



# Arizona Businesses Advancing Sustainability

## DRAFT STRATEGIC PLAN 2010 – 2015

### VISION

Arizona Businesses “Go To” source on sustainability

### MISSION

AzBAS is committed to sustainable practices in Arizona that promotes strong communities, successful businesses, a healthy environment and sound public policy.

### CORE VALUE

The driving value which defines the business members of AzBAS is their commitment to sustaining businesses in Arizona through advancing the Triple Bottom Line of sustainability Economy, Environment and Equity/Community.

## **CORE STRATEGIES AND ACTION ITEMS**

### **1.0 Provide for the sustainability of the organization.**

- 1.1 Develop a revenue stream that will support a part time Executive Director.
- 1.2 Increase membership in the organization to 100.
- 1.3 Determine the value added strategies most important to the membership and insure their execution.
- 1.4 Enhance AzBAS's brand identity with Arizona businesses and policy leaders.
- 1.5 Institutionalize AzBAS in member companies.
- 1.6 Actively participate in collaborative activities with other organizations working in the area of sustainability.

### **2.0 Establishment of a set of high quality tools for use by business.**

- 2.1 Develop a set of Benchmarking Metrics.
- 2.2 Analyze the feasibility of collaborative purchasing of "green" products for use by small business.
- 2.3 Continue to improve the website including a Resource Library, Speakers Bureau and Policy Position page.

### **3.0 Establish a set of guidelines for AzBAS's participation in the establishment of public policy.**

- 3.1 Assign the External Affairs Committee the responsibility to draft a set of recommended guidelines for the organization on its participation in issues of applicable public policy.