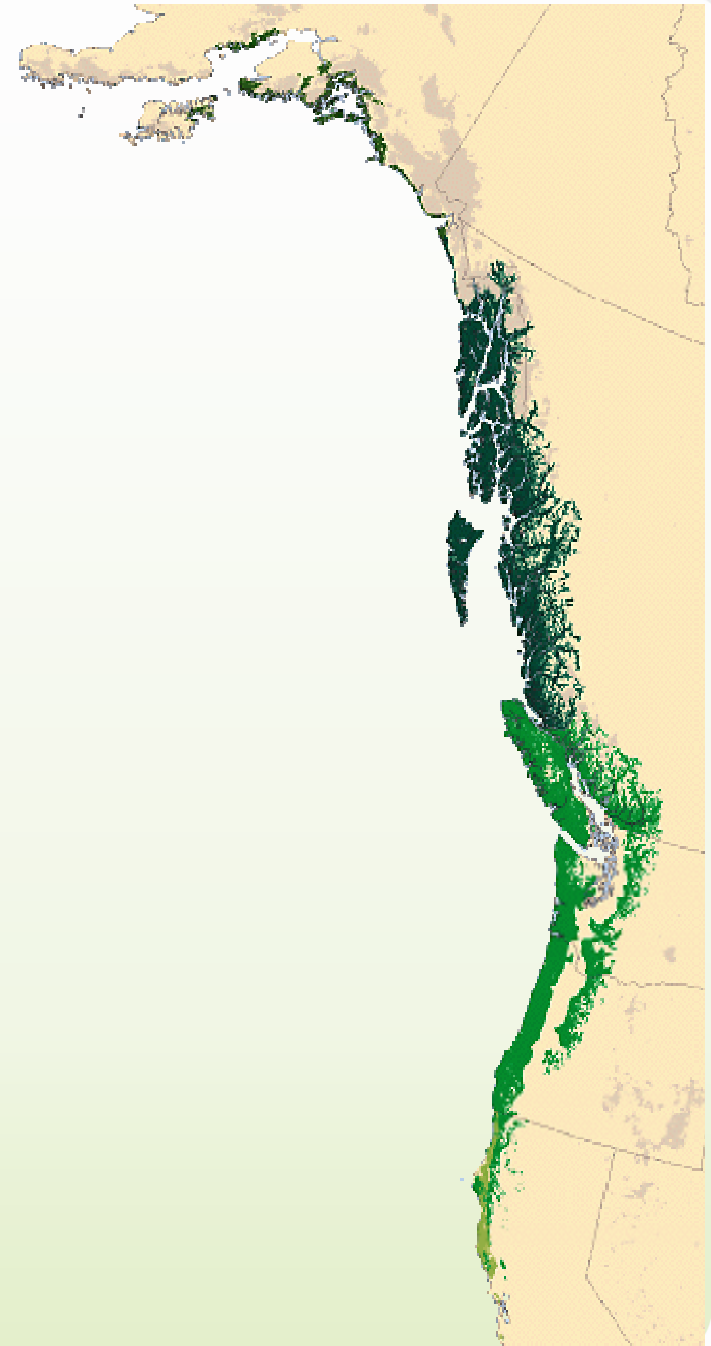
- Risk
- Local responsiveness
- Scalability



