

# Project Profile

## Education in Environmentally Sustainable Business Practices

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**Overview:** Sustainability--meeting consumer's needs that allows natural replenishment of resources with low impact to the environment--is more than a buzzword. It's a concept that is forever changing the world of business. With growing awareness of the benefits and value of sustainability, forward-thinking business leaders recognize that success is linked to efficient, innovative, restorative use of resources. The fast-growing spa, hospitality and healthy lifestyle industries positioned to promote health of body, mind and spirit are among the businesses ideally suited to incorporate healthier, ecologically-sound, and sustainable initiatives that reduce costly resource consumption and polluting waste.

Janice Gronvold, a founding member of the Green Spa Network, launched in 2007, offers informational programs targeted to industry decision-makers and academic institutions seeking knowledge about trends, economic and marketing opportunities as well as practical ways to apply sustainable principles to their business model.

As a member of the British International Spa Association (BISA), Ms. Gronvold was responsible for coordinating a 2010 strategic alliance with BISA and Green Globe, the premiere international certification and benchmarking program for sustainable operations and management in diverse industries including, spa, hospitality and tourism.

Ms. Gronvold's informational programs on sustainable design trends have been presented to the International Spa Association, Reed Medical Spa and Expo, and the American Institute of Architects. Various articles including "As Nature Intended" addressing green issues for the spa and hospitality industries have been published by industry publications such as *Spa Business Magazine*. Additionally, Ms. Gronvold offers an online course titled "Evolving the Spa and Hospitality Industries through Sustainable Models" for the Spa and Hospitality Management Certificate program with the University of California, Irvine.



### Examples of Course Topics

#### International Trends in Green Business

- Destination Resorts
- Day Spas
- Residential Lifestyle Communities
- Hotels and Restaurants
- Hospitals

#### Principles of Sustainable Business Practices

- Economic Benefits
- Benchmarking and Certification
- Predictive Software Analytical Tools
- Marketing and Branding Opportunities
- Industry Resources