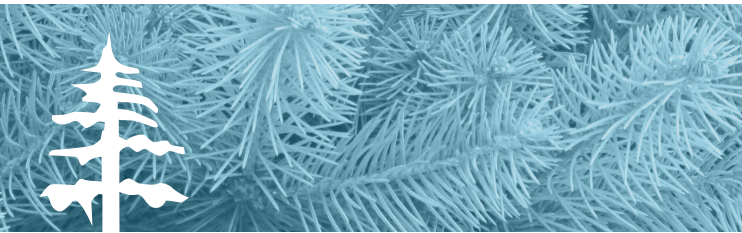


 **West Michigan
Sustainable
Business Forum**



Taking on tomorrow,
together.

Our Mission



FORWARDING SUSTAINABLE BUSINESS SINCE 1994

West Michigan Sustainable Business Forum promotes business practices and policies that advance climate leadership, community resilience, social justice and the creation of a circular economy. We accomplish this by providing education, resources and collaboration opportunities to businesses and institutions in the regions we serve.

Our Work



LEADING SUSTAINABLE BUSINESS

The Forum is Michigan's leading organization for beyond-compliance sustainability practitioners, with a membership program serving our region's most recognizable brands, largest employers and most innovative entrepreneurs, advocates and educators.



IMPROVING COMMUNITIES AND INDUSTRIES

We serve partners and diverse stakeholders as a boundary organization committed to the development of practices, policies and partnerships that improve community resilience and equity.



CENTERING EQUITY

The Forum is a safe and impactful space for professional and organizational growth, the development of new relationships, and the co-creation of initiatives that enhance environmental stewardship, economic vitality, and social justice.



THE FORUM IN 2021

WMSBF and its members are adapting to meet the needs of the communities and industries we serve, working to promote a next generation approach to sustainability and sustainable business that redefines the triple bottom line. The future we've been preparing for is here. #takingontomorrowtogether



John Ball Zoo was the 2020 West Michigan Sustainable Business of the Year.



Visit wmsbf.org/members for a directory of current corporate and professional members.

The Forum is celebrating its 28th year in 2021 with expanded capacity and a larger mandate to advance the future of sustainable business in Michigan. We have provided an introduction to sustainability for hundreds of organizations and thousands of professionals over the years, hosting the most popular event program of its kind and a rotating portfolio of working groups and initiatives.

We now know that the work of our organization and its members will be judged by how we can impact the generational issues today defining our strategic objectives: climate change, racial and economic equity, and the need to develop a circular economy in our state.

The pandemic and other recent events have demonstrated the need for businesses and institutions to collaborate with each other and with the public sector to advance community resilience. We recently rewrote our strategic plan to formalize our commitment to this approach. You can read about our efforts in the pages that follow and at wmsbf.org.

Our Programs



FORUMS

Education
and Networking

Serving professionals and stakeholders in three regions and a virtual statewide program.

Learn more at
wmsbf.org/events.



RESOURCES

Training
and Tools

Serving novice and advanced sustainability practitioners in business, government and the community. In English and Spanish.

Learn more at
wmsbf.org/resources.



PROJECTS

Campaigns
and Initiatives

Outreach, advocacy, and collaboration opportunities developed through a working group and shared capacity model.

Become involved at
wmsbf.org/groups.

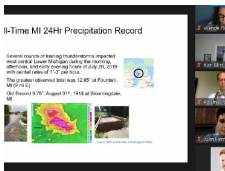


CREATIVE DINING SERVICES was recognized with the 2021 West Michigan Triple Bottom Line Leadership Award. Learn more about sustainability leadership and Creative Dining Services at wmsbf.org/stories.



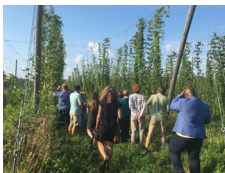
WEST MICHIGAN FORUM

Typically on the second Monday of each month. The flagship program is the most popular education and networking series for sustainability professionals in the Midwest.



MICHIGAN SUSTAINABLE BUSINESS FORUM

Our virtual program provides educational opportunities for professionals throughout the state, while advancing key outcomes for climate leadership, campus sustainability and circular economy through new statewide projects



MICHIGAN'S GREAT SOUTHWEST

Our flagship regional satellite is advancing sustainability in Berrien and Van Buren counties through monthly events, educational programs, technical support and advocacy. Serving 80 diverse members.



