



SUSTAINABLE SOLUTIONS

The Washington DC Sustainable Business Network's Newsletter

Edition 1, March 2006

Questions / comments:
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THE WASHINGTON DC SUSTAINABLE BUSINESS NETWORK

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Hello and welcome to the first edition of the [Washington DC Sustainable Network's \(DCSBN\) Sustainable Solutions](#) newsletter! Our semi-monthly newsletter is designed for those interested in leveraging the power of business to help make Washington DC a better place to live and work – now and in the future.

What you can expect: *Sustainable Solutions* will bring you the latest news on CSR, and how it impacts the local region, provide legislative and regulatory updates on CSR issues affecting business, detail goings-on in DC that affect the sustainability of local communities, provide highlights of sustainable businesses, and events of interest. We will also provide you with information that you can use from our growing network: DCSBN stays on top of the best practices for our members, and in the future, we will share best practices and case studies with you.

Membership & Sponsorship Opportunities: DCSBN, a recently launched non-profit corporation in Washington DC, is working to enhance the role corporate social responsibility plays in building better businesses and communities. If you are interested in learning more about membership, click [here](#), sponsorship, click [here](#) for more details, or contact Mike Mielke at mike@dcsbn.org.

IN THIS ISSUE

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Recent & Upcoming Events • New blog on leveraging the power of business to "do well by doing good" in DC | <ul style="list-style-type: none"> • Special offers for DCSBN Members! • Sustainable Business Tour of MoMs • Learn More About DCSBN | <ul style="list-style-type: none"> • New Members • Recruiting Volunteers • Latest CSR Headlines |
|---|--|--|

What's New with DCSBN: The Network is offering a packed schedule of events, programs and content in 2006! Read on or visit our [website](#) for more details!

NEW MEMBERS

DCSBN recently started accepting members. A few of our new members are highlighted below. *To become a member of our growing Network, click [here](#).*

[BetterWorld Telecom](#) is the only nationwide voice and data provider in the U.S. solely focused on serving businesses, enterprises, and organizations that have social and sustainable missions.



[The Willard InterContinental Hotel](#) seeks to be the premier hotel in the Washington, DC region, as well as a model institution promoting sustainable development ideals and quality improvement processes that set the benchmark for the industry.

MEMBER SPOTLIGHT



Ecoprint was recently interviewed by Board member Susan Nickbarg.

[Ecoprint](#) is a Silver Spring, Md.-based company that, according to founder and president Roger Telschow defines eco-friendly printing not as a "nice-to-do" but as a "must-do" across the supply chain, and credits eco-positive management techniques with employee and customer loyalty.

Ecoprint's commitment to sustainable business practices proves that a small business can thrive on a triple-bottom-line business plan. The company is profitable; it has a documented record of reducing environmental imprints; and, it can be argued, it has touched off a virtuous circle with its clients, which have included Calvert Group, Whole Foods, Honest Tea, and Coop America. Find out more about Ecoprint by clicking [here](#).

EVENTS

DCSBN at Hotel Rouge! The first DCSBN event of 2006 was an overview of the DCSBN and what we are up to in 2006 followed by an evening of networking at the Hotel Rouge in Washington DC. Over 75 people attended a short presentation about the network and the networking and socializing lasted for several hours thereafter in lounge as attendees enjoyed the hospitality of one of DCSBN's newest members, [Kimpton Hotels](#).



DCSBN CSR Toolkit Series: 21st Century Energy for 21st Century Business – Make Your Organization Energy Smart, February 28. Energy prices and energy policies are dominating the headlines this winter – from the high cost for heating oil and natural gas, to the U.S. military spread thinly across the Middle East. What are the costs to national security and to your company of a “business-as-usual” energy scenario? DCSBN held a CSR Toolkit event on 28 February 2006. Over 35 people attended to learn as a panel of experts discussed practical energy strategies for organizations. The event was cosponsored by Amicus Green Building Center, My Organic Market, The Clean Energy Partnership and The Green Building Institute. Click [here](#) to learn more.

DCSBN Better World Through Business Speaker Series: Steven Young, Global Director of the Caux Round Table, Discusses his book Moral Capitalism. On March 2, at author Steven Young told an audience that the world is drifting without a clear plan for its economic development. Communism is dead, but in the wake of Enron and similar scandals, many see capitalism as amoral and too easily abused. A blueprint for progress is needed and *Moral Capitalism* provides one. This event was co-sponsored with [DC Net Impact](#). Click [here](#) to learn more.

DCSBN will offer more social and learning opportunities throughout the year. Check our website for details by clicking [here](#).

Save the Date!

DCSBN CSR Symposium: Sustainability in DC – Working Together to Build Better Businesses & Communities in the Nation's Capitol, November 2006. This is the premier annual CSR event in Washington DC – bringing together business, government, and non-profit decision-makers with influential thinkers and practitioners of CSR.

