



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Announcing a Partnership that's Good For Michigan

Pure Michigan Business Connect (PMBC) and People First Economy have partnered to **promote and advance sustainability** throughout Michigan's business community. Michigan businesses of all sizes and from any industry are encouraged to participate in this partnership by entering the [Good For Michigan Program](#). This program is provided **at no cost to participants** and helps businesses identify, measure, and guide the implementation of practices that create positive social and environmental impacts, using online tools to benchmark and set goals toward a regenerative and financially stable future.

Participation in the Good For Michigan Program provides the following benefits for Michigan businesses:

- Access to the B Impact Assessment or Sustainable Development Goal (SDG) Baseline Assessment
- Inclusion in the PMBC Michigan Sustainability Network, allowing for visibility to prospective customers.
- Free social and environmental sustainability consulting services
- Educational resources and technical assistance
- Collective impact performance report
- Listing on the Good For Michigan website
- Opportunities to be featured on Good For Michigan's social media and communications platforms
- Eligible for Good For Michigan Awards
- Use of the Good For Michigan logo
- Networking with values-aligned businesses

[**FIND OUT MORE AND SUBMIT INTEREST FORM**](#)