

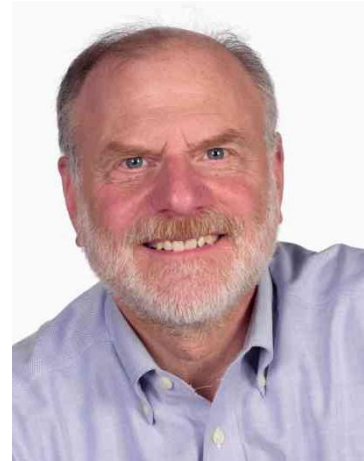


## *Sustainable Business Series*

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.

**Tuesday, March 30, 2021 at 7:00PM**

on-line: **Zoom 872 9384 3027** passcode: **c#\$.0cjV**

**Wells College**

This event is free and open to the public