**[Bill Zujewski](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fin%2Fbillzujewski&data=05%7C01%7Cdeepakputta%40usf.edu%7C16b890c564ad461eb85a08da4e455713%7C741bf7dee2e546df8d6782607df9deaa%7C0%7C0%7C637908356962135803%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=V81YKH%2BIdtEp43fuAvbkU%2FQGYXsRKtE%2FhuqSCZ2nZYo%3D&reserved=0" \o "Original URL: https://www.linkedin.com/in/billzujewski. Click or tap if you trust this link." \t "_blank)**



**BIO**

[**Bill Zujewski**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fin%2Fbillzujewski&data=05%7C01%7Cdeepakputta%40usf.edu%7C16b890c564ad461eb85a08da4e455713%7C741bf7dee2e546df8d6782607df9deaa%7C0%7C0%7C637908356962135803%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=V81YKH%2BIdtEp43fuAvbkU%2FQGYXsRKtE%2FhuqSCZ2nZYo%3D&reserved=0), is the Chief Marketing and Operating Officer for the Green Business Bureau, and is responsible for running operations, building the company’s brand, and promoting the value of being a certified green business. Bill is passionate about helping small organizations become greener and making the world a better place. Bill also runs the GBB member users group and advisory council, while guiding companies on: Establishing a [sustainability](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fgreenbusinessbureau.com%2Ftopics%2Fgreen-culture%2Fsustainability-frameworks-for-business-how-to-measure-performance-report-results-and-track-the-progress-of-your-sustainability-program%2F&data=05%7C01%7Cdeepakputta%40usf.edu%7C16b890c564ad461eb85a08da4e455713%7C741bf7dee2e546df8d6782607df9deaa%7C0%7C0%7C637908356962135803%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=kEDEoNYbD3SGMqDiAL6traKDaXjE1QI0%2BbLG%2FeTmZvQ%3D&reserved=0) mission; creating a [green culture](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fgreenbusinessbureau.com%2Ftopics%2Fgreen-culture%2Fgreen-culture-guide-how-to-create-a-workforce-committed-to-sustainability%2F&data=05%7C01%7Cdeepakputta%40usf.edu%7C16b890c564ad461eb85a08da4e455713%7C741bf7dee2e546df8d6782607df9deaa%7C0%7C0%7C637908356962135803%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=V1C%2FkM53NDi%2BJ58TdFKpmvFWFXQbd%2BF5vgjHtGfV9Kw%3D&reserved=0); driving employee engagement; defining policies and programs, and documenting new green business initiatives.

**Abstract:**

**Sustainable Business Playbook: How to build a successful sustainability program**

It comes with both grit and determination to transform your business into a purpose-driven and sustainable one.  We’ll discuss a [sustainability](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fgreenbusinessbureau.com%2Ftopics%2Fgreen-culture%2Fsustainability-frameworks-for-business-how-to-measure-performance-report-results-and-track-the-progress-of-your-sustainability-program%2F&data=05%7C01%7Cdeepakputta%40usf.edu%7C16b890c564ad461eb85a08da4e455713%7C741bf7dee2e546df8d6782607df9deaa%7C0%7C0%7C637908356962135803%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=kEDEoNYbD3SGMqDiAL6traKDaXjE1QI0%2BbLG%2FeTmZvQ%3D&reserved=0) playbook that any organization can use to become more environmentally and socially responsible including 10 steps to launch and manage a sustainability program or improve the one you already have.  Topics will include how to:

* Influence your management team and engage employees to become more sustainable
* Develop an effective process, one that allows employees to drive the sustainability program
* Integrate sustainability into your company’s [culture](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fgreenbusinessbureau.com%2Fblog%2Fhow-to-create-a-green-culture-and-engage-employees%2F&data=05%7C01%7Cdeepakputta%40usf.edu%7C16b890c564ad461eb85a08da4e455713%7C741bf7dee2e546df8d6782607df9deaa%7C0%7C0%7C637908356962135803%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=iM%2Bpw%2BxgrCHW6B8je1s2bL7RpcykJajxsVJTecImVXE%3D&reserved=0) and operations
* Implement techniques that can be used to keep the sustainability journey on track
* Understand the advantages of using a sustainability scorecard  and certification to track progress.