



# SEAL OF SUSTAINABILITY™

## FREQUENTLY ASKED QUESTIONS

### Q WHAT IS THE SEAL OF SUSTAINABILITY?

- A**
- The Seal of Sustainability is an internationally recognized standard of business sustainability. It is awarded to businesses that have demonstrated that they have gone beyond compliance in their commitment to the economy, society and environment.
  - The Seal of Sustainability evaluates 12 points of company commitment to sustainability.
  - It is a trusted icon and a form of shorthand to help consumers make more educated choices about the companies they do business with.

### Q WHY DOES THE SEAL OF SUSTAINABILITY MATTER TO MY COMPANY?

- A** Consumers, investors and employees increasingly care about your sustainability practice. The Seal of Sustainability provides them with a shorthand validation that identifies your organization as a leader in sustainable business.

### Q WHAT MAKES THE SEAL OF SUSTAINABILITY DIFFERENT FROM OTHER SEALS, LABELS AND AWARDS?

- A** The Seal of Sustainability evaluates corporate management practices, not products. To earn the seal, a business must successfully demonstrate their commitment to the 12 measures that assess triple bottom line (economic, social, and environmental criteria.)

### Q MY BUSINESS IS HEADQUARTERED OUTSIDE OF THE UNITED STATES. CAN WE APPLY FOR THE SEAL OF SUSTAINABILITY?

- A** Yes. The Seal of Sustainability is currently is available to businesses around the world.

### Q HOW DO I APPLY FOR THE SEAL OF SUSTAINABILITY?

- A** Contact Sustainable Business Institute at [info@sustainablebusiness.org](mailto:info@sustainablebusiness.org) for an application.

### Q WHAT HAPPENS TO MY APPLICATION ONCE I SUBMIT IT?

- A** Sustainable Business Institute will check the application for completeness and then forward your application to The National Pollution Prevention Roundtable (P2) for review.

### Q HOW LONG DOES THE REVIEW PROCESS TAKE?

- A** Application review typically takes from 30 to 60 days.

### Q IS THERE AN APPLICATION FEE?

- A** Yes. The fee varies by organization from \$500 to \$5,000 depending on the applicant's annual sales volume. A schedule of fees will be included with your application.

### Q HOW LONG IS THE SEAL OF SUSTAINABILITY VALID FOR?

- A** Three years. Prior to expiration of the Seal, the Sustainable Business Institute will provide each company with an application for renewal. In order to renew the seal, companies must show that they have gone beyond compliance while making progress on their road to sustainability.

### Q HOW CAN I USE THE SEAL OF SUSTAINABILITY?

- A** The Seal of Sustainability can typically be used on corporate communication such as internal documents and the corporate web site. Typically, it cannot be used on specific products and services. Specific usage rights depend on what your company was granted the Seal of Sustainability for. Usage varies by company and is determined by the Seal review committee.

### Q HOW IS THE SEAL OF SUSTAINABILITY BEING PROMOTED?

- A**
- The SBI Seal of Sustainability branding campaign was launched in the Capitol building in Washington, D.C. SBI formed an advisory board of global brand marketing professionals who are planning a national branding campaign.
  - The state-to-state launches will begin in Sacramento, California.
  - SBI has created more than 150 national and global affiliates that have agreed to promote and co-brand their related projects.
  - SBI capitalizes on radio and TV interviews/public service announcements (PSAs) and press releases.
  - The Speakers Bureau provides executive speakers for professional organizations.

### Q WHERE CAN I SEE A LIST OF ORGANIZATIONS THAT HAVE EARNED THE SEAL OF SUSTAINABILITY?

- A** On the website at [www.sustainablebusiness.org](http://www.sustainablebusiness.org) or request an informational packet.

### Q WHAT IS THE SUSTAINABLE BUSINESS INSTITUTE™?

- A** The Sustainable Business Institute Inc. (SBI) was founded in Silicon Valley in 1995 and is a nonpartisan 501c(3) nonprofit. Our vision is to benefit the public by encouraging business leaders to adopt and communicate sustainable business practices.

### Q WHAT ARE THE INITIATIVES IN SBI?

- A**
- CEO Forums on Sustainable Business
  - Speaker Bureau
  - Developing Future Leaders Today
  - Raising Global Awareness
  - Sustainable Business User Group (SBUG)
  - Media Focus
  - The SBI Seal of Sustainability



### SUSTAINABLE BUSINESS INSTITUTE™

467 Saratoga Avenue, Suite 1411 • San Jose, CA 95129  
408.370.5783 • [www.sustainablebusiness.org](http://www.sustainablebusiness.org)



ECONOMY



SOCIETY



ENVIRONMENT

