



Sustainable Business Series

An educational collaboration between the
Center for Sustainability and the Environment and the
Sullivan Center for Business and Entrepreneurship

The Business Case for Sustainability? It's the Wrong Question.

Martin Wolf
Director of Sustainability
& Authenticity
Seventh Generation, Inc.



When proposing sustainability initiatives, managers are often asked, what is the business case? It's the wrong question. The proper question is, what's the case for running our business unsustainably? Mr. Wolf is responsible for creating frameworks for the design of sustainable products for this major brand manufacturer of ecological household and personal care products. He also creates frameworks for more sustainable systems of commerce, and for working with other businesses, industry associations, legislators and regulators, to implement those frameworks.

Thursday, March 11, 2021 at 7:00PM

on-line: **Zoom 824 4712 1834** passcode: 149613

Wells College

This event is free and open to the public