

Sustainability & Corporate Social Responsibility

A VISION FOR CLIMATE + HEALTH

ASPEN GLOBAL CHANGE INSTITUTE 2016 | LILIANA TENNEY, MPH



A photograph of an older man with grey hair, wearing a blue plaid shirt, a dark apron, and blue jeans, standing in the doorway of a workshop. He has his hands in his pockets and is looking towards the camera. The workshop interior is dark and filled with various tools and equipment. The door frame is made of weathered wood.

“

TO DO **GOOD**,
YOU ACTUALLY
HAVE TO **DO**
SOMETHING.

”

How Patagonia's New CEO Is Increasing Profits While Trying To Save The World

Since Rose Marcario joined Patagonia six years ago, the badass-by-nature company has tripled its profits. And no, it hasn't sold its soul.



The Godfathers



Andrew Carnegie “The Gospel of Wealth” 1889



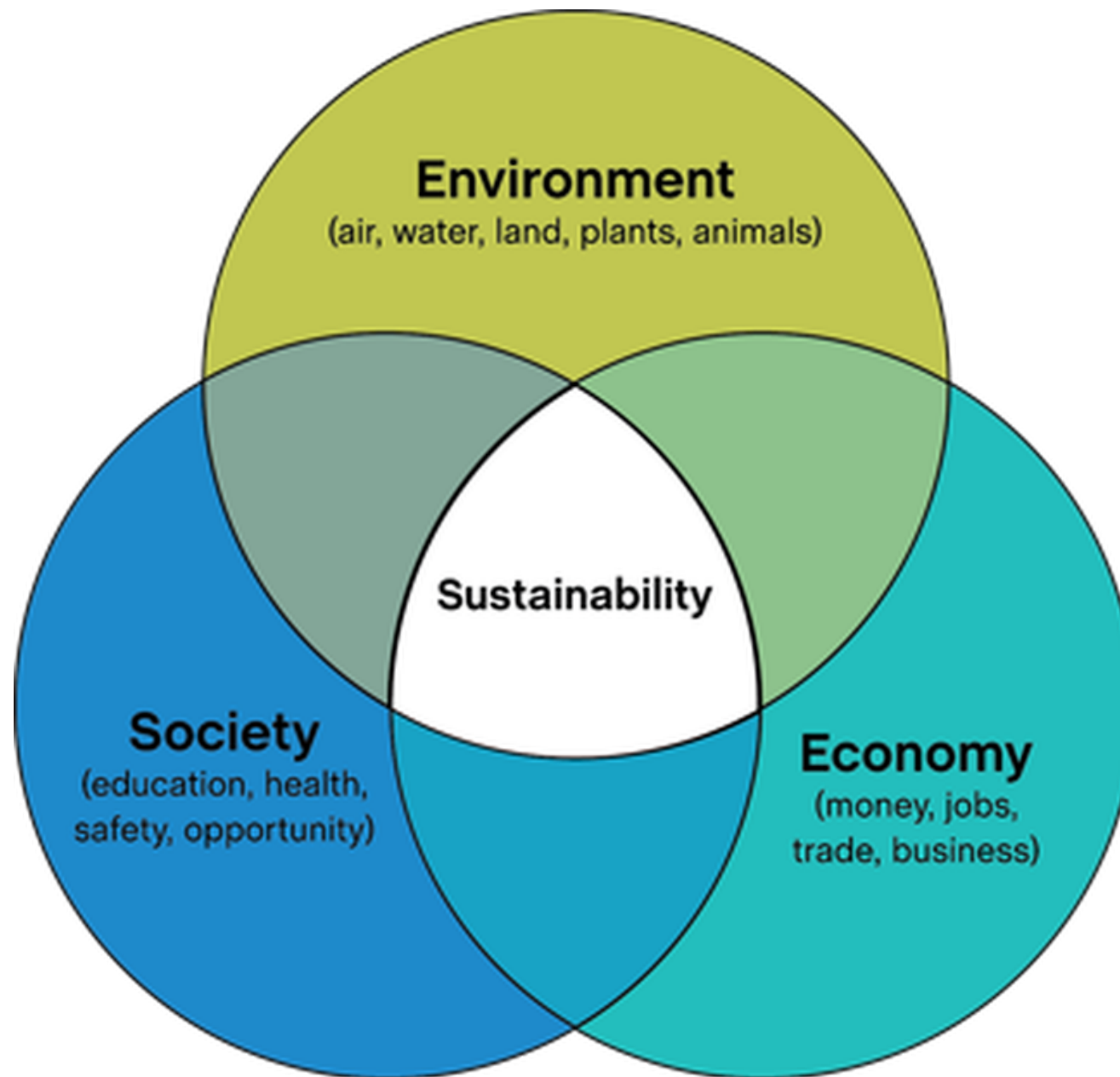
Owen D. Young
CEO, GE 1922-1945



Howard R. Bowen *Social Responsibilities of the Businessman*
1953

Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.





Categories of Sustainability

1. Environmental efforts

- What is our carbon footprint?

2. Labor and social practices

- Are we offering fair wages, ethical practices, health and safety?

3. Philanthropy

- Do we donate to national and local charities if resources are available?

4. Volunteering

- Do we and our employees do good deeds without expecting anything in return?





