



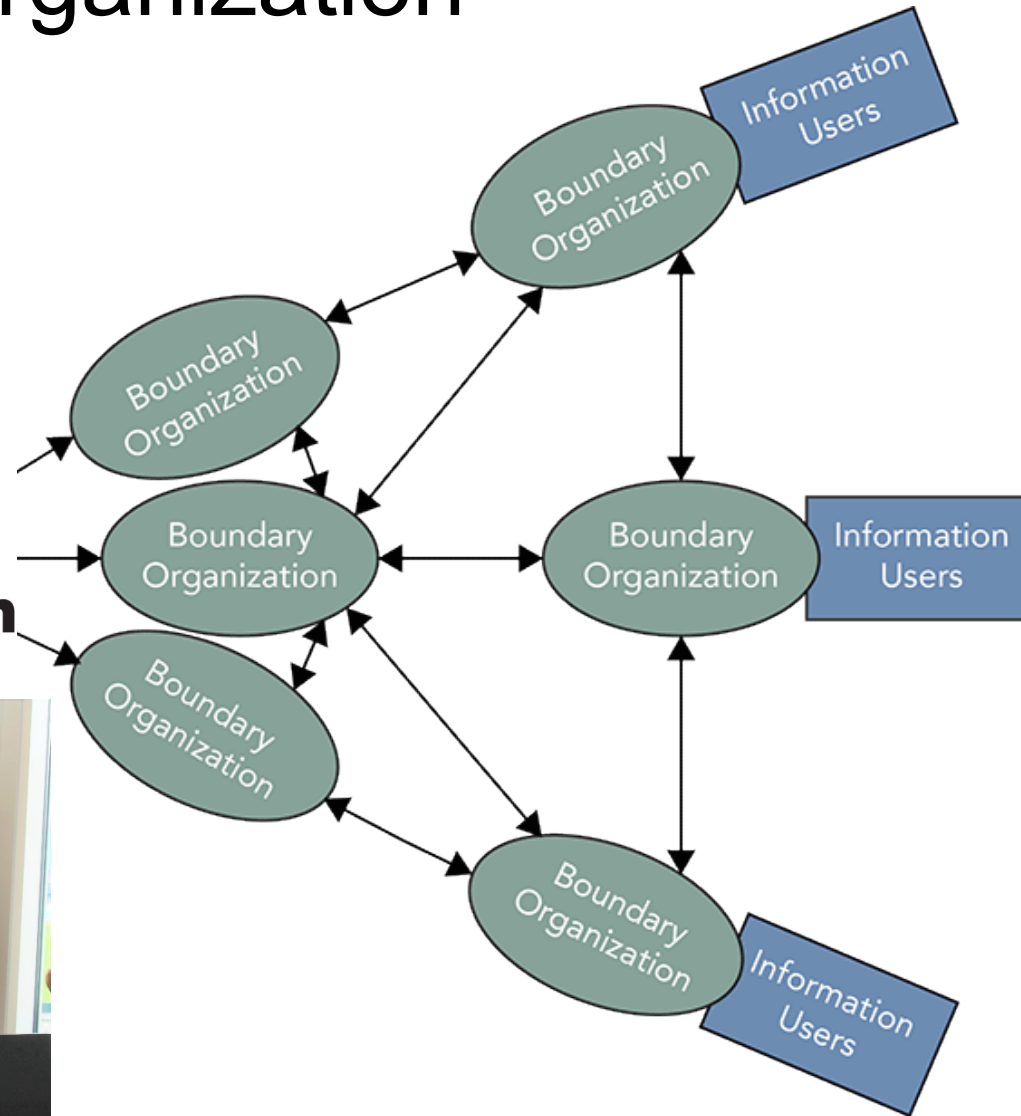
**Michigan
Sustainable
Business
Forum**



Michigan Sustainable Business Forum promotes business practices and policies that advance climate leadership, community resilience, social justice and the creation of a circular economy.



