

Sustainability Advantage Policies

Vision

A sustainable world, in which people and businesses flourish within nature's limits.

Mission

1. To inspire and enable business leaders to integrate sustainability strategies into company strategies and to perform at the level defined by the Future-Fit Business Benchmark goals. (see www.futurefitbusiness.org)
2. To provide useful resources for legions of sustainability champions so that they have the competence and confidence to accelerate the transformation toward a flourishing global society within a sustainable environment.

Code of Ethics

- Comply with the spirit of all laws, as well as the letter.
- Value *customers / contractors / suppliers* and insist on the highest standards of working conditions, recruitment, development and training, rewards, health, safety & security, equal opportunity, diversity, employee benefits, no discrimination, and no harassment in my own and stakeholder operations.
- Place high importance on *customer* satisfaction and good faith, quality, fair pricing and after-sales service in all customer dealings. Under-promise and over-deliver.
- Promptly settle *supplier* bills, within 5 working days. Cooperate with suppliers to achieve quality and efficiency. Neither give nor accept bribery or excess hospitality in dealings with suppliers.
- Protect and restore the *environment*.
- Provide value to the *local community*. Support local community programs, and contribute to education and charitable appeals.

Customer Warranty / Money-Back Guarantee Policy

If a customer is not satisfied with a talk or any Sustainable Advantage resource, refund their money.

Customer Feedback Policy

Welcome customer feedback, either in person, via email, or via comments on the Sustainability Advantage home page blog. Provide two-way feedback after each project.

Supplier / Purchasing Policy

- Use local suppliers, if available.
- Give preference to woman- or minority-owned suppliers.
- Give preference to suppliers who are purpose driven, and environmentally and socially responsible, especially B Corps.
- Give preference to products that are third party certified socially and / or environmentally responsible / green products (e.g. Straw paper)

Community Service Policy

- Deliver volunteer community service programs during company time.
- Create public facing partnerships with service / charitable organizations to which I consistently (at least the past 2 years) supply both promotion and volunteer / financial support.
e.g. Financially support and partner with The Natural Step (TNS) Canada to deliver educational programs, fundraising testimonials, and ongoing coaching. I served on the TNS Canada advisory board for 12 years and now serve on other NGO boards with a similar role.
- Provide “sounding board” management / leadership coaching for nonprofit agencies and sustainability champions who request help in my areas of expertise.

“10% for People and Planet” Policy

- Donate at least **10% of gross revenue** to registered charities, other NGOs, and individual Sustainability Champions helping to improve the well-being of people and the planet. Gross revenue includes speaking fees, book and DVD royalties, and annual subscription fees to my master slide set. In addition, make *non-monetary* / in-kind donations of my time and resources to these organizations and individuals.

“Create Shared Value” Policy

- **Create environmental value and social value that is equivalent to annual economic value.**
 - Economic value = Net income / Profit
 - Environmental value = Net benefit to the environment, including offsets that neutralize impacts.
 - Social value = Monetary donations to registered charities (see above)
 - + monetary donations to non-registered NGOs and individuals doing important people and planet work
 - + in-kind donations of resources
 - + pro bono talks
 - + volunteer community service time
- Note: This does *not* include wages paid to employees, wages to contractors / suppliers, property taxes paid, nor business income tax paid.

Environmental Management Policy

- Protect and restore the environment.
- Use 100% renewable energy. Be energy neutral via **Bullfrog Power** green / renewable electricity and gas.
- Use a website host that is 100% powered by renewable energy (i.e. **Hostgator**)
- Neutralize my carbon footprint each year. Use carbon offsets for flights, rail travel, vehicle travel, office paper, and waste to have a zero carbon footprint.
- Be water neutral via water offsets.
- Be landfill-free via composting, green box, blue box, and offsets.
- Dispose of hazardous waste (batteries, paint, electronic equipment, etc.) responsibly.
- Use only environmentally friendly office supplies, soaps, and cleaners.