LAKESHORE SUSTAINABILITY INITIATIVE

Event program and engagement for Muskegon and Northwest Ottawa County, focused on community resilience, circular economy, climate leadership, environmental justice and industry.



SARA MEYER of Environmental Resources Management was recognized with the 2021 President's Award for contributions to the Forum.

Learn more about Sara, and meet our Staff and Board of Directors at wmsbf.org/news.

BOARD OF DIRECTORS

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Isabel Soberal, Equity Program Coordinator

Circular Economy

We support and elevate efforts of local businesses and institutions working to create a circular economy in their communities and industries.

The Forum is West Michigan's leading advocate for recycling and solid waste diversion. We promote a circular economy mindset and the understanding that waste has economic value, providing support to businesses and organizations through our partnership program and educational engagements.

We are the only resource in the area for multicultural and bilingual recycling education, including engagement efforts that are helping to inform recycling contamination interventions and market development initiatives locally and statewide.

In 2021 we launched an expanded circularity program that will encourage the use of recycled content in the state, while working to introduce new and diverse suppliers to circular economy opportunities.

Working Groups and Projects:

- Partnership Program
- Circular Economy Advocacy and Education
- Solid Waste Taskforce
- Western Michigan Food Recovery Council
- MSW Valuation Studies
- Racial Equity in Recycling



MEIJER was recognized with the 2021 West Michigan Circular Economy Leadership Award. Learn more about circular economy and Meijer at wmsbf.org/circular.

Climate Leadership

Our Vision: Through business leadership, Michigan can eliminate net greenhouse gas emissions and contribute to a future where GHGs in the atmosphere are declining.

In a year already beset with climate impacts locally and abroad, the pandemic brought a renewed sense of urgency for climate action, highlighting how challenging it could be for businesses and communities to equitably reduce greenhouse gas emissions. Through our members and partners, we are advocating for climate leadership goals and promoting resources for refrigerant management, clean energy and other solutions to reduce emissions and sequester carbon.

In 2020 and 2021 we partnered with the Environmental Defense

Fund and other partners to advocate for climate leadership in the public sector. We have been active in Michigan's climate solutions planning and have developed expertise to support supply chain and stakeholder education.

Working Groups and Projects:

- Climate Leadership Roundtable
- Campus Sustainability Collective
- Climate and Resiliency Forums
- Climate and Circularity Project



CITY OF GRAND RAPIDS was recognized with the 2021 West Michigan Climate Leadership Award. Learn more about climate leadership in West Michigan and City of Grand Rapids at wmsbf.org/climate.

Equity and Sustainability

Sustainable business should center social and environmental justice, providing a mechanism for businesses and institutions to dismantle and support alternatives to white supremacy.

Sustainable business has a responsibility to work alongside under-resourced populations and communities of color to address historical disparate impacts affecting members of these communities due to public policy or market-based actions. We are highlighting the potential role of the business community as advocates for business practices and civic priorities that advance social and environmental justice. We are engaging businesses in an active process to identify and eliminate racism, while working to decrease barriers to participation in sustainability for diverse groups.

With initial support from the Wege Foundation, the Equity Program has become a signature initiative of the modern WMSBF, a model for white-led organizations in the state's sustainability movement. Our full Equity Statement can be found at wmsbf.org/equity. Some recent outcomes are on the following pages.

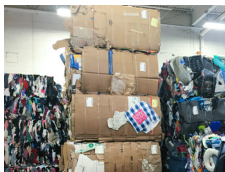
Working Groups and Projects:

- Equity and Sustainability
- Business Leaders for a Better Michigan
- CSR and Anti-Racism
- Resource Translation
- Environmental Justice Network

the source



THE SOURCE was recognized with the 2021 West Michigan Corporate Social Responsibility Leadership Award. Learn more about CSR and The Source at wmsbf.org/equity.



MAKING SUSTAINABILITY ACCESSIBLE TO ALL

In partnership with our members and stakeholders, we are working to address inequitable distribution of sustainability resources, such as our recent efforts to help BIPOC businesses and black-majority cities earn recycling grants.



