

Beyond Zero – What’s Next

To learn more about the film, visit <http://beyondzerofilm.com/>

Conscious Capitalism & Sustainable Business

We often hear buzzwords like “eco-friendly” or “sustainable” get thrown around by businesses in an effort to market themselves as good for the planet, even if they’re actually not so good. This tactic, known as *greenwashing*, is very pervasive across the business landscape. How can we differentiate the businesses that are doing the work to reduce their environmental impact, and those that are just talking the talk?

- **Data Transparency:** Can you find data on the businesses environmental impact? Are measurables like water consumption, electricity use, greenhouse gas emissions, etc. readily available on their website?
- **Lots of Easy-to-find Information:** Does the business make their sustainability goals, and their progress on these goals, easily available on their website? Do you have to hunt for this information, or does the company proudly display their commitments? Think, does this company want me to find this information, or is it just here to check a box?
- **Third-Party Certifications:** Has the business received any certifications from independent third parties? Many companies make up sustainability certifications, so be sure to do your research. Look for certifications like: *Fair Trade*, *Cradle to Cradle*, *USDA Organic*, *LEED Certified*, and *Forest Stewardship Council*. Third party certification ensures that the business worked for the recognition, and isn’t greenwashing.

What You Can Do

Beyond Zero focuses on Interface, a carpet manufacturer who started off as environmentally unfriendly and transformed itself into a sustainable business. More than ever, we need businesses to transform into sustainability champions. As individuals, there are many ways to encourage businesses to become more sustainable. Here are a few suggestions:

- **Support Actively Green Businesses:** Many local businesses are certified as Actively Green, meaning they’ve committed to operating sustainably. Next time you’re looking for a local business to support, check out the list of Actively Green business: walkingmountains.org/programs/find-local-sustainable-businesses/
- **Make your Business more Sustainable:** The Green Business Trail Map is an action plan to help your business become more sustainable. Download today and learn about the steps you can take to help us create a more sustainable Eagle County Community: walkingmountains.org/sustainability-hub/trailmap/
- **Project Drawdown:** Interested in learning more about Drawdown Solutions? Check out Project Drawdown’s website: drawdown.org