



**Michigan
Sustainable
Business
Forum**

ANNUAL REPORT 2024

Our Mission



FORWARDING SUSTAINABLE BUSINESS SINCE 1994

Michigan Sustainable Business Forum promotes business practices and public policy that advance climate leadership, social justice, and the creation of a circular economy. We accomplish this by providing education, resources, and opportunities for collaboration and civic engagement to businesses and institutions across the state.

Our Work



LEADING SUSTAINABLE BUSINESS

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



SOCIAL AND ENVIRONMENTAL JUSTICE

A safe and impactful space for professional and organizational growth, the development of new relationships, and the co-creation of initiatives that enhance environmental health and economic vitality for local communities.



CREATING A CIRCULAR ECONOMY

We are supporting the creation of a circular and low-carbon economy in Michigan, uniquely positioned to support manufacturers, small businesses, and institutions throughout the supply chain in meeting climate and circularity goals.



THE FORUM IN 2025

Michigan Sustainable Business Forum and its members are celebrating the legacy and future of sustainability and sustainable business in Michigan, as our 30th-anniversary campaign will expand the Forum's programming to support more businesses and communities across the state.

Throughout its history, the Forum has introduced sustainability to hundreds of organizations and thousands of professionals. Our programs and events are valuable networking and educational opportunities for business and community leaders. We host the premier sustainability event in several regions, including the Triple Bottom Line Bash in Grand Rapids, while the Michigan Sustainable Business Hall of Fame and Sustainable Business of the Year Awards serve as the state's most prestigious recognitions in the field. Our campaigns and initiatives are contributing to positive improvements for the state and local communities.

This year, as we finalize our transition to a fully statewide organization, we continue to center the cultural and industry values of collaboration, design-thinking, and generosity that have made West Michigan a leader in sustainable business. With a renewed brand and mission, and staff and members across the state, we are scaling our efforts to meet the growing challenges of the next 30 years.

Learn about our efforts in the pages that follow and misbf.org.



The Forum recognized The Pokagon Band of Potawatomi with a Southwest Michigan Sustainable Business of the Year award for its monumental project to restore the historic meanders of the Dowagiac River in Southwestern Michigan.



Naomi Davis, founder and CEO of Chicago's Blacks in Green, was one of several thought leaders featured at Forum events.

Our Programs

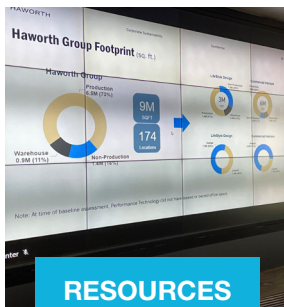


FORUMS

Education
and Networking

Serving professionals and stakeholders statewide through in-person and virtual events and workshops.

Learn more at
misbf.org/our-events.



RESOURCES

Training
and Tools

Serving novice and advanced sustainability practitioners in business, education, government and neighborhoods - in English and Spanish.

Learn more at
misbf.org/members.



PROJECTS

Campaigns
and Initiatives

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

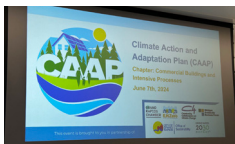
Become involved at
misbf.org/programs.



Mobilize
Community



Community Action House was recognized as a 2024 West Michigan Sustainable Business of the Year honoree for its enormously successful food rescue program, which is positively impacting food security while reducing food loss and waste.



EVENTS & PROGRAMS

We regularly host in-person events and programs in West Michigan, Southwest Michigan, Great Lakes Bay, Southeast Michigan, and the Capitol Area, along with webinars and roundtables.



MEMBERSHIP NETWORK

We leverage our capacity to support community partners through coalitions, technical support, educational programs, and membership programming. Including peer-to-peer learning, access to hands-on resources, and engagement in high-impact initiatives.



BOUNDARY ORGANIZATION

The Forum employs a “boundary-chain” methodology for partnership development rooted in deep listening and participatory engagement.



CAMPUS SUSTAINABILITY COLLECTIVE

Michigan’s leading program for higher education sustainability professionals, a regional affiliate of the Association for the Advancement of Sustainability in Higher Education.