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Land and Water

- Recycle
- Reuse
- Conserve
- Reduce sprawl
- Recover brownfields
- Site use

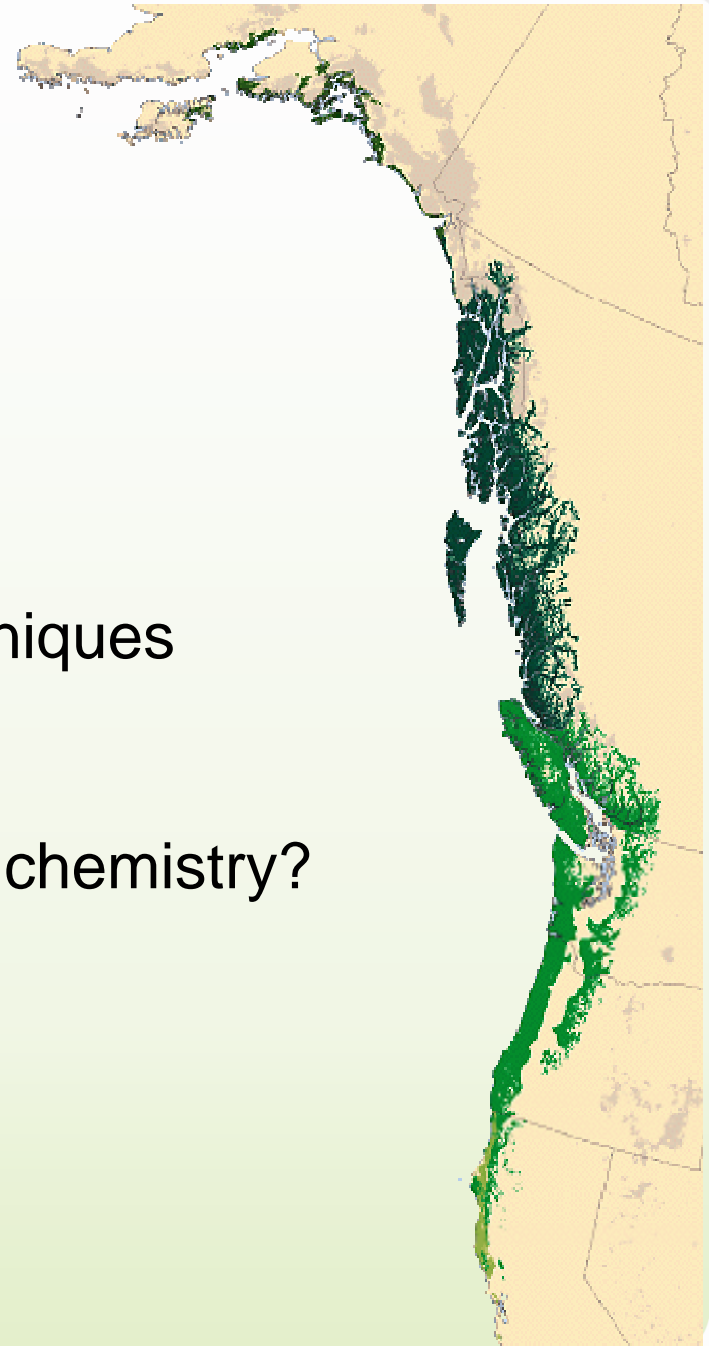




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Energy

- Conserve
- Change power production techniques
- Wind, wave, tidal, biofuels,
- Are there applications of green chemistry?

