

Sustainability: Who Cares? Can We Really Make the Business Case?



Jim Hanna

Director of Environmental Impact, Starbucks Coffee Company

The phrase “the business case for sustainability” has become so common, it’s almost cliché. But has the private sector truly moved beyond altruism and values as their primary motivators for investing in sustainability? In this talk, Jim Hanna will tackle this important question with insight into Starbucks’ motivations and what other businesses must do to answer this question for themselves.

As Director of Environmental Impact for Starbucks, Hanna has collaborated with partner corporations and nongovernmental organizations to help shape the company’s environmental strategy. Before working for Starbucks, he served as director of environmental affairs for Xanterra Parks & Resorts at Yellowstone National Park.

Parking is available at the Apache parking structure on the Tempe campus.

Tuesday, September 10, 2013
10:00 – 11:30 a.m.

Memorial Union, Pima Room
Arizona State University, Tempe campus
(refreshments will be provided)



RSVP link: Download any free QR-Code reader app to your smart phone. Scan this code and it will take you directly to the RSVP page.

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