MEMBERSHIP CHALLENGE

Michigan needs a robust and well-connected community of practice if it is to achieve its climate and sustainable materials management goals, and to ensure fair access to all communities. We are working to fill this need by growing our network to 1,000 professional members by 2026.

BOARD OF DIRECTORS

Katie Chapman, Chair - Haworth

Kari Bliss, Vice Chair - PADNOS

Allmon Forrester, Secretary - John Ball Zoo

Jim Roberts, Treasurer - Jim Roberts Enterprises LLC

Roger Cargill - FinitePhoenix

Scott Charon - MillerKnoll

Mike Csapo - RRRASOC

Claire Drolshagen-Puck - Lansing BWL

Devan Dodge - Michigan Department of Environment,
Great Lakes, and Energy

Wardell Frazier - SWAG

Amy Gautraud - Gordon Food Services

Tyler Kanczuzewski - Inovateus

Jessica Loding - Schupan

Kelly McElroy- OPmobility

Misti Stanton - Mercantile Bank

Jonathan Wilson - DTE

Kristen Trovillion - Consumers Energy

Luis Chen - Wormies

Sarah Weishaar - Impact Collective Group

STAFF

Daniel Schoonmaker, Executive Director

Rose Spickler, Director of Engagement and Education

Carrie Veldman, Operations Manager

Dominique Edwards, Benton Harbor Justice40 Project
Manager

Torri Mathes, Communications Manager

Hanna De La Vega Sanchez, Sustainability Associate

Bill Stough, Sustainability Advisor



The Forum completed the 2024 Michigan Municipal Solid Waste Characterization and Valuation Study, which detailed environmental and economic opportunities from improved recycling, composting, and sustainable materials management.

Learn more at misbf.org/msw.

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 a leading advocate for recycling and sustainable materials management, promoting a circular economy mindset that recognizes the economic value of waste.

We provide essential support to businesses and organizations through partnership programs and educational engagements, while championing the intersection of materials management, climate action, and social justice. Our efforts include statewide initiatives to reduce food loss and waste, promote market development, reduce single-use plastics, and drive inclusive solutions that benefit Michigan communities.

We are developing an in-depth guide, *Creating a Circular and Decarbonized Economy in Michigan*, which will provide businesses and communities with actionable pathways to enhance their sustainable materials management.

This guide will include initiatives such as:

- Road Map to Reduce Michigan Food Waste by 50 Percent
- Design Guidelines for Recycled Content
- Characterization and Economic Value of Michigan's Municipal Solid Waste
- Michigan's Carbon Case for Recycling

Additionally, we are leading several coalitions, councils and working groups, including the West Michigan Materials Management Coalition, a food waste council, initiatives to address the recyclability of solar panels, reduce landfill methane, and double donation of surplus food, plus new efforts to reduce PFAS in food-contact applications through circular economy strategies.

For more information on our publications and projects, visit misbf.org/circular.



Schupan was recognized as a 2024 West Michigan Sustainable Business of the Year award winner for its enormous contribution to materials management in Michigan and pace-setting infrastructure investments and practices, managing the bottle bill system and demonstrating that zero waste events are possible.

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 collaborate with under-resourced populations and communities of color to address the historical disparities caused by public policy and market-driven decisions.

The business community has a vital role as advocates for practices and policies that advance social and environmental justice. We are actively engaging businesses in the process of identifying and dismantling racism while reducing barriers to participation in sustainability for diverse groups, with a particular focus on under-resourced communities in West and Southwest Michigan.

Supported by the Wege Foundation and the Grand Haven Area Community Foundation, our Equity Program has

become a cornerstone initiative, serving as a model for white-led organizations in Michigan's sustainability movement. This initiative emphasizes the importance of centering equity in the pursuit of environmental and social progress, ensuring that the benefits of sustainable business practices reach all communities.

You can explore more about our programs on the following pages, and find our full Equity Statement at misbf.org/equity.



Mercantile Bank was recognized as a 2024 West Michigan Sustainable Business of the Year for its celebrated community engagement and investments in diversity, equity, and inclusion.



MAKING SUSTAINABILITY ACCESSIBLE TO ALL

In partnership with our members and stakeholders, we are working to address inequitable distribution of sustainability resources, providing sustainability consulting and other support to BIPOC businesses and black-majority cities.