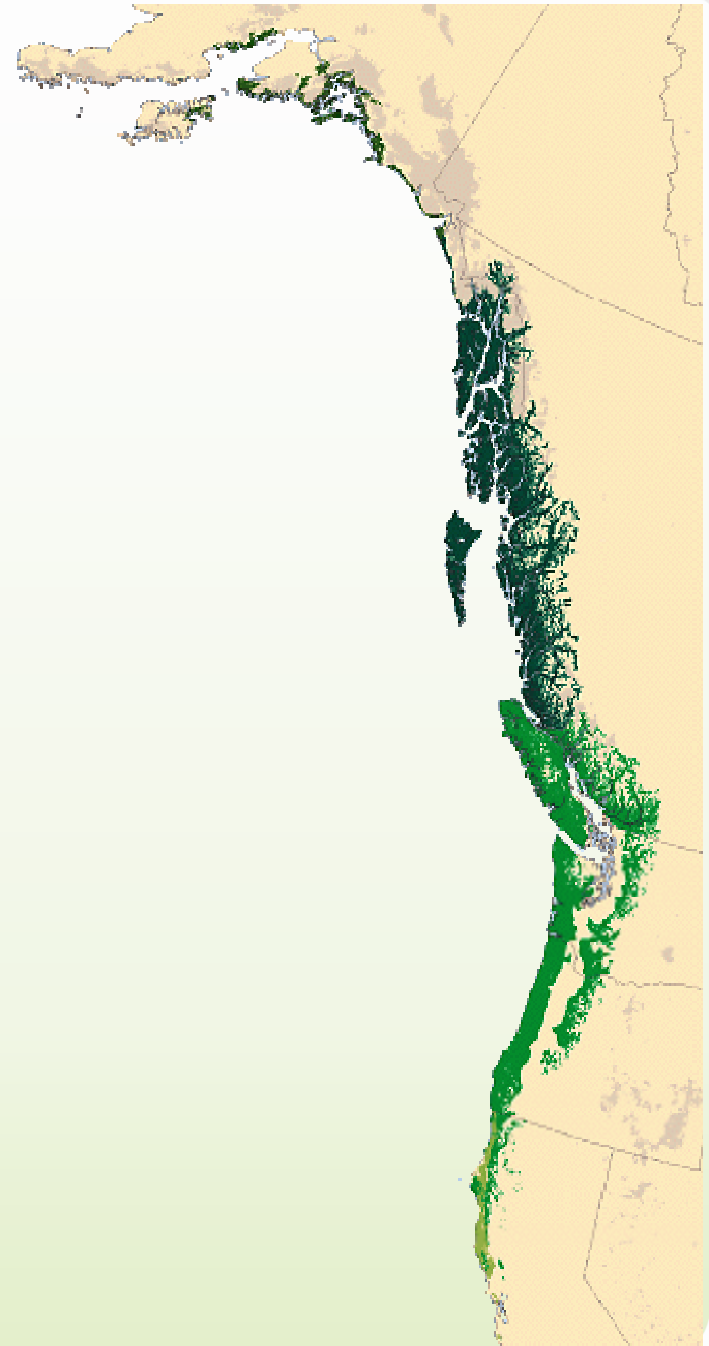




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Materials

- Durable
- Recyclable
- Local
- Reduce waste

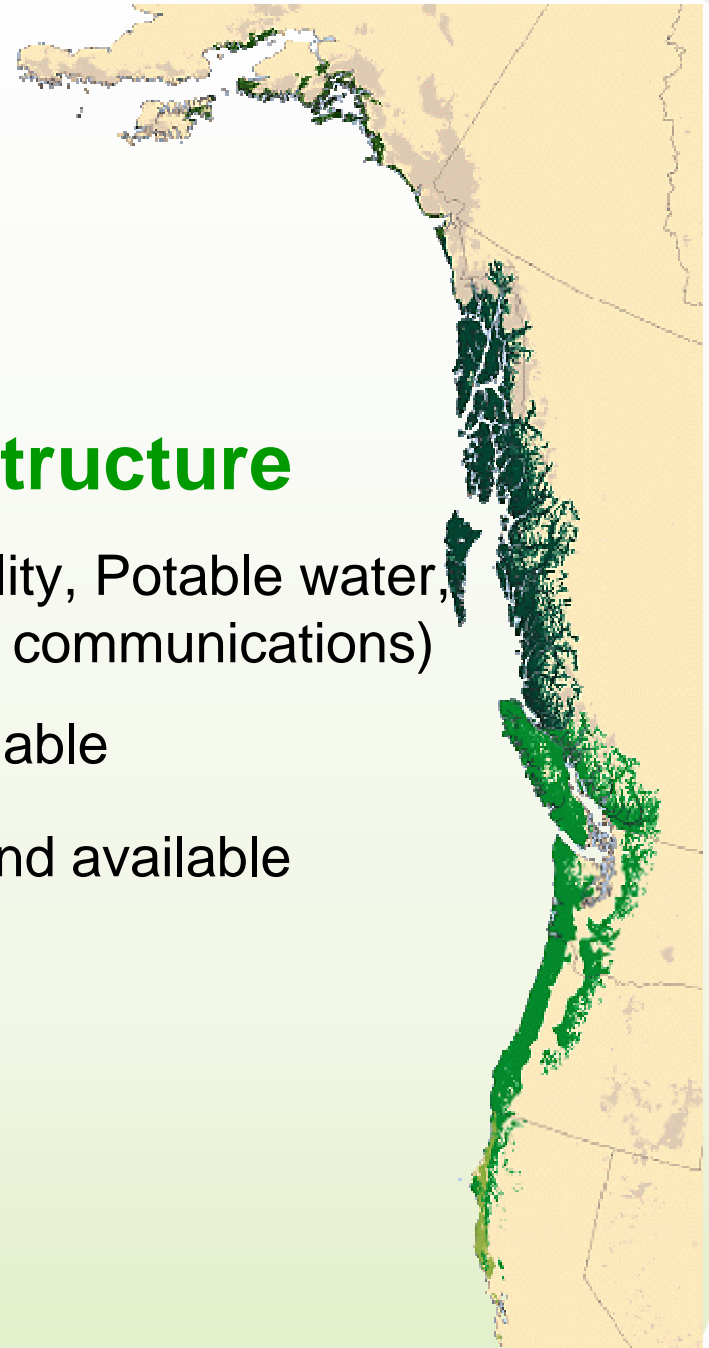




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Complete & Accessible Infrastructure

