

Jean Waters, Business Sustainability Consultant



Jean Waters is a business sustainability consultant working with small-to-medium-sized businesses on sustainable business processes and strategies to analyze their triple bottom line (TBL).

TBL is an accounting framework (known as People, Planet and Profit) that goes beyond traditional measures of profits, return on investment, and shareholder value to include environmental and social dimensions.

Waters focuses on strategic planning, root cause analysis, environmental management, and pollution prevention (P2). She has more than 25 years of experience assisting businesses in P2 and sustainability, energy efficiency, and waste prevention.

Waters was deputy state director for the Nebraska Business Development Center (NBDC), where she supervised and worked with NBDC consultants in the small business development centers, the Procurement Technical Assistance Centers, the Pollution Prevention Regional Information Center, the Technology Commercialization Program, and the Export Program.

Waters previously served as program manager for the Pollution Prevention Resource Exchange national network and was director of the Pollution Prevention Institute at Kansas State University. She has a Master of Science in chemical engineering and is an Economic Development Finance Professional.