OUR
MOUNTAINS

PLAN
YOUR STAY

WHILE YOU
ARE HERE

WE ARE
DIFFERENT

INSIDE
ASPEN SNOWMASS

We Are Different / Environment & Sustainability

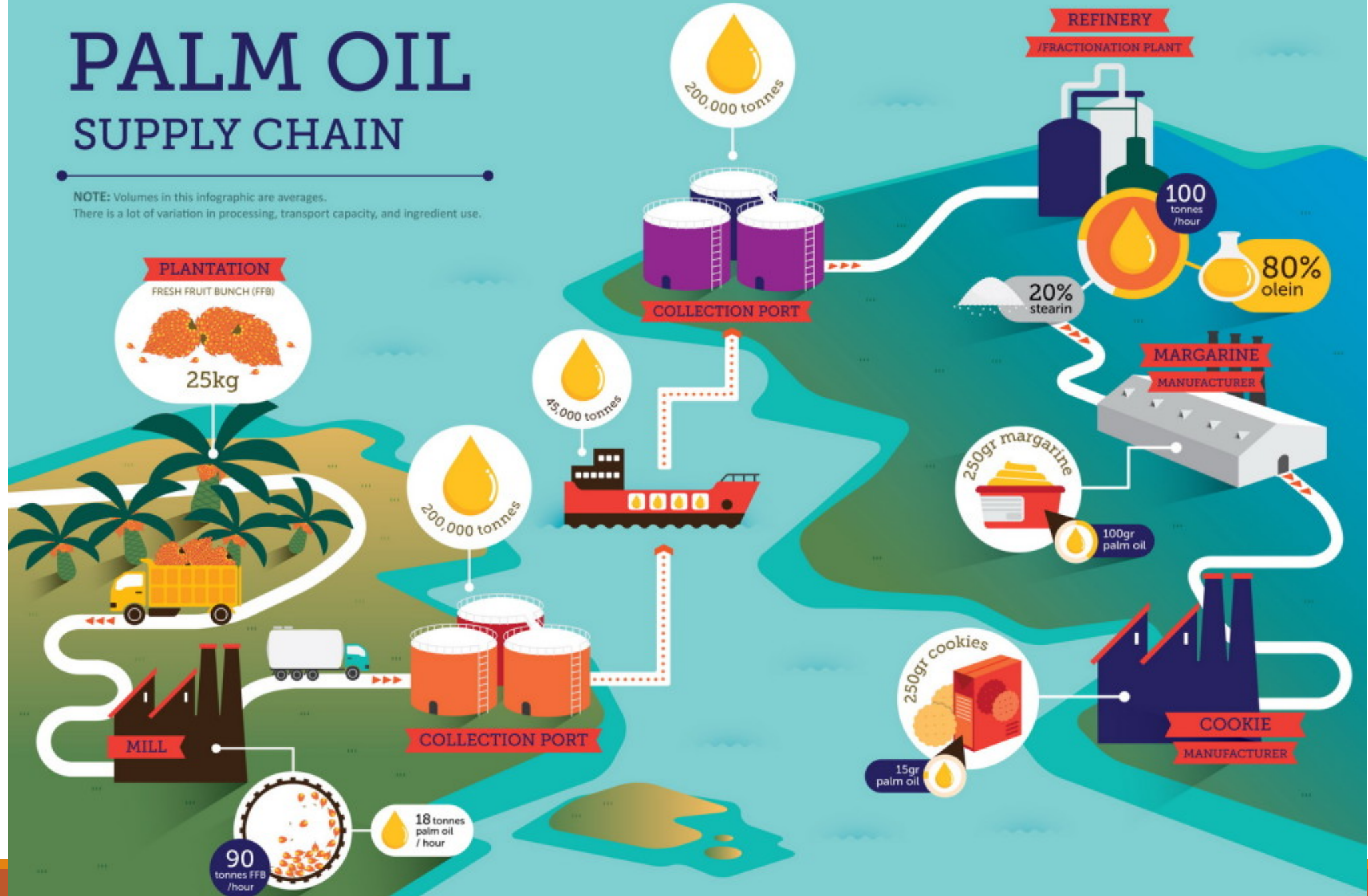
OUR ENVIRONMENTAL COMMITMENT

Significance

- In 2014, large companies generated \$57 trillion in consolidated revenue, 90% of global GDP
- 73% of these companies operate in developed regions, BUT it's predicted that 45% of the Fortune Global companies will be based in emerging regions in 2025 (India, Brazil, Mexico)
- They employ between 175,000 to 2.2 million each
- Any shift in how they do business contributes to major supply chain implications internationally and climate change is impacting supply chains
- The governments, markets, investors, and society at large are calling on companies to be transparent about their sustainability goals, performance and impacts

PALM OIL SUPPLY CHAIN

NOTE: Volumes in this infographic are averages.
There is a lot of variation in processing, transport capacity, and ingredient use.



Energy
Production

Industrial
Processes

Transportation

Land Use

http://www.grida.no/graphicslib/detail/co2-emissions-from-industrial-processes-and-land-use-change_458d

CO₂ emissions from industrial processes



CO₂ emissions from land use change





Is climate important to business (risk)?