- Affordable housing (Location, Livability, Potable water, available and continuous power and communications)
- Transportation appropriate and available
- Medical and Wellness appropriate and available





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Work

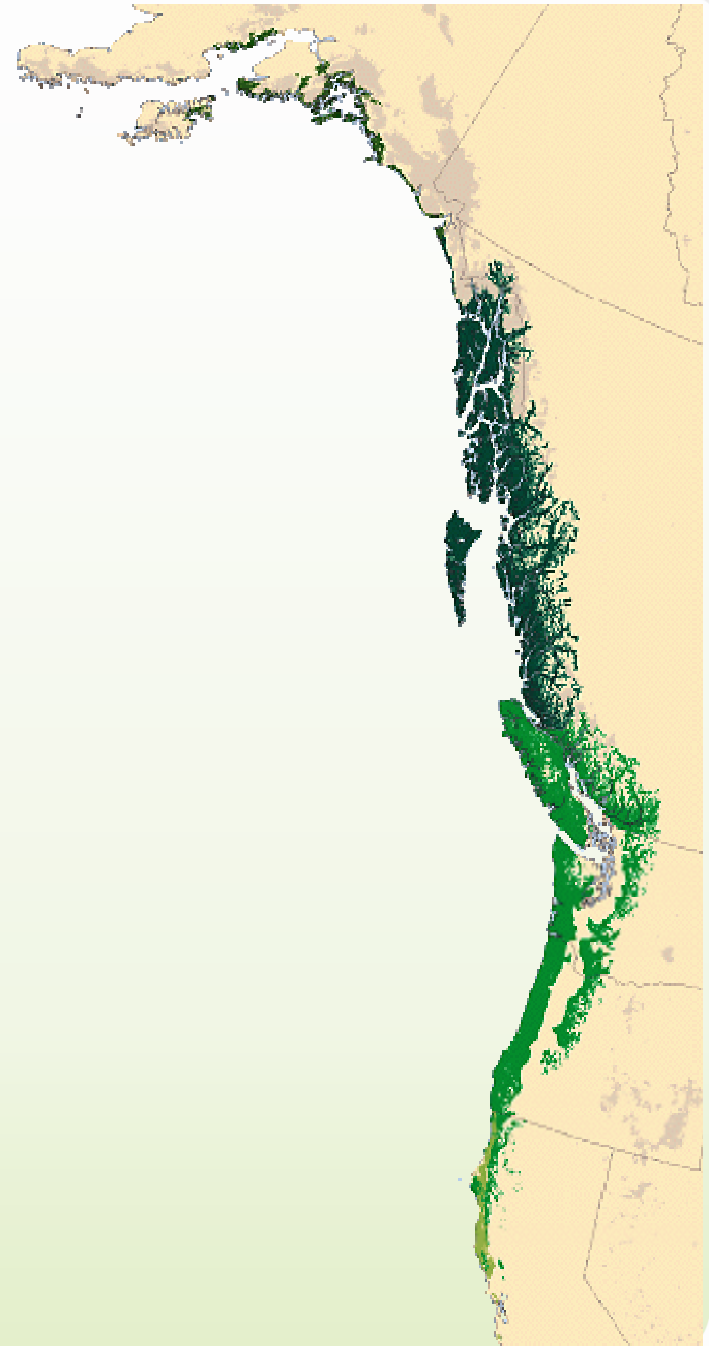
- Safety
- Wage, wealth retention and benefits
- Job creation and retention



