

# Hot Topic on a Warming Planet

## **Sustainable Development**

An Opinionated View  
From a Rural Business Perspective  
10/15/2007



# Time To Cool Down the Language

Creative Economy  
Green Development  
Sustainability  
Renewable Energy  
Alternative Energy  
Bio-anything  
Enviro-anything



# But What Exactly...

...do they mean?

... and why does definition matter?

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## Laudable Venture Purpose is Not Enough

First of All it, must Create **\$ VALUE**



# 2 Ss

**Sustainability** means first of all

**Survivability** of the enterprise

Business Basics Still Apply



# Take a Hard Look at 2 Rs

## R Resources

Human Capital

Financial

Facilities (esp. Communications & Technical)

## R Rigor

IP Assessment

Talent

Needs



# 3 Ss of Sustainability

**Survivability** of the enterprise

+

**Sticking Around** here

**Soft Footprint** (we know this)



# Growing Your Own

Innovation is Critical in some form

Technology / Art

Business Model

Expertise of Key People

Technology / Art

Market

**KNOW-HOW is KING**



# Heretical Staying Power

Home runs unwanted? (VCs want them)

Lifestyle Business may be OK

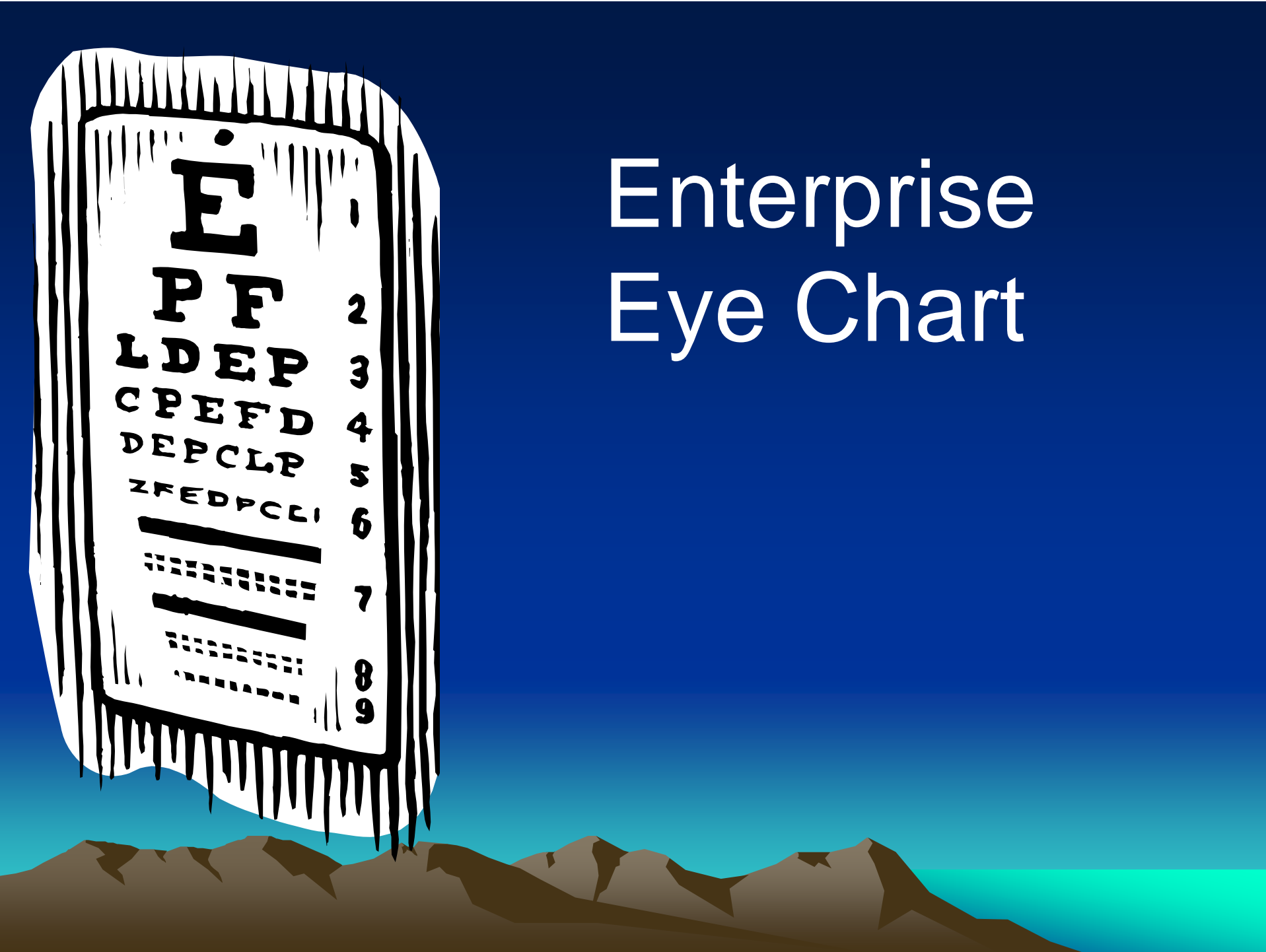
Know-how, IP, talent retained & grown

Culture open to in-migration

Broadband

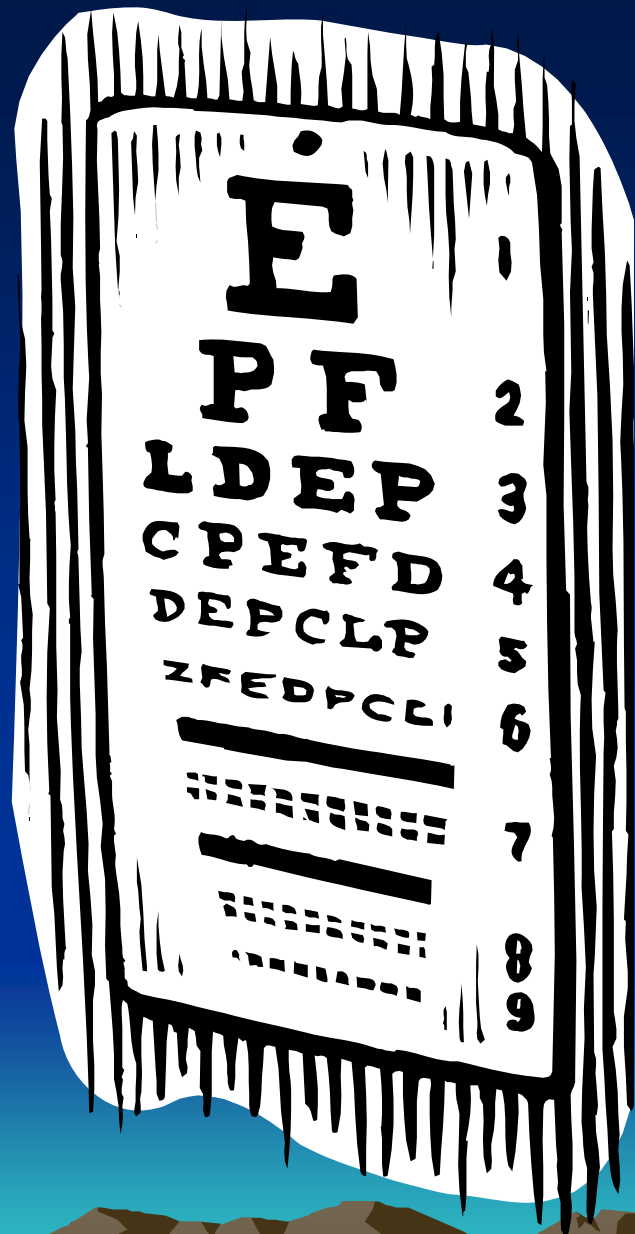
Right-size staff of 20 – 100 employees





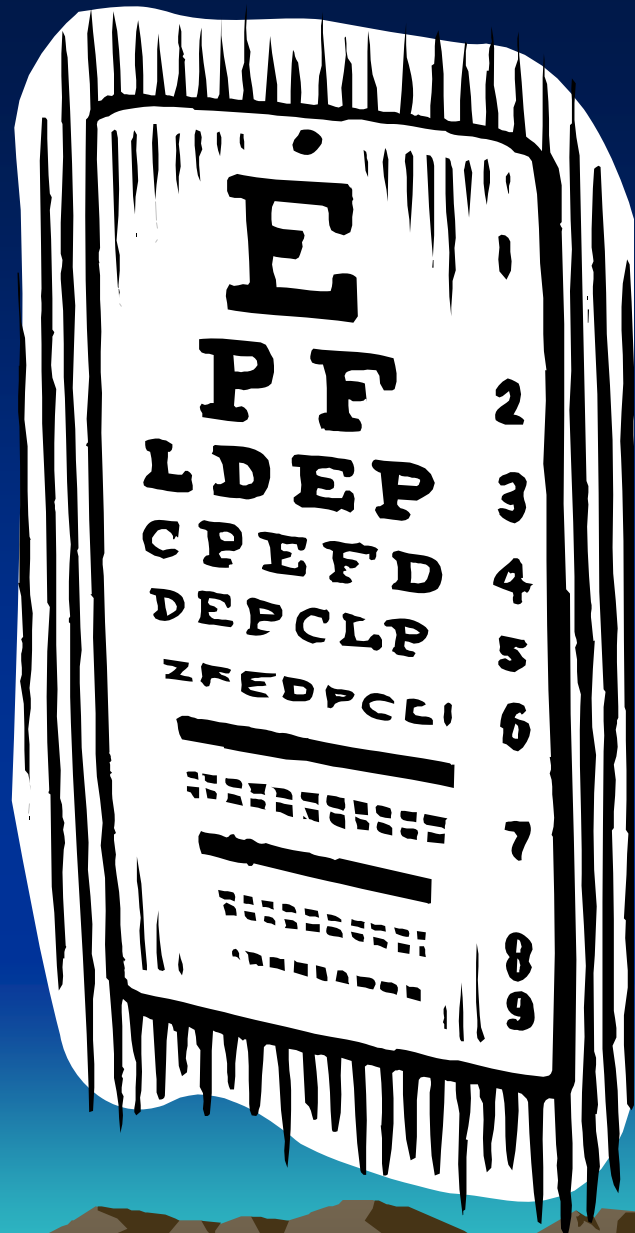
# Enterprise Eye Chart

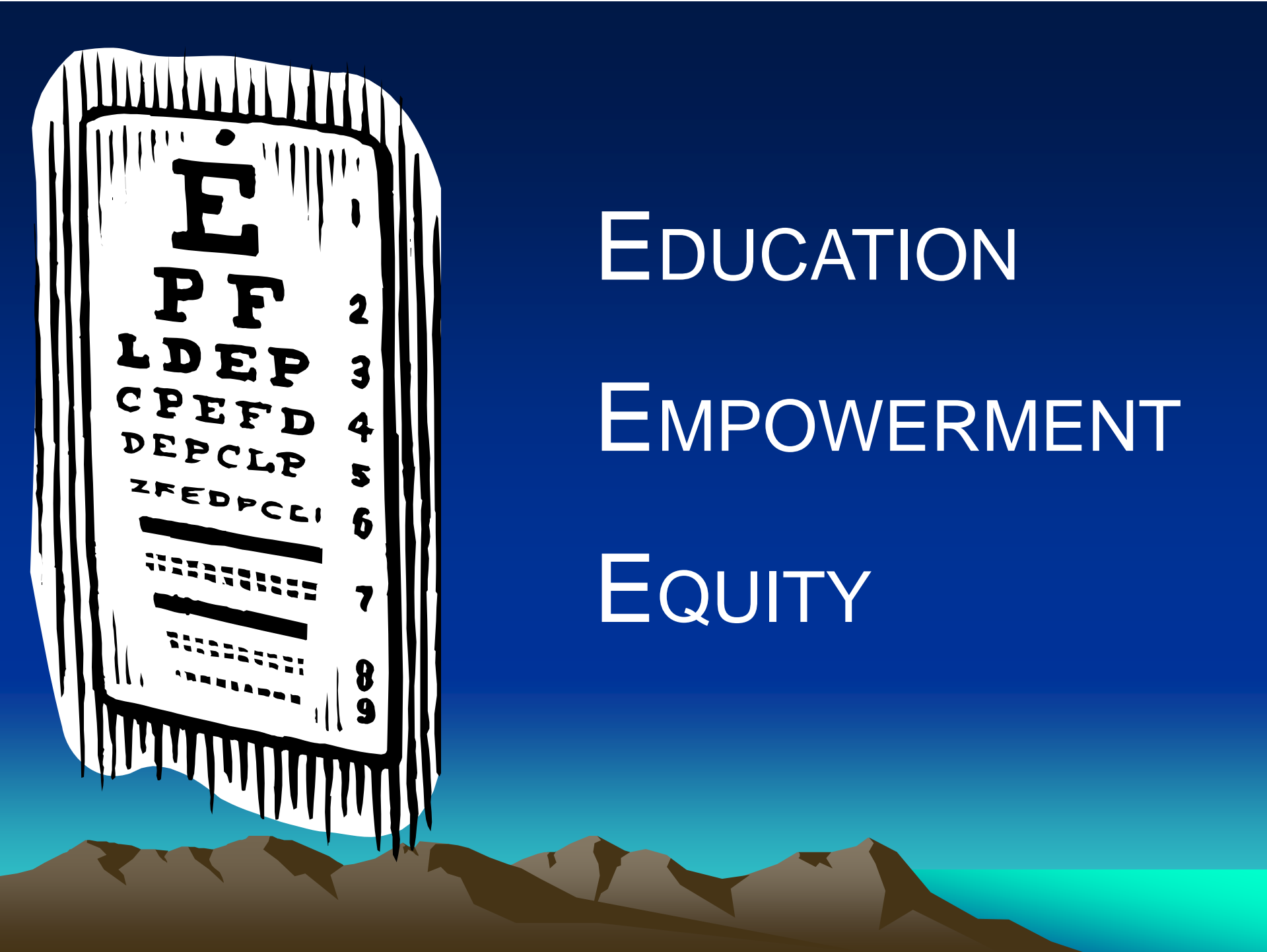
# EDUCATION



EDUCATION

EMPOWERMENT





EDUCATION

EMPOWERMENT

EQUITY

# It's all in Their Heads

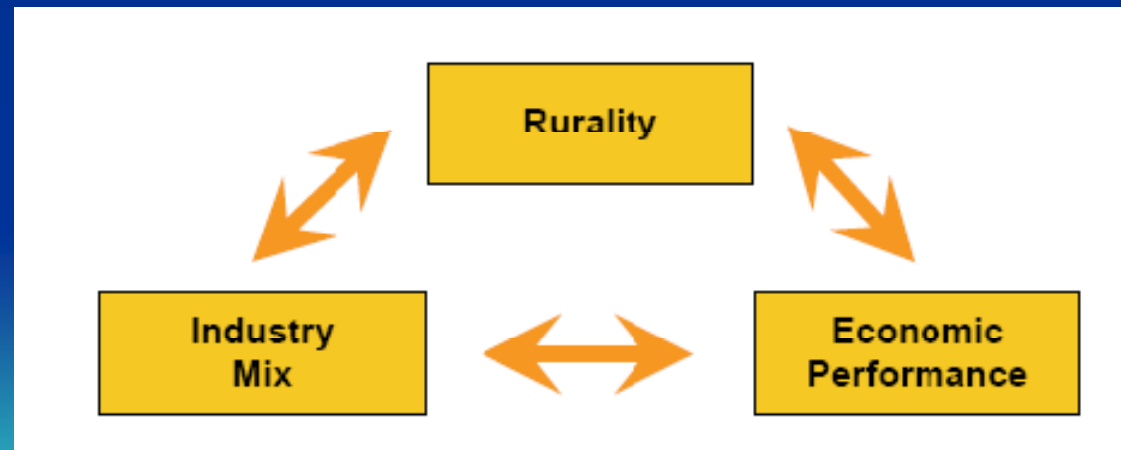
- Education has biggest effect on Region's income growth
- Establish a Learning Culture
- Firms that Train Retain
- Getting Good staff is Tough – Anywhere
- Ownership in the Community
- Build from Strength
- Export focus builds Wealth



# Recommended Reading



Research by Strategic Development Group, Purdue University, Indiana University  
funded by U. S. Economic Development Administration (EDA)



<http://www.ibrc.indiana.edu/innovation/>



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