The Business Landscape

Globalization

Current and future regulations

Changing attitudes of shareholders and consumers

Evolving product markets

Innovative competitors

New technologies

Increased investment and insurance costs

Public opinion

Affect on business – operations, value chains, commercial environment

Core operations – facilities, buildings, sites

Production processes – cost of operations and maintenance

Resource availability

Large reach, vulnerable populations

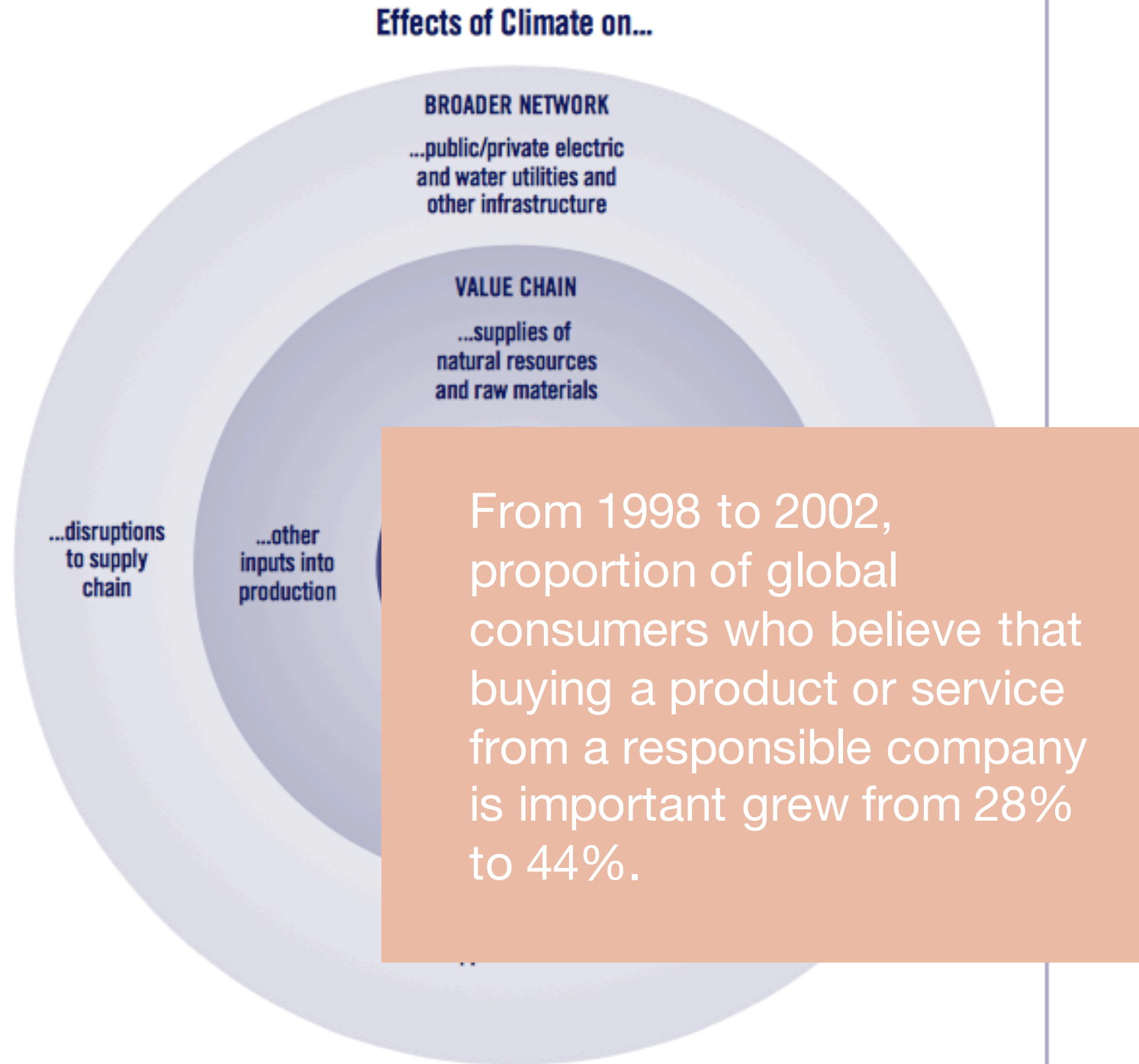
Declining financial measures – value, return, growth?

