

## **Sustainable Businesses:**

- Replace nationally and internationally produced items with products created locally and regionally.
- Take responsibility for the effects they have on the natural world.
- Do not require exotic sources of capital in order to develop and grow.
- Engage in production processes that are human, worthy, dignified, and intrinsically satisfying.
- Create objects of durability and long-term utility whose ultimate use or disposition will not be harmful to future generations.
- Change consumers to customers through education.

From The Ecology of Commerce by Paul Hawken