



# SEAL OF SUSTAINABILITY™

BENEFITING THE PUBLIC BY  
MOTIVATING BUSINESS  
TOWARDS SUSTAINABILITY

Issued by the Sustainable Business Institute (SBI), the Seal of Sustainability™ is a nationally recognized icon of business sustainability. It is awarded to companies that have demonstrated continuous commitment to sustainable practices in the areas of economy, society and environment. This trusted icon helps the public identify businesses that promote sustainability so consumers can make educated decisions about companies they want to support. A list of organizations that have earned this prestigious seal can be found on the SBI website.

## DISTINCTIONS

The SBI Seal of Sustainability is unique. The collective attributes and requirements of this award allow a broad range of companies to be recognized and rewarded for their ongoing commitment to sustainable business practices.

### THREE PILLARS – ECONOMY, SOCIETY, ENVIRONMENT

Evaluation to receive the Seal of Sustainability distinction is based on a company's vision, operations, and ongoing commitment to sustainable business practices in the Three Pillars: economy, society and environment. It evaluates corporate management practices, not individual products. This comprehensive philosophy motivates and encourages companies to achieve profitability through sustainability.

### NONPROFIT – SERVING THE PUBLIC AND BUSINESS

The Sustainable Business Institute is a nonpartisan 501c(3) nonprofit organization devoted to helping businesses make steady progress on their roadmap to sustainability. The SBI does this by working as a catalyst on behalf of the public to bring together business leaders and their organizations to initiate, implement and communicate worldwide sustainable practices.

### INTEGRITY – 3RD PARTY REVIEW COMMITTEE

Each seal application is reviewed by the independent nonprofit National Pollution Prevention Roundtable (P2). P2 is the largest nonprofit membership organization in America solely devoted to pollution prevention. With their growing team, P2 expertise and knowledge in sustainable business practices and objectivity in evaluation methodology makes them ideal third-party reviewers.

### CROSS-INDUSTRY – OPEN TO A BROAD RANGE OF BUSINESSES

The Seal of Sustainability is available to organizations in nearly every sector and of all sizes. Recipients range from small main street storefronts to global corporations. This open approach offers an avenue for almost any company to be recognized and rewarded for their commitment to sustainability.

### CREDIBILITY – SUSTAINABILITY SINCE 1995

The Sustainable Business Institute was established as a 501c(3) in 1995 and has a long track record of supporting businesses in their journey toward integrating the value of sustainability throughout their business functions. The application was developed by a team with backgrounds in standards such as CERES, GRI, ISO 9000, Dow Jones Sustainability Index, SSQA and the Malcolm Baldrige Award.



## BENEFITS

### ATTRACT CUSTOMERS, INVESTORS, EMPLOYEES

Stakeholders increasingly care about a company's dedication to sustainability and are incorporating this factor into their decision-making. Your stakeholders want to make a difference. The Seal of Sustainability™ provides validation that your company is a leader and promoter of sustainable business practices.

### GAIN A POWERFUL BRANDING AND MARKETING ASSET

The Seal of Sustainability logo may be displayed on communication vehicles such as your company website, corporate communication collateral, internal documents, and employee recognition, retention and recruiting tools. Usage of the logo ensures customers, partners, and employees of your company's values and commitment to sustainable business practices<sup>1</sup>.

### VALID FOR THREE YEARS

The SBI Seal of Sustainability is earned by demonstrating consistent progress over time towards implementing sustainable business practices. By building sustainability into the corporate culture, your company earns the right to wear this seal for three years. This provides time to build and advance sustainability practices into your brand and your company values.

### RECEIVE NATIONAL PRESS COVERAGE AND VISIBILITY WITH CONGRESS

Seal recipients are invited to receive their award at the Annual Seal of Sustainability Awards Ceremony in Washington DC. Members of Congress present the SBI Seal of Sustainability to companies from their respective districts. The event receives national press attention and bipartisan congressional support. This is a tremendous opportunity to promote sustainable business practices to national leaders, gain media recognition, network with colleagues, and to learn how other companies are integrating sustainable business practices.

<sup>1</sup> Specific Seal of Sustainability logo usage rights vary by company and are determined by the seal review committee. The seal logo typically is not for use on specific products and services.

## APPLICATION INFORMATION

### WHAT ARE THE REQUIREMENTS FOR EARNING THE SEAL?

Every company follows a different roadmap to progress. Companies are evaluated based on a 12-point system within the Three Pillars: economy, society and environment. Our commitment is to award companies for enhancing profitability through sustainability.

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

Contact the SBI at [info@sustainablebusiness.org](mailto:info@sustainablebusiness.org) for an application.

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

The SBI will review the application for completeness and then forward your application to The National Pollution Prevention Roundtable (P2) for review.

### HOW LONG DOES THE REVIEW PROCESS TAKE?

The review and decision process typically takes up to 30 days.

### IS THERE AN APPLICATION FEE?

Yes. The fee varies from \$500 to \$5,000 depending on the applicant's annual sales volume. A fee schedule is included with your application.

### HOW DO I RENEW THE SEAL ONCE IT EXPIRES?

In order to renew, seal recipients must show consistent and additional advancements along their roadmap to sustainability.

## SUSTAINABLE BUSINESS INSTITUTE

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

The SBI sponsors several programs and events throughout the year:

- The SBI Seal of Sustainability™
- Annual Seal of Sustainability Award Ceremony with press and members of Congress
- CEO Forums on Sustainable Business
- Sustainable Business User Group (SBUG) events
- Speaker Bureau
- Developing Future Leaders Today
- Raising Global Awareness

© 2009 Sustainable Business Institute, Inc. Seal of Sustainability is a trademark of Sustainable Business Institute, Inc. All other brands are or may be trademarks or registered trademarks of their respective owners.



SUSTAINABLE  
BUSINESS  
INSTITUTE™

Sustainable Business Institute  
467 Saratoga Avenue, Suite 1411  
San Jose, CA 95129  
(408) 370-7583  
[www.sustainablebusiness.org](http://www.sustainablebusiness.org)

