

**Community Sustainability Partnership**  
**Improving Economic Prosperity**  
**Attendee Discussion Comments 4/11/07**

**Outcome Area**

1. Leverage of assets, resources, and capabilities for growth
  - Encourage the creation, development, and support of local businesses
  - Help prevent the loss of established local businesses
  - Ensure services and support for development of women and minority owned businesses
  
2. Development of green, minority, local procurement purchasing practices
  - Establish green purchasing guidelines including “standards”
  
3. Improvement in productivity
  
4. Creation of gainful employment
  
5. Increase in intellectual capital

**Potential Indicators or Measurements**

- Percent local, regional, national, global revenues
  - Percent revenues by market/business segment (s)
  - Percent sales new products developed within the last 3 years
  - Amount of \$ spent R & D as percent sales
  - Number of BIFMA certified products using new sustainability assessment standards (SAS)
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- Percent local, regional, national, global purchases
  - Percent “green” purchases
  - Percent women and minority owned business purchases
  - Number members in West Michigan Sustainable Purchasing Consortium
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- Revenue per employee
  - Absenteeism rate
  - Turnover rate
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- Employment/unemployment rate
  - Increase in net new jobs
  - Total wages e.g. hourly/salary
  - Number of women and minority owned businesses
  - Amount of \$ invested in research
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- Number of patents

## **Overall**

- Appreciated the presentation on local purchasing practices and the overall opportunity for CSP members.
- Look forward to hearing more about the West Michigan Sustainable Purchasing Consortium.
- Interested in “total savings” from environmental decisions e.g. total cost analysis including social impact.
- Interested in more specific examples of what local businesses and institutions are doing regarding sustainable development activities.
- Interested in how the local market is responding to major change forces, such as demand for “green’ products.
- Seems like we are getting the measurables.
- The meetings are well done.
- Diversity participation level needs to improve.
- Need involvement of neighborhood associations.
- Entrenched politics as a hurdle at the regional level.
- Who/where is a voice for the region.