JUSTICE40 ACCOUNTABILITY

We are working to make sure that our member communities and businesses benefit from state and federal commitments to invest 40% of funds to address climate change in communities most vulnerable to climate impacts.



BENTON HARBOR SUSTAINABILITY

We recently hired a full-time position to advance public and private sector sustainability practices in Benton Harbor through a collaboration with the Americana Foundation and the Partners for Places program



FAIR FOOD PROGRAM

We are collaborating with Migrant Legal Aid to encourage the private sector to support farmworkers in the state through their purchasing power.

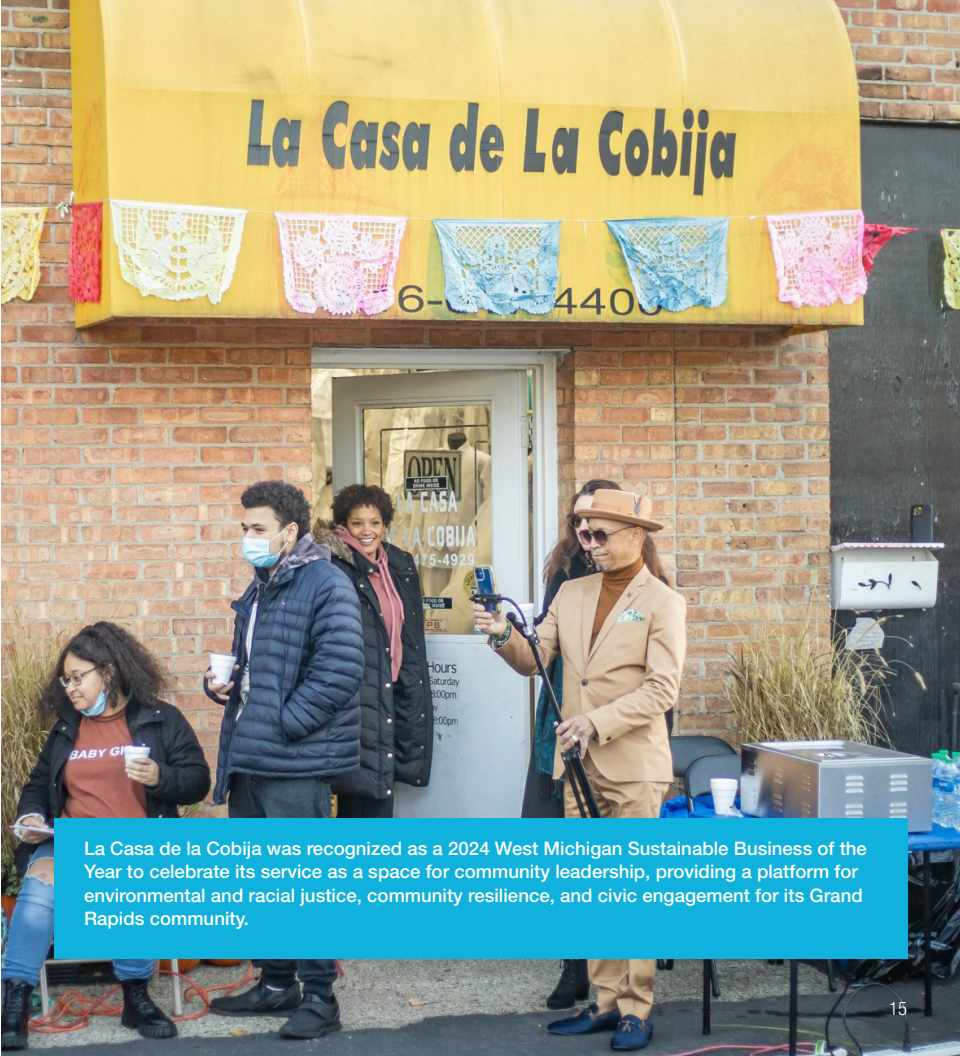


ADDRESSING LOCAL IMPACTS OF INDUSTRY

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.

La Casa de La Cobija

6-4400



La Casa de la Cobija was recognized as a 2024 West Michigan Sustainable Business of the Year to celebrate its service as a space for community leadership, providing a platform for environmental and racial justice, community resilience, and civic engagement for its Grand Rapids community.

