The Sustainability Foundation Program

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Executive Summary

The Sustainability Foundation Program is an innovative service built to make a positive difference in the world by means of providing entrepreneurs and their startup ventures with energy saving sustainability initiatives. The Sustainability Foundation Program is an online project funded by contributors who believe the concept of sustainability is the key to a prosperous future for the up-and-coming generations and a vital component to preserving our planet. The Sustainability Foundation Program is led by a cross functional team of business professionals who are volunteering their time to collaborate with entrepreneurs. The goal is to develop energy saving sustainability initiatives that will empower startup ventures with the capability to be financially resilient through the cost savings produced from the benefits of sustainability and contribute to the sustainability challenge of reducing energy consumption. From the 1972 United Nations Stockholm Conference on human environment to the United Nations Earth Summit 2012 on sustainable development, the sustainability movement has evolved from a social trend to a business asset. Apple, Amazon, Nike, and other industry leading organizations have integrated sustainability into their formula for success and have received an effective response from their consumers and employee personnel. Despite the favorable outcomes that transpired from respectable organizations devoting themselves to the sustainability movement, the misconception about sustainability investments not outweighing the opportunity cost still exists in the business world.

The transformation process for a company to make a systematic change to engage in sustainability practices can be complex and costly on various functions of an organization. The Sustainability Foundation Program presents an opportunity for startup ventures to incorporate sustainability into the foundation of their business model and avoid a difficult transition process to integrate sustainability into their organization in the future. In an effort to highlight the benefits of sustainability, the Sustainability Foundation Program collects cost saving data from its energy saving sustainability initiatives. Collecting this data enables businesses to spread awareness about the impact businesses can make on the planet by investing in a cause greater than profits. The Sustainability Foundation Program has completed its first collaboration effort with a startup venture and successfully provided an energy saving sustainability initiative that upgraded their lighting system to enhance their energy savings and financial return.