

Fostering Corporate Leadership

Sustainability, Education and Economic Opportunities

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1. **Literacy - Corporations should foster ecological literacy at all levels of learning.** (top item)
2. **Leadership - Foster business leadership for sustainability through training, education and developmental opportunities.** (second item)
3. Authenticity – assure authenticity of corporate commitment by assessing and disseminating to the public the sustainability footprint of the corporation.
4. Shareholder Case Studies - Provide business case studies to corporate leadership that link sustainability and shareholder value over the short and long term.
5. Transparency - Encourage corporate transparency on sustainability through development of mechanisms such as 3rd party verification and communication of results to the public.
6. Experiential Learning - Provide experiential learning opportunities in sustainability for employees and sponsor opportunities for projects with community, university and K through 12 partners.
7. Mentoring - Encourage sustainable business practices by communicating best practices through education, mentoring and networking opportunities.
8. Research - Foster sustainability research and innovation through government agencies, NGOs, professional and business associations and educational institutions.
9. Examine the historical relationship between businesses and sustainability/environmental issues (the two have not always been at odds).