Boundary Organization



- Meaningful
- Mutually beneficial
- Flow of
 - Knowledge
 - Expertise
 - Resources
- Enabled by
 - Translation
 - Co-production
 - Accountability



Equity and Sustainability Planning Project (2017-2018)

- Internal/external social equity goals and benchmarks
 - Make sustainable business inclusive and accessible to all audiences
 - Improve diversity of sustainable business
 - Promote a justice-centered model for sustainable business
- Non-discrimination, hiring (non-biased), EEOC, race, ethnic and gender identification
- Board & Staff DEI training
- Vendor/contracting procurement
- Employee handbook
- Continuous improvement



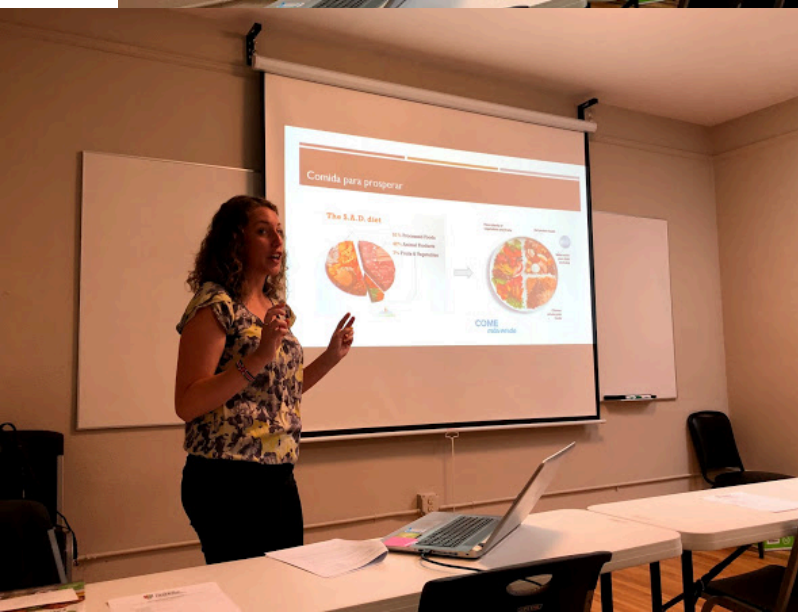


Hispanic Engagement Implementation

- Identified need for Hispanic business partnership – “best practice”
- Identified capacity gaps
- Hired bilingual PM in 2018
- Certified interpreter – revenue generating
- Developed partnerships
 - Hispanic chambers
 - Hispanic centers
 - Other community groups



Talleres



¿QUÉ ES EL VEGANISMO?












- La práctica de abstenerse del uso de productos de origen animal, particularmente en la dieta, así como una filosofía asociada que rechaza el estado de productos básicos de los animales conscientes. Un/una seguidor/a del veganismo es conocido como vegano/a.
- Un/una vegetariano/a come huevos o productos lácteos, pero no come animales.

NEGOCIOS LATINOS UNIDOS PARA UN MEJOR MEDIO AMBIENTE

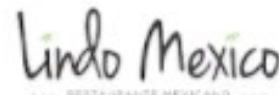
Cuidemos nuestro medio ambiente,
no más bolsas de plástico.



Juntos, podemos ayudar al medio ambiente.