The Risk Disk

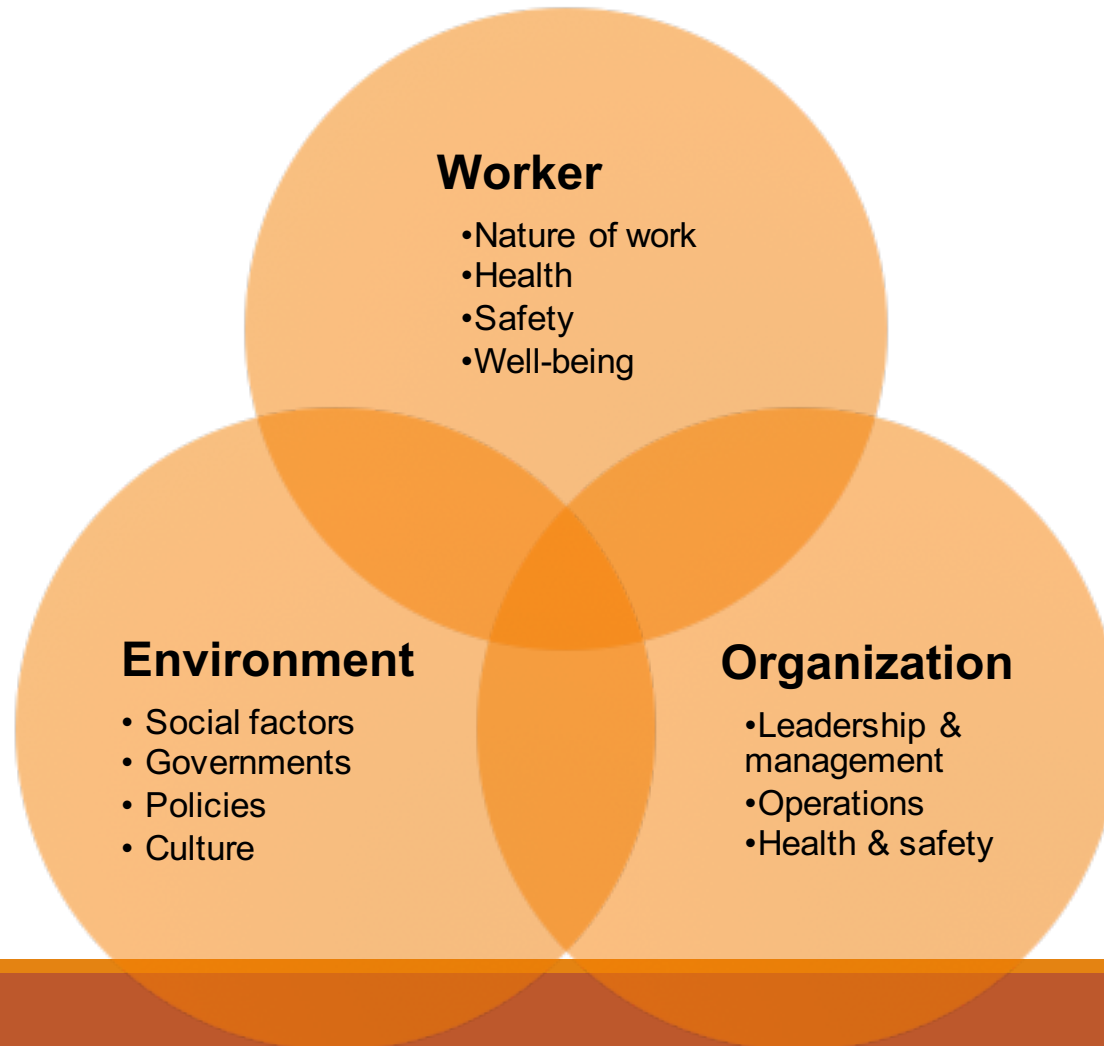
Manage
Transfer
Mitigate
Avoid
Accept

What does business preparedness look like for climate change?

Center for Climate and Energy Solutions. *Adapting to Climate Change: A Business Approach*, 2008.



The Intersection Between Sustainability & Health – Avenues of Influence



Values

Attitudes

Knowledge

Behaviors



Healthy workplaces: a model for action

*For employers, workers, policy-makers
and practitioners*



*“The wealth of business depends on
the health of workers.”*

Dr Maria Neira, Director, Department of Public Health and Environment,
World Health Organization

http://www.who.int/occupational_health/healthy_workplace_framework.pdf

Reporting & Certifications

Used to benchmark, set goals, manage change and compare notes.

A sustainability report conveys impact – both positive and negative.

Shift from “avoid certain practices” to “lead best practices”

Lots and LOTS of sustainability standards addressing issues of environmental quality and social equity, with similar goals, but differ in:

- **Historical development**
- **Target groups**
- **Geographical diffusion**
- **Emphasis**

Global Standards & Reporting for Sustainability

ESG data = environmental, social, and governance

These include mandatory and voluntary reporting used in over countries, measuring over 1,000+ indicators including:

- Air pollution
- Water pollution
- Waste
- Green house gas emissions
- Labor
- Community
- Social

In 2014, less than 10% of the 45,000+ publically traded companies disclosed reporting on sustainable practices.

