

SUSTAINABILITY

What Is It? Why Should I Care? What Can I Do?

The United Nations definition of Sustainable Development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." It can also be restated as the Golden Rule: "Do unto future generations as you would have them do unto you." Sustainability includes economic, environmental and social issues such as water quality, climate change, pollution, species preservation, fair trade, and human rights.



A sustainable attitude and lifestyle asks that members of economic elites (such as most of us) consider whether they benefit from the world's resources while diminishing the ability of less fortunate people to meet their own basic needs. Sustainability is thereby consistent with the Rotary's Four Way Test, particularly the second and fourth questions: Is it FAIR to all concerned? Will it be BENEFICIAL to all concerned?

Rotary members and guests at the presentation will hear about:

- A definition of sustainability and how it differs from being "green,"
- Current trends that negatively impact people's lives around the world,
- How businesses are affected by sustainability, and how they can benefit,
- Major initiatives that are moving the world towards sustainability,
- The four Principles of Sustainability: A way of determining whether your personal and business decisions are on the path towards sustainability,
- How you can personally make an impact.

Zbig Skiba has been a member of the Evanston Rotary since 2009. He is also president of Skiba Consulting, Ltd., where he helps enterprises to improve their competitive position and profitability by incorporating environmental and social objectives into a sustainable business strategy. He has an MBA from Kellogg GSM at Northwestern focused on entrepreneurship, and has worked as a business coach and peer group facilitator.

To inquire about a presentation on Sustainability for your Rotary Club or other organization, please contact Zbig Skiba at (847) 242-9156 or zskiba@skibaconsulting.com.