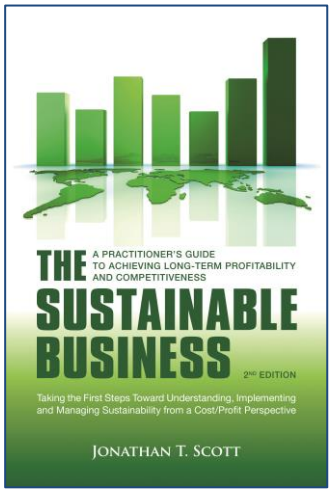

THE SUSTAINABLE BUSINESS

in Business Schools…

From 2009 to 2013, using *The Sustainable Business* as a classroom textbook, hundreds of undergraduate students from over a dozen countries conducted waste assessments in more than 300 local businesses as part of their sustainability studies under the guidance of Jonathan T. Scott. The aim was for the students to show small businesses how much money they could save if each accepted and adopted a few basic energy-saving practices. When the program concluded, **the combined financial total of the suggestions made by the students exceeded $2.5 million**!

CIPS
The Center for Industrial Productivity and Sustainability

Waste Assessments

Finding energy savings in local businesses

(Undergraduate student assignment)

€15,000 annual cost savings
2,400 kilos CO2 eliminated
(Time spent: **3 hours**)

€230,000 annual cost savings
30,733 kilos CO2 eliminated
(Time spent: **6 hours**)

The photograph on the right shows Walter Stahel (center, left), founder and director of the *Product-Life Institute* (Europe's oldest sustainability-based think tank, research center and consultancy), meeting with undergraduate students in Warsaw, Poland to discuss resource-life extension concepts. Stahel pioneered the field of sustainability and is recognized for coining the terms 'resource-life extension' and 'cradle to cradle' (also known as 'closed-loop production' and 'circular economics') as well as introducing and developing the economic model behind these practices in his ground-breaking study: *Jobs for Tomorrow: the Potential for Substituting Manpower for Energy* (1976 / 1982).