

## **Forbes Magazine of Sustainability**

Ken, 2018

Forbes Magazine of Sustainability

Greetings,

I want to start a yearly magazine publication that will spotlight manufacturing firms worldwide that are "sustainability champions." I need volunteer collaborators, preferably relevant organization(s), to help with organizing and mobilizing resources. My sustainability criteria are based on the principles of the biosphere - five of them used by the biosphere to sustain life in all its diverse and complex glory.

The five principles are readily applicable to manufacturing firms because on the surface, the biosphere is a mighty manufacturing enterprise. However, since sustainability is crucial in all sectors, I wish to extend these principles to other sectors as well. Thus, these principles would need to be adapted to other sectors' contexts. Therefore, the first step would be this adapting. We could spotlight only manufacturing firms for a start, and include other sectors in subsequent editions.

The goal is to demonstrate that sustainability pays: It has economic benefit. The target is to identify the "Stars," "Super Stars," and "Five Stars," among manufacturing firms (and firms in other sectors) world wide. The firms could be small, medium, or large. There are five sustainability criteria, a firm needs to meet three of them, including recycling, to qualify as a "Star." The aim is to have five Stars, two Super Stars, and one Five Star every year, depending on whether three, four, or five of the criteria, respectively, are met. The Stars and Super Stars could be less. Also, it's possible not to find any Five Star at all in a given year (but hopefully this would not happen).

The Sustainability criteria are:

- 1). Simple and Non-toxic materials
- 2). Power Autonomy
- 3). Recycling
- 4). Knowledge Economics
- 5). Providence

In order to make the publication realistic (and not another lofty green activism), the sustainability measures must also improve the bottom-line of a prospective star (else, the firm would not be considered). Also, there has to be healthy work culture in place

I believe this much info. suffices for now. If any organization is interested, we will discuss further and I will elaborate on my plans for the publication.

The publication would be to sustainability what Forbes Magazine is to entrepreneurs.

I would also greatly appreciate referrals to organizations that are both relevant and interested.

Best regards,

Tobechi Okwuonu, Founder,  
Venture Cell Business Services,  
Regina, Canada,

Copyright @ 2014 Tobechi Okwuonu, Venture Cell Business Services. All Rights Reserved.