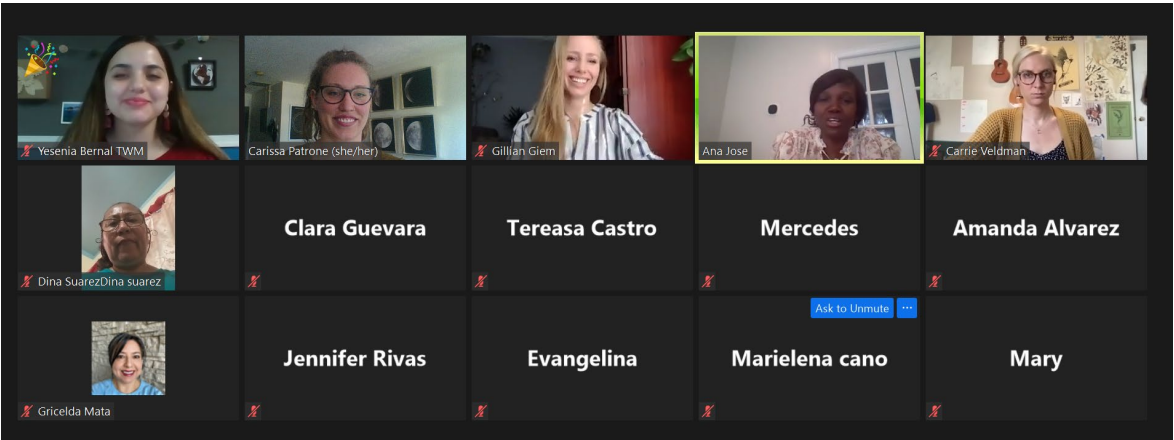
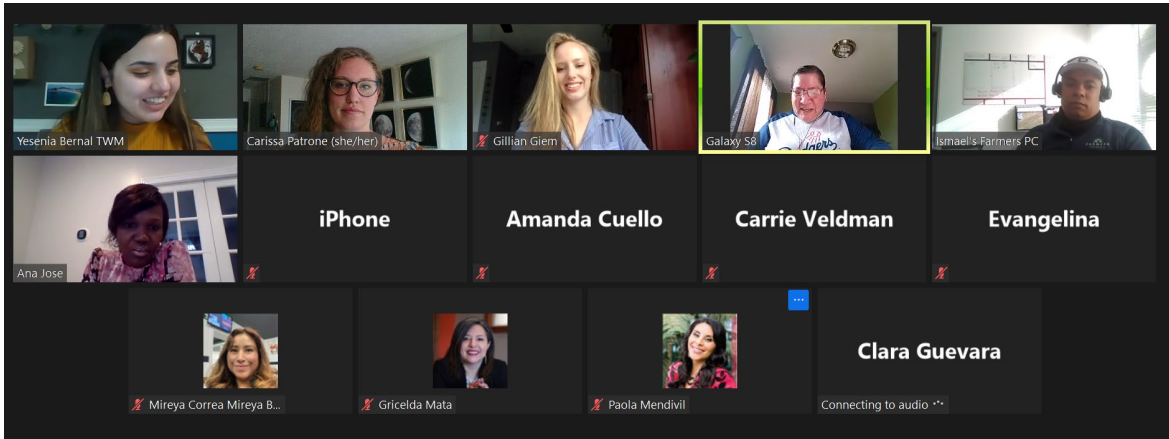
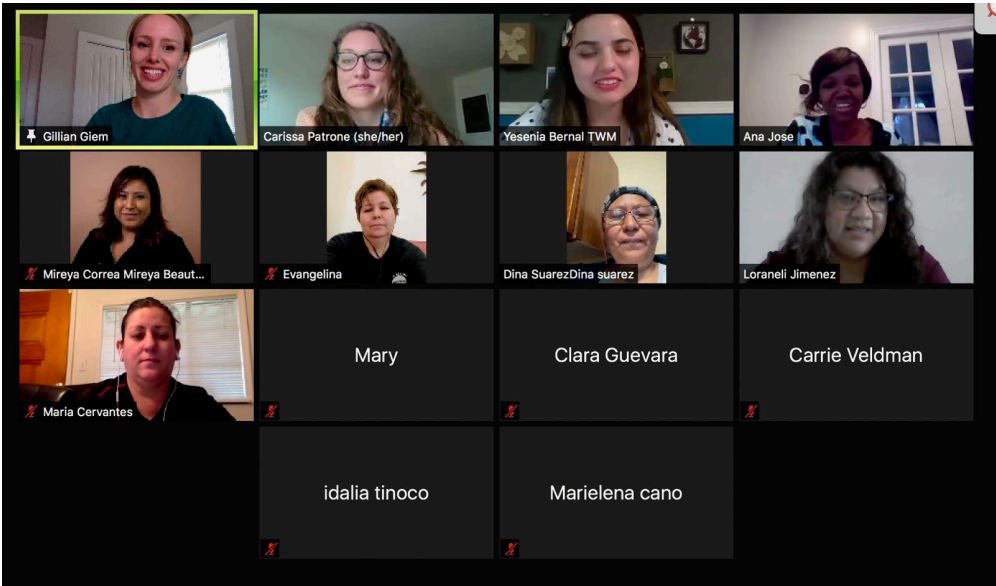


