



Ohio Means Business Focuses On Sustainability

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How companies manage their triple bottom line - people, planet, and profits - has become critical to their survival and success. And while few businesses can truly call themselves 100 percent sustainable, many are well on their way as a result of incorporating sustainable business practices into their operations.

Ohio Means Business takes a closer look at sustainability and its important role in today's business climate.

The program highlights the collaborative effort helping two companies achieve sustainability goals while giving new life to unwanted consumer electronics. Electronic Recyclers International, or ERI has become the nation's leading recycler of electronics, or e-waste. It is working with Alcoa, the world's leading producer of aluminum, to come up with sustainable and cost-effective ways to meet the demand of new consumer electronics using recycled materials.

Ohio Means Business also looks at how The Ohio State University is achieving its commitment to environmental responsibility. Learn about the sustainable practices being implemented all across campus, from a zero-waste initiative at Ohio Stadium to geothermal heating and cooling.

In addition, the program examines how sustainable business practices can help give a company a competitive advantage and how the next generation of business leaders will influence the future of sustainability.

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