

Is sustainability good for my business?

A Kodak report entitled Sustainability Overview published in 2007 states:

“The bottom line: sustainability is good for business. Besides conserving costly resources and reducing waste, embracing sustainability will improve your overall marketability, your ability to attract and hold customers and quality employees, and your relationships with clients, investors, and suppliers. With so much at stake, sustainability should always be a factor in determining your strategic heading.” Furthermore, these days, there is a growing expectation on the part of customers and shareholders that companies be more eco-conscious.