

# Guiding Principles Statement

## WHAT IS A SUSTAINABLE BUSINESS?

A *sustainable business* is one that will prosper indefinitely. Its leaders know that to achieve their potential for long-term success in a world of mounting economic, environmental and social challenges, they must align financial results with responsible resource use and social engagement.

Therefore, a *sustainable business* is committed to ethical conduct, sound financial performance, social responsibility, and environmental stewardship.

A *sustainable business*:

- Undertakes and continually evolves best business management practices so as to support lasting economic prosperity
- Operates as a good corporate citizen and develops mutually beneficial partnerships with its employees, community and stakeholders
- Goes beyond compliance to adopt proactive strategies and practices that not only reduce negative impacts, but also restore and enhance ecosystems

## WHAT DOES A SUSTAINABLE BUSINESS LOOK LIKE?

There are no companies in existence today that are 100% sustainable. The necessary infrastructure and technologies simply aren't in place yet. Sustainability is a continuous journey requiring innovation and perseverance.

Also, every organization is unique and must find its own path. There is no one-size-fits-all solution.

Nevertheless, there are many practices that identify a company striving for sustainability, including:

- *Materials*: Uses materials that come from sustainable/green/socially responsible sources
- *Energy*: Reduces energy use and/or shifts to renewables for space heating/cooling, process and transportation
- *Process*: Makes all processes as efficient and benign as possible
- *Product Design*: Reduces energy, materials consumption, use of hazardous materials and waste throughout life of its products
- *Waste*: Reuses, recycles or composts most or all wastes and by-products
- *Community*: Addresses pressing social problems in a way that relates to the business
- *People*: Treats its employees, partners, customers and stakeholders with respect and dignity
- *Governance*: Conducts business in an ethical and transparent manner
- *Influence*: Applies leadership and buying power to drive its industry toward sustainability