

## **181a Sustainable Development**

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For decades, business, its supporters and detractors, governments and academics have looked at the role of business first with regard to the environment, and now to social responsibility, as being focused on removing the negative, unwanted by-products of business (pollution, waste, toxics, child labor, etc.). In the process of following that path, we have made great strides and contributions toward eliminating the non-value added aspects of our operations and products. We have not yet done all that we can do, and much still remains to be done in this regard. The pursuit of eco-efficiency has paid off for many companies in the savings of millions, even hundreds of millions of dollars in bottom line costs. However, finding the relationship of eco-efficiency and corporate social responsibility to top line growth has been much more elusive.

The more holistic and inclusive concept of Sustainable Development (encompassing Social and Economic Development with Environmental Stewardship) offers the potential to unlock the keys to top line business growth by creating new value for consumers and customers. This presentation will explore how a different way of looking at business' role in sustainable development can contribute to the delivery of results in meeting the United Nation's Millennium Goals and, in the process, create new business opportunities.