[Resource Library](#)[E-shop](#)[Contact](#)[Sitemap](#)[MyGRI](#)[Login](#)[INFORMATION](#)[STANDARDS](#)[SERVICES](#)[NETWORK](#)

Get Access to Sustainability
Reporting Data

[HOME](#) > [SERVICES](#) > [PREPARATION](#) > [CERTIFIED TRAINING PROGRAM](#) > [IMPACT ANALYSIS](#)



Business Transparency
Program

Certified Software and Tools
Program

Certified Training Program

Become a Certified
Training Partner

Training Course
Information

Impact Analysis

E-Learning Program

G4 Content Index Tool

G4 Exam

G4 Online



IMPACT ANALYSIS

Increasing reporting through skill development

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Take Action

Follow a Certified
Training Course >>

Grow

Register your
report >>

Network Hub >>

Learn more about
GRI's Network
Structure >>

IMPACT ANALYSIS 2015



Increasing reporting

GRI runs its **Certified Training Program** to help build organizational capacity for sustainability reporting, equipping practitioners with the knowledge and skills to manage a successful reporting process.

In order to evaluate the Program's effectiveness and impact, GRI sent a questionnaire to participants and published the first Impact Analysis in August 2012. A lot has changed since then; to re-evaluate the impact of the Certified Training Program on sustainability reporting, a new survey was sent to all participants

4 OHS indicators

TABLE 1: CATEGORIES AND ASPECTS IN THE GUIDELINES

Category	Economic		Environmental	
Aspects ^{III}	<ul style="list-style-type: none">• Economic Performance• Market Presence• Indirect Economic Impacts• Procurement Practices		<ul style="list-style-type: none">• Materials• Energy• Water• Biodiversity• Emissions• Effluents and Waste• Products and Services• Compliance• Transport• Overall• Supplier Environmental Assessment• Environmental Grievance Mechanisms	

Category	Social			
Sub-Categories	Labor Practices and Decent Work	Human Rights	Society	Product Responsibility
Aspects ^{III}	<ul style="list-style-type: none">• Employment• Labor/Management Relations• Occupational Health and Safety• Training and Education• Diversity and Equal Opportunity• Equal Remuneration for Women and Men• Supplier Assessment for Labor Practices• Labor Practices Grievance Mechanisms	<ul style="list-style-type: none">• Investment• Non-discrimination• Freedom of Association and Collective Bargaining• Child Labor• Forced or Compulsory Labor• Security Practices• Indigenous Rights• Assessment• Supplier Human Rights Assessment• Human Rights Grievance Mechanisms	<ul style="list-style-type: none">• Local Communities• Anti-corruption• Public Policy• Anti-competitive Behavior• Compliance• Supplier Assessment for Impacts on Society• Grievance Mechanisms for Impacts on Society	<ul style="list-style-type: none">• Customer Health and Safety• Product and Service Labeling• Marketing Communications• Customer Privacy• Compliance

Source: GRI G4 Guidelines and Implementation 2014.

Source: GRI G4 Guidelines and Implementation 2014.

[The Coalition](#) [Our Members](#) [The Higg Index](#) [Collaboration & Impact](#) [Get in Touch](#) [In the Media](#)

Higg Index

Benchmark sustainability practices
and apply resources toward
improvements to create measurable
savings

[Brand Tools](#)

[Product Tools](#)

[Facility Tools](#)

Brought to you by
the community of

Certified



Corporations

What are B Corps?