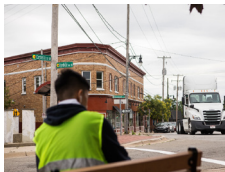
LATINX PARTNERS

This year we provided custom training to the West Michigan Hispanic Chamber of Commerce, supported sustainability at the Hispanic Festival of Grand Rapids, and launched a program in Holland.



CLIMATE AND RACIAL EQUITY

We are promoting investment in climate solutions and community development as an economic and racial justice imperative, partnering with leading state and federal activists.



BUSINESS ENGAGEMENT FOR EJ

In partnership with the Roosevelt Park Neighborhood Association, we are working to address environmental justice issues in Southwest Grand Rapids, which has been especially impacted by the operations of heavy industry.



JIREH METALS was recognized as the 2021 West Michigan Person of Color-Led Sustainable Business of the Year. Learn more about the recognition and Jireh Metals at wmsbf.org/equity.

Community Resilience

Regional and statewide networks that facilitate collective leadership on resiliency and equity through a mutually beneficial flow of information, expertise, and resources.

The Forum uses a boundary organization model that co-creates with other networks and initiatives, providing a value chain that enhances sustainability, resilience and civic engagement. Our projects advance institutional trust and collaboration, providing a common language for diverse stakeholders and competing interests.

As one example, we are the region's leading advocate for the inclusion of climate science in business and municipal decision making. Our Adaptation Framework provides a climate

adaptation toolkit that can be used for general resiliency needs.

In 2021 we piloted a new resilience hub program with support from the U.S. Sustainability Directors Network.

Working Groups and Projects:

- Boundary Organization Projects
- Climate Adaptation
- Civic Engagement
- GSI Taskforce
- Active Commute Week



BLANDFORD NATURE CENTER was recognized with the 2021 West Michigan Clean Water Leadership Award. Learn more about green stormwater infrastructure in West Michigan and Blandford Nature Center at wmsbf.org/gsi.

West Michigan Sustainable Business Hall of Fame

A lifetime achievement award that recognizes extraordinary contributions to the growth of sustainable business in the West Michigan area over the course of a career.

Meet the 2021 inductees:

1. KENYATTA BRAME

CASCADE ENGINEERING

Managed innovative and important initiatives to advance the Triple Bottom Line and demonstrate how a company can be an employer of choice.

2. ERIC DELONG

CITY OF GRAND RAPIDS

Played a key role in advancing foundational initiatives that has made Grand Rapids one of the most sustainable communities in the Midwest.

3. ALITA KELLY

SOUTH EAST MARKET

Our 2021 Future Hall of Fame Award winner, honoring a local professional whose work deserves greater recognition.

Meet past year's inductees into the West Michigan Sustainable Business Hall of Fame at wmsbf.org/hof.

1.



2.



3.



Thank You to Our Sponsors

We would like to thank the businesses and institutions that have made our work possible this year through support of our Triple Bottom Line Bash and Forum Programs.

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**THE WEST MICHIGAN
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DEDICATED TO A NEW AGE
OF COMMITMENT TO
SUSTAINABILITY AND OUR
ENVIRONMENT.**

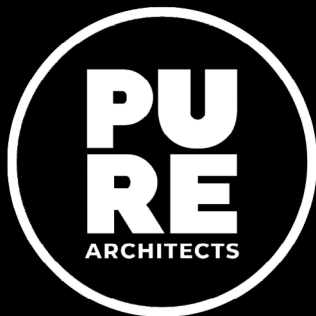
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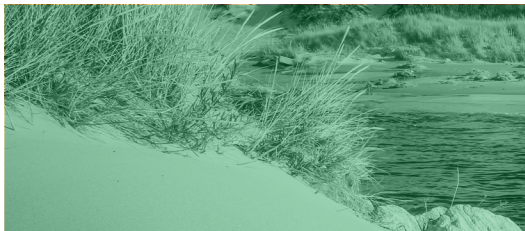
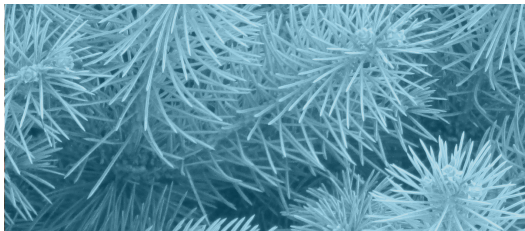


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