

## WHAT IS SUSTAINABILITY?

We hear a lot about "Green" and "Carbon Imprint," but what does that mean to an MBA student? How will this subject advance my career, get me a better job, and put me on the best career path?

Sustainability is a vital answer to existence on this planet, but also to the existence of our economy. As we look for better answers to energy issues, the end of landfills, and clean air and water for future generations, we need the business model of efficiency and return on investment to be sure we are taking the best paths to improve the future.

There is an additional benefit as well: a whole new untapped market! As we change our mindset from disposal and waste to recycling and conservation, we open up new opportunities. Subaru of Indiana (SIA) builds 1,000 cars a day, yet as of May 2004, it is a "Zero-Landfill" plant, becoming the first automotive assembly plant to contribute nothing from its manufacturing processes to landfills. In addition, Subaru estimates that they make about \$50 per car in extra profit from the materials they used to throw away.

The January, 2009 issue of Industry Weekly estimated there will be 5 million new jobs in the alternative energy field in the next ten years. Twelve hundred US CEOs will require the implementation of ISO 14001 standard to their entire supply chain in addition to their own companies, according to the January, 2009 issue of the Mechanical Engineering Journal. The Journal of Commerce reported in their January, 2009 edition that Wal-Mart will require its global supply chain to develop and implement sustainability standards.

"Green" has moved from tree-hugging to business. Maintaining the sustainability of our planet will require new business strategies that clean our current practices while strengthening the health of our economy. Our challenge will be to teach the entrepreneurial skills necessary to grow this new market and ensure its success by combining strong business principles with our [Values Based Leadership](#).

Valparaiso University's MBA program is one of the first in the country to offer a post-graduate certificate in [sustainability](#). VU is also one of only three US universities certified to conduct business environmental audits as specified by the United Nation's Global Reporting Initiative (GRI). Our faculty are publishing the latest practices by businesses that make money by being "Green," and VU is hosting international seminars to proliferate these new ideas and practices that will transform our planet and our economy.

Get on board today!