



Alliance Mission: Co-create sustainability on a personal, organizational, and planetary level.

- Founded in 1983
- Website: www.afors.org
- Free Weekly e-Newsletter
- Social Media & Weekly Inclusive-Tea Podcast
- SHE Kindness Campaign:

Sustainability

ecologically sound, economically viable, socially just and humane, embodying

our highest values in terms of how we treat people, animals and the planet

- 1. Declaration of Co-Creation & Interdependence
- 2. Impactful Campaigns and Public Policies
- 3. SHE Kindness Business Program
- 4. SHE Kindness School Program



Agenda

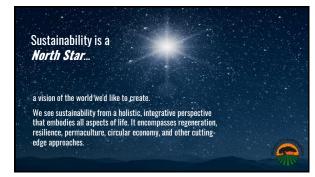
- About the Alliance for Sustainability and What is Sustainability?
- 2. SHE Kindness Campaign (Sustainability, Health, Equity and Kindness)
- 3. SHE Kindness Business Program
- 4. Business Case for Sustainability
- 5. The Natural Step to Sustainability
- 6. Examples from Small to Large Companies in Different Industries:
 - Grandy Organics Ben & Jerry's
 - Room2 Hotels
 - IKEA
 - Patagonia
- General Electric

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1. Questions and Discussion

We'd Appreciate Your Feedback! Please scan QR Code to complete short survey! **Contact us for more** information: Email: info@afors.org www.afors.org



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Public Policies and Campaigns

Work with our allied partners to successfully support 10 public policies and high-impact campaigns

Create key tipping points for sustainability, health, equity and kindness.

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Goals of SHE Kindness Campaign

- · Support personal and institutional transformation, fundamental policy shifts and systems change
- Educate, engage and inspire more than one million people and groups to action on everything from lifestyle and consumption to impactful campaigns and policy changes





- · Share powerful and impactful presentations with 20 businesses and corporations of all sizes
- Engage employees and have them commit to at least one sustainability action
- · Build business support
- Shift corporate practices and culture

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Declaration of Co-Creation and Interdependence



Build broad support from more than 1,000 people and institutions for our Declaration of Co-Creation and Interdependence, a bold and inspiring call to action

Presentations to Schools



- 20 presentations to diverse schools, including at least 10 in underserved communities
- Energize young people
- Have them commit to at least one sustainability action
- Engage them and their schools to actively participate in the Campaign
- Co-create Students for Sustainability

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4. Employee Retention

Morals 55% better in companies with strong sustainability programs

Compared to those with Non-ESG companies, employee loyalty is 38% better in ESG companies

Firms with greater corporate responsibility performance can reduce average turnover over time by 25-50%. It can also reduce annual quit rates by 3-35%, saving replacement costs up to 90%-200% of an employee's annual salary for each retained position

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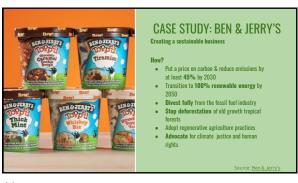
Sustainability Goals

1. We support organic farmers, locally and globally
2. We buy local ingredients when possible
3. We offset all of our energy uses with onsite solar power and renewable energy credits
4. We provide jobs in rural Maine, promote work life balance, and bring economic growth to the communities we serve
5. We seek to decrease waste
6. We educate, advocate, & give back
7. We collaborate with like minded companies and nonprofits

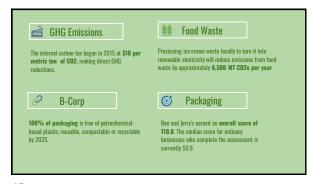




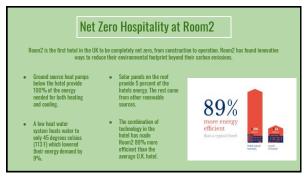
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General Electric (GE) **Before Switching to a Sustainable** Approach: • 129-year history of producing carbon dioxide emissions and selling equipment to companies that do the same Once among the top suppliers to coalburning plants and provided gear and services to oil and gas drillers. On the target list of **167 top emitters** published by Climate Action 100+

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- Holds a clear vision to protect
- Launched The Common Threads Initiative (2011) that encouraged consumers to repair, reuse, recycle, reduce and reimagine their clothing rather than disposing of it
- The Common Threads Recycling Program took back 45 tons of clothes for recycling from their customers and made 34 tons into new clothes.

General Electric (GE)



After Switching to a Sustainable Approach:

- Company saved \$100 million and cut its greenhouse-gas intensity — a measure of emissions against output — by 41%
- GE has invested \$4 billion to research and development and in-turn reaped sales of \$17 billion in 2008.

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PATAGONIA

The brand put out "Don't Buy This Jacket" ads that actively discouraged their audience from purchasing their products to promote "Reimagine" mindset - "We take only what nature can replace"



- MASSIVE PR SPLASH; the campaign was at the core of the **greatest success** the brand had seen in 2 years.
- The initiative re
- more than 30,000 items in 18 months.
 Sales increased by 30% to \$540 million in the following year.

General Electric (GE)

But...how?

- They decided sustainability was a business opportunity rather than a cost and pushed with its *eco agitation initiative*
- Shifted their mindset profitable business opportunity in helping companies reduce energy and water use, waste, and carbon emissions
- government organizations to press for a cap-and-trade
- They increased energy savings within the company

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• They didn't wait - joined a climate coalition with non-

