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Accidental to Purposeful Sustainability: Using What You Already Have to Grow Sustainability

By Maria Cramer

With green considered the new gold, many corporations are looking to jump on the sustainability bandwagon. The issue is finding a way to make the programs effective and impactful. Employees, customers, vendors and corporate watchdogs are looking to determine whether the programs are meaningful or just lip service. The question becomes, "How do you create a sustainability program that is in line with corporate values, culture and meets the needs of employees and other constituents of the business?"

There could be 50 ways to do it wrong and maybe two or three ways to do it right. One way to do it right is through a concept called "accidental to purposeful sustainability."

Read the full article at [Environmental Leader](#).