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Quality and Stability of Life

- Education
- Community catalysts
- Entrepreneurs
- Cultural and ethnic diversity
- Social justice





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Risk

- General assessment of management
- Operations of the business
- Financial structure

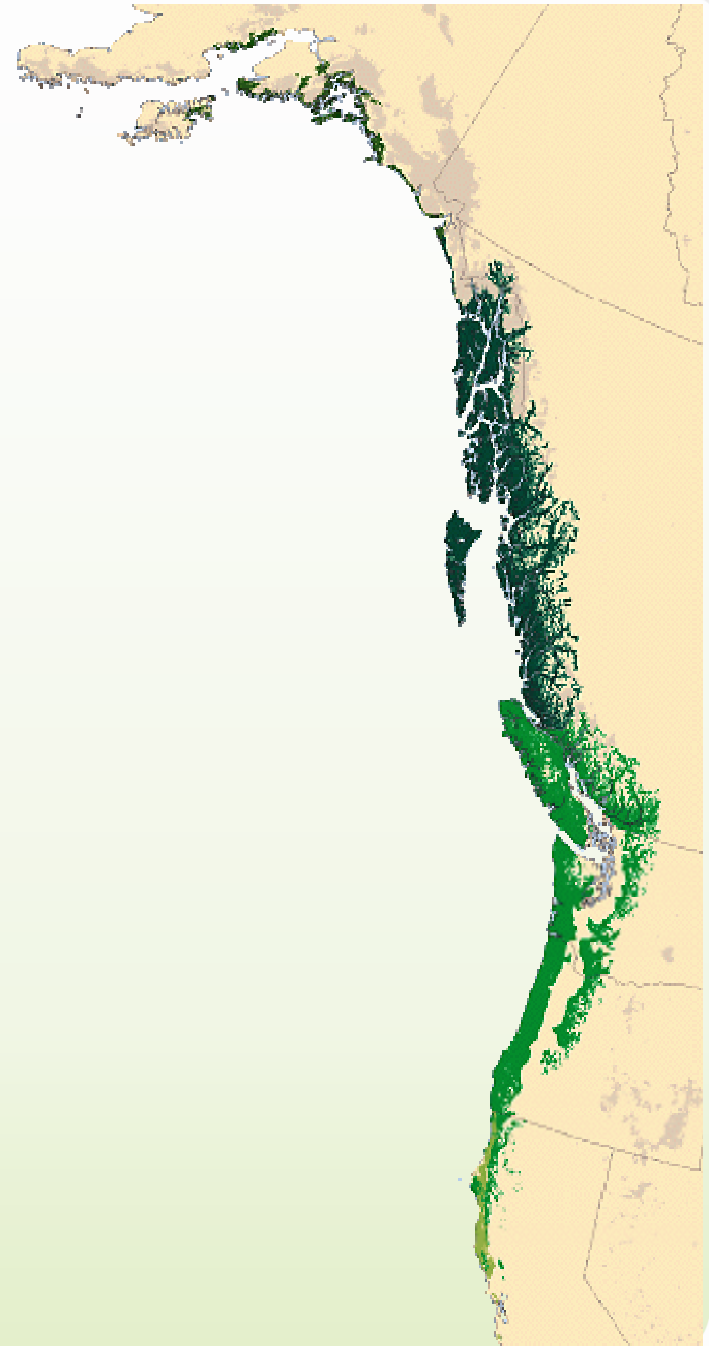




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Local Responsiveness

- Local ownership
- Local suppliers and customers
- Facilitation of other organizations





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Scalability

- Organization's capacity for growth (management, financial structure, ownership desire for growth)
- Succession planning for the company
- Franchising ideas or business with local businesses