SPECIAL MEMBER OFFERS



Showcase Your Company's Sustainability on the National Mall! On May 9 and 10, 2006, the U.S. EPA and the National Council for Science and the Environment (NCSE) are sponsoring the National Sustainable Design Expo on the National Mall in Washington, DC. DCSBN members can join other businesses, nonprofits, and government agencies and showcase their sustainable products and technologies at a reduced price. This is an outstanding opportunity to publicize your company's contributions to sustainability while meeting tomorrow's leaders. *For more information, please contact Shelley Kossak with the NCSE at 202-207-0009. This service is available only to DCSBN members.*

Regular legislative and regulatory updates on CSR issues affecting business! DCSBN has partnered with McDermott, Will, and Emery LLP to provide monthly legislative and regulatory updates on issues affecting the business community related to corporate social responsibility (CSR), specifically as it relates to ethics, environment, labor issues and worker's rights, and economic transparency and accountability, including financial reporting and shareholder's rights. *This service is available only to DCSBN members.*

**McDermott
Will & Emery**

Join the discussion on CSR and how it can contribute to helping to make the Washington DC metro region a better place to live and work; [check out our blog!](#)



DCSBN IS RECRUITING VOLUNTEERS!

DCSBN is recruiting volunteers to help with event coordination and for our regular Networking and Better World Through Business events as well as our annual CSR Symposium. If you are interested in opportunities to network with individuals dedicated to building better businesses and communities, for a good cause, contact us at dcsbn@dcsbn.org!

EVENT SPOTLIGHT

DCSBN's final sustainable business tour of the year took place at [My Organic Market](#) on 3831 Mt. Vernon Ave in Alexandria, VA. Over 30 individuals attended the fascinating behind-the-scenes look at MOMs. Mark Smallwood, Director of Environmental Education, provided an overview and history of the store, including the increasing community support for organic and healthy foods. The stores also serve as educational centers, with discussions on how to make and grow your own organic foods. The commitment at MOMs goes beyond the merchandise as the stores purchase wind-power credits to compensate for their energy use. The result, people often look for a windmill on the roof of the '100 percent wind-power' store. By explaining how wind credits work, Mark shares how easy it is for consumers to do the same, reducing our reliance on fossil fuels and nuclear power. MOMs also helps employees purchase hybrid automobiles and energy-saving light bulbs. **Tour My Business:** Contact us at events@dcsbn.org to tour your organization. All sustainable business tours are co-sponsored with [Washington DC Net Impact](#) and the [William James Foundation](#).



LATEST CSR HEADLINES

- [Top global companies join with WBCSD to make energy self-sufficient buildings a reality](#): The World Business Council for Sustainable Development announced that it is forming an alliance of leading global companies to determine how buildings can be designed and constructed so they use no energy from external power grids, are carbon neutral and can be built and operated at fair market value.
- [World Bank launches large-scale carbon credit facility](#): The [World Bank](#) is to create an Umbrella Carbon Facility (UCF). The UCF, which was recently endorsed by the Bank's Board of Executive Directors as part of a new carbon finance strategy, aims to bring together multiple sources of funding to buy large volumes of carbon credits from greenhouse gas emission reduction projects.

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MORE ABOUT THE DCSBN

Who We Are: The Washington D.C. Sustainable Business Network (DCSBN) is a community of business owners, non-profit leaders and professionals dedicated to building a more socially, environmentally, and financially sustainable local economy. DCSBN exists to help empower and transform businesses, working in partnership with communities, to embrace a business model informed by corporate social responsibility.

What We Do: We are the only organization that offers targeted services and provides practical programs that address the unique needs and leverage the singular aspects and resources of the National Capital region to create measurable business and social value in the Washington, DC metro region. We offer networking, education, and promotion opportunities for businesses, non-profits, business associations, and community groups.

Goal & Focus: Our common goal is to help the Washington DC region fully realize its potential as a world-class capital city. Our focus is on leveraging the power of business to "do well by doing good," to help the region become a better place to live and work, now and in the future.

WHAT YOU CAN DO / HOW YOU CAN BECOME INVOLVED

Attend [events](#); Let us know [what you are doing](#) so we can tell the whole community – share your experiences, best practices and how-to information; Tell us to [tour your organization](#) or business; [Join the network](#) – as an individual, business, non-profit; Get involved with one of our Board committees; Contact us about [academic and cross-sectoral](#) partnerships; Get involved with our [CSR Symposium](#); Tell your [organization](#) about us!

Subscription Management: This is a message from DCSBN. To change your email address, update your contact info, or remove yourself from this list, please e-mail us at: events@dcsbn.org with a "Remove me from you events list" heading in your e-mail.

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Helping build more sustainable DC area businesses and communities

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