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



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Agenda

1. 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
1. Questions and Discussion



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Sustainability

ecologically sound, economically viable, socially just and humane, embodying our highest values in terms of how we treat people, animals and the planet



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We'd Appreciate Your Feedback!



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Sustainability is a *North Star*...

a vision of the world we'd like to create.

We see sustainability from a holistic, integrative perspective that embodies all aspects of life. It encompasses regeneration, resilience, permaculture, circular economy, and other cutting-edge approaches.



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SHE Kindness Campaign

Campaign for Sustainability, Health, Equity and Kindness



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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

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Presentations to Business




- 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

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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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The Business Case for Sustainability:
Harvard Business Review Study

1. Risk Management:

- McKinsey reports that the value at stake from sustainability concerns can be as high as **70% of earnings** before interest, taxes, depreciation, and amortization.

Example: Bunge, an agribusiness firm, reported a **\$56 million** quarterly loss in its sugar and bioenergy segments due to **drought** in 2010.



Source: HBR

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4. Employee Retention

- Morale** 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 3-3.5%, saving replacement costs up to **90%-200%** of an employee's annual salary for each retained position




Source: HBR

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2. Improving Financial Performance

- Companies experience an average **internal rate of return** of **27% to 80%** on their low carbon investments
- 90%** of companies show that good ESG standards **lowered the cost of capital**
- 80%** show that **stock price performance** is **positively correlated** with good sustainability practices
- 88%** show that good ESG practices result in **better operational performance**



Source: HBR

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Natural Step 4 Principles of Sustainability

1. Limit what we TAKE from the Earth; Minimize mining of metals and minerals and burning of fossil fuels



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3. Building Customer Loyalty


- Nearly **3%** of consumers across 6 international markets believe they "have a responsibility to purchase **products that are good** for the environment and society"
 - 82%** in emerging markets and **42%** in developed markets
- Studies show that **overall sales revenue** can increase up to **20%** due to corporate responsibility practices
- A study found that **revenues from sustainable products** and services grew at **six times** the rate of overall company revenues



Source: HBR

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2. Avoid toxic substances we MAKE; Find substitutes for hazardous pesticides, plastics and chemicals



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3. Respect the Earth; We need to protect biodiversity, ecosystems and natural resources



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Grandy Organics



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4. Meet human needs; Remove barriers to people meeting their fundamental needs



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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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Innovate with a Solar Powered Bakery

- Generates 95,000 kWh of clean, renewable energy per year
- Offsets 145,000 pounds of greenhouse gas emissions per year
- These are selling points for Grandy's products

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CASE STUDY: BEN & JERRY'S

Creating a sustainable business

How?

- Put a price on carbon & reduce emissions by at least 45% by 2030
- Transition to **100% renewable energy** by 2050
- Divest fully** from the fossil fuel industry
- Stop deforestation** of old growth tropical forests
- Adopt regenerative agriculture practices
- Advocate** for climate justice and human rights

Source: Ben & Jerry's

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Sustainable Life at Room2

The Room2 hotel provides information around the walls of the lobby about the hotel's sustainability efforts as well as tips for guests to make their lives more sustainable.




- "Blue" roof holds 50,000L of rainwater
- 100% eco-friendly cleaning products
- Zero Waste

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GHG Emissions

The internal carbon tax began in 2015 at **\$10 per metric ton of CO₂**, making direct GHG reductions.




Food Waste

Processing ice cream waste locally to turn it into renewable electricity will reduce emissions from food waste by approximately **6,500 MT CO₂e per year**



B-Corp

100% of packaging is free of petrochemical-based plastic, reusable, compostable or recyclable by 2025.



Packaging

Ben and Jerry's earned an **overall score of 110.0**. The median score for ordinary businesses who complete the assessment is currently 50.9.

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IKEA: People and Planet Positive

- Largest** Home furnishing company
- Business Model: IKEA focuses on the core competency of driving profitability with a unique selling proposition of providing customers with low-cost flat furniture driven via sustainability initiatives



By 2030, our ambition is to inspire and enable more than 1 billion people to live a better everyday life within the boundaries of the planet


Source: [IKEA](#)

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Net Zero Hospitality at Room2

Room2 is the first hotel in the UK to be completely net zero, from construction to operation. Room2 has found innovative ways to reduce their environmental footprint beyond their carbon emissions.

- Ground source heat pumps below the hotel provide 100% of the energy needed for both heating and cooling.
- Solar panels on the roof provide 5 percent of the hotel's energy. The rest come from other renewable sources.
- A low heat water system heats water to only 45 degrees celsius (113 F) which lowered their energy demand by 9%.
- The combination of technology in the hotel has made Room2 89% more efficient than the average U.K. hotel.



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IKEA: People and Planet Positive

"The future of furniture is circular" - IKEA



- More than **73%** of raw material being used is **recycled or reused**.
- Ikea owns **240,000** solar panels and 100+ wind turbines to **empower homes for sustainable living**.
- 100% renewable electricity**
- 46% waste reduction** till 2021 from baseline
- On track to make all products via **safe/non-toxic chemicals**

Source: [Bos, Ikea2, HBS](#)

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IKEA: People and Planet Positive



- In 2019, IKEA was recognized as **7th among Top Global Brands** worldwide in annual global brand health ranking
- IKEA's business sales have grown from **\$25 Billion (2012)** to **~\$40 Billion (2021)**

Source: *WEL*, Business of Home, *WEL*

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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 coal-burning 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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PATAGONIA



- Holds a clear vision to **protect nature**
- 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.

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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 repaired more than **30,000 items** in 18 months.
- Sales **increased by 30%** to **\$540 million** in the following year.

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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



- They **didn't wait** - joined a climate coalition with non-government organizations to press for a cap-and-trade system
- They **increased energy savings within the company**

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Questions and Discussion



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