Become a B Corp

B Corp Community

B t



1,854 B Corporations **50** Countries **130** Industries



 **HEALTH LINKS**

**HEALTHY
BUSINESS**

CERTIFIED

LEADER

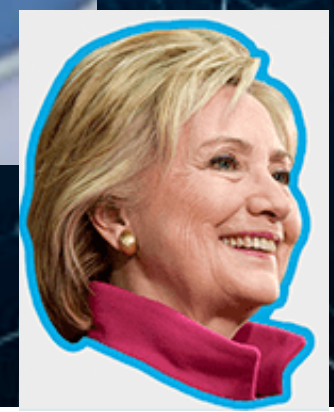
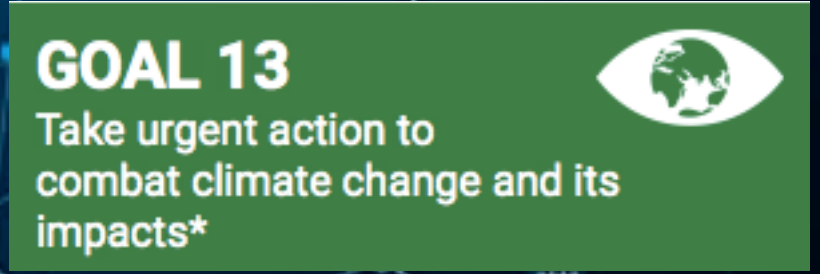
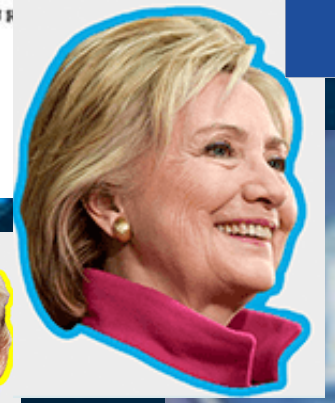
How do we create
leaders for informed decision-making
and as catalyzers of change?

Sustainability Leadership Relational Model



Meeting Challenges Through Systems Thinking

The Challenge	Benefits of a Systems Thinking Approach	Characteristics of a Conventional Approach
Motivation: Why should we change?	Show responsibility for current reality	Appeal to desire or fear
Collaboration: Why should we work together?	Demonstrate how people's current ways of interacting undermine both their individual and their collective performance	Tell people they should
Focus: What should we do?	Use leverage to change the few things that change everything else	Tackle many issues independently and simultaneously attack symptoms
Learning: Why bother?	Recognize that our actions matter, and that we need to learn from consequences	Assume that others are at fault





natgeo

Following

246k likes

9w

natgeo Photo by [@edkashi/](#) [@vilphoto](#): Laborers prepare the Marakannam salt pan fields for salt harvest near Pondicherry, India on Jan. 21, 2016.

This image is part of an ongoing project documenting the impact of the fatal epidemic of CKDnT among agricultural workers. [#India](#) [#CKDnT](#)

[#ChronicKidneyDisease](#) [#Epidemic](#)
[#HumanRights](#) [#Pondicherry](#) [#Salt](#)

[view all 421 comments](#)

Challenges

The research and practice of sustainability innovation is vast but fragmented

Risk mitigation vs. best practice

Communication and marketing (ethically)

Putting commitments into PLANNING, IMPLEMENTATION, ACTION

One size does not fit all

Changing business culture and practices is tough

Government and business – “job killing regulations”