WEST MICHIGAN
HISPANIC
CHAMBER of COMMERCE





Transformando West Michigan





Engagement Lessons

- Additive, not extractive
- Support their programs, empower their leadership
- Listen
- Need cultural brokers
- Face to face builds trust
- Email not universal – Facebook, Text, Sunday dinner





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Hispanic Business as Resilience Champions



CORONAVIRUS SHUTDOWN

MGN

An Assessment of Resilience in New Orleans for Small and Mid-Size Businesses Located on Six Corridors

2016





“Need to Raise Disaster Risk Reduction Awareness for Most; but ‘Resilient Champions’ do exist!”

New Orleans businesses that were established pre-Katrina were more prepared for Isaac. Commercial corridors and neighborhoods supported each other.



Private Sector Champions

- Organically emerged during COVID
- Small and medium-sized served as resources to each other
- De facto “resilience hubs” in communities with limited non-profit facilities and services.
- Reinforced existing dynamic among Hispanic community

Resilience Hubs

- Existing USDN Program: community-serving facilities augmented to: support residents and. coordinate resource distribution and services before, during, or after a natural hazard event.

What goes into a Resilience Hub?



Community Collaboration

Hubs can only be effective if the community is actively engaged in co-development and operation.



Meeting Everyday Needs

Hubs go beyond emergency response operations to meet community identified necessities.



Trusted Location

Identified by community as a trusted place to go for information & resources.



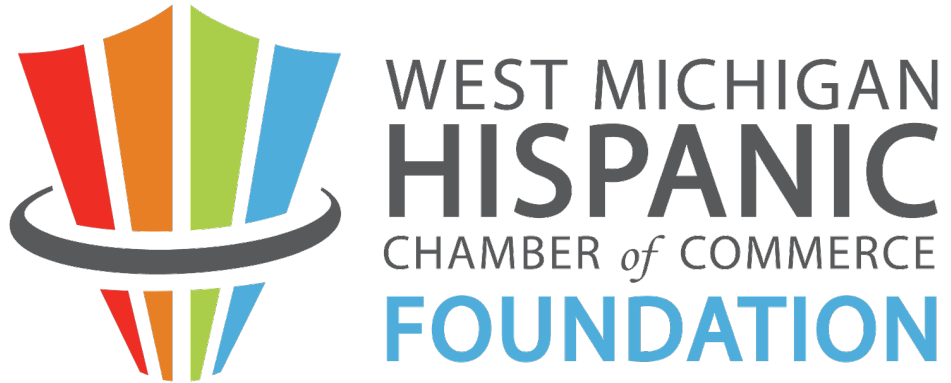
Renewable Energy & Storage

Cost-effective, reliable energy generation that can be sustained during prolonged outages.



Opportunity for Sustainable Business Leadership

- Demonstrate how local government sustainability offices can be assets to Hispanic businesses and Latinx communities as they work to recover from the social and economic impacts of the coronavirus pandemic and other emerging crises.
- Address disproportionate impacts of pandemic and barriers to resources for BIPOC-led business.
- Promote sustainable business practices as a resilience strategy.
- Improve historical failures to adequately serve hard-to-reach populations.





Holland Outcomes

- Increased membership of Hispanic chamber in new market.
- Improved relationships between key local institutions.
- Created multi-language resources, including videos.
- Established champion network.

Holland Challenges

- Limited value-add from city sustainable business program.
- Ownership/user debates.
- Competing interests from community partners.
- Difficulty finding community hub businesses/establishing trust.