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.

Through our members and partners, we are championing climate leadership and advancing resources to promote energy efficiency, regenerative agriculture, clean energy, and other carbon-reducing and sequestration solutions. The investments being made today will define the trajectory of our economy for future generations, and we are committed to accelerating these efforts with precision and integrity. Our initiatives also include critical measures to protect water quality, such as implementing green stormwater infrastructure and rainscaping strategies.

In collaboration with local and national campaigns, we advocate for climate leadership at all levels of the public sector. Our active involvement in

Michigan's climate solutions planning has equipped us with the expertise to support businesses in navigating the complexities of supply chains and engaging stakeholders in meaningful education efforts.

Current Working Groups and Projects:

- Michigan Food Waste Roadmap Initiative
- Sustainable Business Roundtable
- Campus Sustainability Collective
- Justice40 Engagement
- Climate Corps
- Food Council Engagement
- PV Solar Recycling Study Group
- Climate and Circularity Project
- West Michigan Rainscaping
- Green Stormwater Taskforce
- Active Commute Week
- Methane Reduction Campaign



Perrigo was recognized as a 2024 West Michigan Sustainable Business of the Year for its corporate sustainability and climate action, especially its Scope 3 commitments. It also has strong commitments to the use of recycled content in its packaging.

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 2024 inductees:



WILLIAM FOLEY

AQUINAS COLLEGE



JIM JUSTICE

KALSEC



KRIS SPAULDING

BREWERY VIVANT

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



Plaster Creek Stewards was recognized as a 2024 West Michigan Sustainable Business of the Year for its leadership in local watershed initiatives, especially its work promoting green stormwater infrastructure and collaboration with the private sector.

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.

Presenting Sponsors



Bottom Line Sponsors



Legacy Sponsors

HAWORTH

Steelcase®

meijer

MillerKnoll



Peopledesign

DTE
Foundation



Breakwater Capital

Table Sponsors



Silver Sponsors



Holland Board of Public Works



**POSITIVE
SCENARIOS**
DRIVING CLIMATE ACTION

Supporting Sponsors

Anew Climate

Be Heard Productions

Cascade Engineering

Ceres

Impact Collective Group

Jim Roberts Enterprises

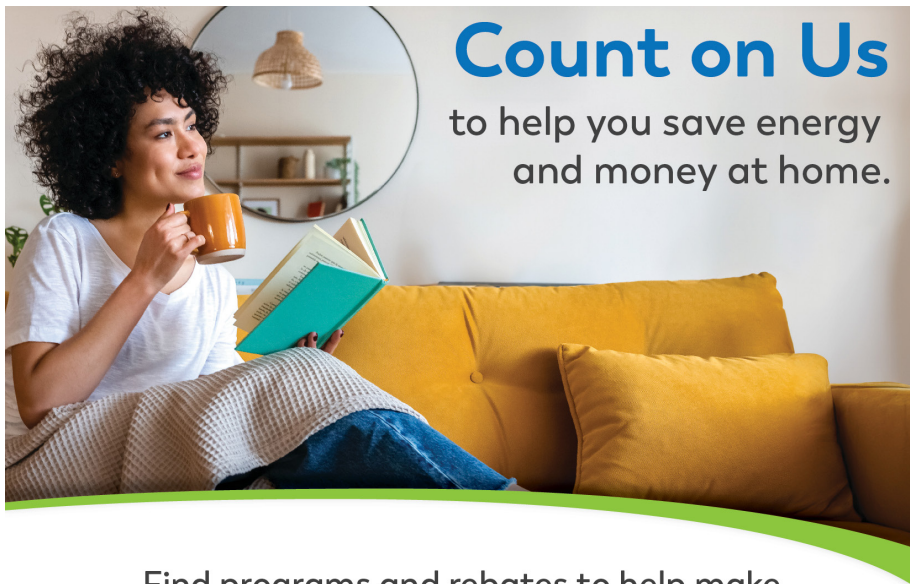
Lean and Green Michigan

Michigan League of Conservation Voters

Michigan State University - Office of Sustainability

SpartanNash

Thomas J. Newhouse Design



Count on Us

to help you save energy
and money at home.

Find programs and rebates to help make
your home comfortable and energy efficient.

