

Michigan Sustainability Conference



**SEPTEMBER 14, 2016
EBERHARD CENTER, GRAND RAPIDS**

Save the date! Join us at the Eberhard Center for the Department of Environmental Quality's (DEQ) first ever Michigan Sustainability Conference (MISCON).

Building off of the successful DEQ Sustainability Series Webinars, MISCON has been designed to promote meaningful engagement with business professionals around the topic of sustainability.

By addressing the triple bottom line - environmental, economic, and social issues - your business can achieve cost savings and potential growth, and improve your brand and image to customers. MISCON will help forward-thinking business professionals to develop and strengthen the in-house sustainability practices and communication strategies needed to engage customers, shareholders, suppliers, management, and others. It will provide an opportunity to engage in peer-to-peer ideas through thought provoking discussions that will identify essential elements for success and inspire ongoing efforts to improve sustainability at your business.



For more information, visit www.michigan.gov/deqevents, email DEQ-Sustainability@michigan.gov, or call 800-662-9278.

The **2016 Michigan Sustainability Conference** highlights include a keynote that will illustrate how to communicate and brand your sustainability story. Other conference highlights are a large inter-active session about shifting company culture through employee and management engagement and two concurrent tracks covering the following topics:

- Incorporating Sustainability into a Business Model.
- Tactics to incorporate supply chain into sustainable business efforts.
- Implementing a Sustainability Strategy through employee engagement.
- Environmental trends and metrics that impact customer preference.

There will also be exhibitors and networking opportunities.

Who should attend?

The target audience for this event is businesses and their sustainability professionals, environmental health and safety coordinators, environmental engineers and staff, marketing and communications staff, and anyone interested in learning how to advance and communicate their organization's sustainability efforts. Continuing Education Credits will be available.

Save the date!

- Meet and network with Michigan's business leaders who are successfully implementing sustainability practices.
- Learn how to engage your employees, upper management, customers, and shareholders as part of your sustainability strategy.
- Gain insight to help your business save money and protect the environment for future generations.



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