ConsumersEnergy.com/HomeSavings

Consumers Energy

Count on Us®



foresight

All the sustainability,
energy, and EH&S
support you need,
all in one place.

A full-service team by your side.



fsmgmt.co | hello@fsmgmt.co

Think Globally. Act Locally.

Delivering sustainable
material solutions isn't
just our business model...

It's our vision.



Sustainable material solutions since 1968.

[schupan.com](https://www.schupan.com)

[in](#) [@](#) [f](#) @weareschupan

Industrial & Electronics Recycling | Event Sustainability | Metals & Plastics Distribution
Materials Trading | Beverage Container Processing

**partners
for a
sustainable
future.**

#meijercommunity

Proud sponsor of the West Michigan
Sustainable Business Forum.

**From one
sustainability leader
to another: Happy
30th anniversary,
MISBF.**

We're Realcyclers™ - the
leading U.S. supplier of diverse,
high-quality products, improving
our community for 120 years.



PADNOS®

Since 1905

*Legacy Sponsor of the
Triple Bottom Line Bash*

EXPAND YOUR
POSSIBILITIES.



Breakwater Capital

Helping you build the life you want
& the world you want to live in.



Experienced



SEC Registered



Certified B Corp



Employee Owned

Visit us at breakwater.capital

MillerKnoll

Doing
our part for
a better world

Learn more at millerknoll.com



Certified



Corporation

CFP BOARD



CFA Institute



Michigan
Sustainable
Business Forum

GARP



FOR THE
PLANET

— PARTNER —

HAWORTH®

Inspiring Spaces

Created with sustainable practices

haworth.com

Clients Say

“The time we spent with Peopledesign was like going through a doorway. We are fundamentally different today as a result.”

peopledesign.com

DTE Foundation

Our Work Toward Better Futures

Doing our best work for the places we all share starts with designing better futures for the wellbeing of people and the planet.



© 2022 Steelcase Inc. All rights reserved. The Steelcase logo is a registered trademark of Steelcase Inc. in the United States and other countries. Peopledesign is a registered trademark of Peopledesign Inc. in the United States and other countries.

Steelcase



MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY





KENT COUNTY Public Works



Dedicated to educating and activating sustainable practices that benefit our communities and support our mission of **Saving Wildlife & Wild Places.**

Visit JBZoo.org to learn more.



THE TRANSFORMATION BEGINS HERE WITH A SEIDMAN MBA

- Early career professionals – establish foundational skills in leadership in the evening MBA
- Mid-career professionals – expand a cross-functional, strategic mindset in the weekend EMBA

Contact Erika Murphy to begin.
murperik@gvsu.edu

SEIDMAN
COLLEGE OF BUSINESS



GRAND VALLEY
STATE UNIVERSITY

www.gvsu.edu/seidmangrad

Perrigo®



Join the
Circular
Economy

Contact Us or
Learn More at:



www.perfectcirclerecycling.com

Amway

*A better,
healthier planet.
A better,
healthier Amway.*

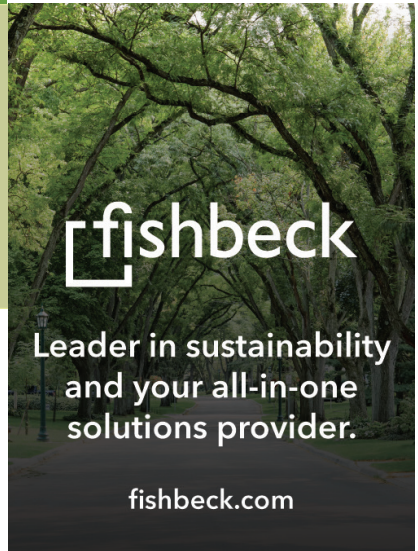
For more information, visit amway.com



**POSITIVE
SCENARIOS**
DRIVING CLIMATE ACTION



Holland Board of Public Works



fishbeck

Leader in sustainability
and your all-in-one
solutions provider.

fishbeck.com

Learn more at: misbf.org

P.O. Box 68696

Grand Rapids, MI 49516

616.422.7963

A 501(c)(3) non-profit organization

Our EIN Number is 26-3787387

Printed on recycled paper



**Michigan
Sustainable
Business
Forum**