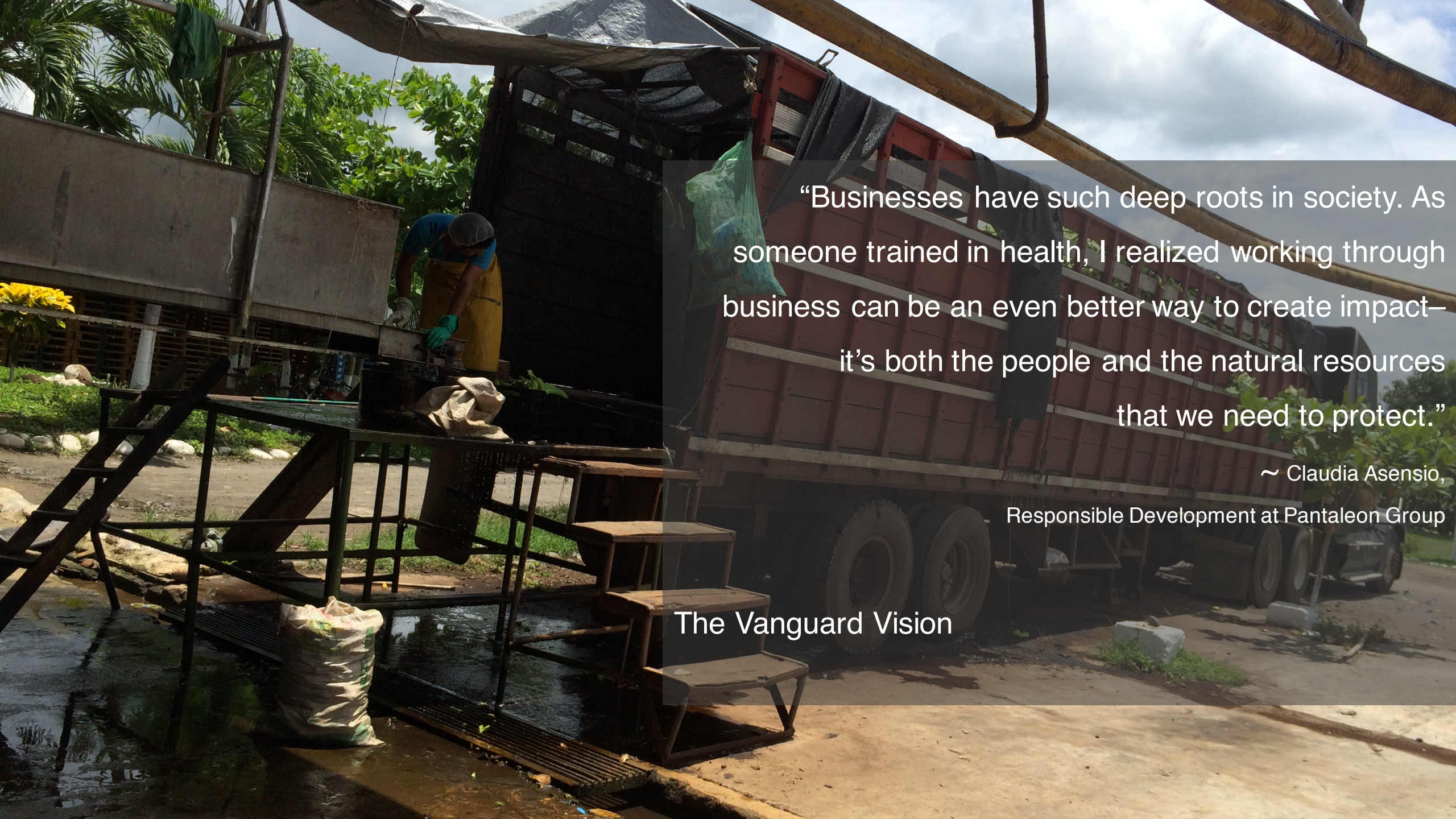
Reactive

The diagram consists of two orange chevron-shaped boxes pointing to the right, connected by a white arrow. The first box contains the word 'Reactive' and the second box contains the word 'Proactive'.

Proactive

Takeaways

1. CSR is geared towards addressing complex problems and coming up with innovative, mission-driven solutions for BIG CHANGE & BIG IMPACT
 - Business practices
 - Political and economic systems
 - Stakeholders and society
2. Sustainability reporting can integrate with research and practice to understand and improve environmental and human health outcomes.
3. We need to be at the table.



“Businesses have such deep roots in society. As someone trained in health, I realized working through business can be an even better way to create impact—it’s both the people and the natural resources that we need to protect.”

~ Claudia Asensio,
Responsible Development at Pantaleon Group

The Vanguard Vision



CREATING A
SOCIALMOVEMENT

SEE WHAT WE'RE DOING →

What role do we play?

Thank You

ASPEN GLOBAL CHANGE INSTITUTE &
THE PLANNING COMMITTEE

LILIANA.TENNEY@UCDENVER.EDU

Table 8. Strategies Businesses Use to Promote Community Health

CATALYST FOR ACTION	STRATEGIC PHILANTROPY	CORPORATE SOCIAL RESPONSIBILITY	SHARED VALUE
VISION	Charitable giving and social impact	Citizenship, sustainability, ethical leadership	Competitiveness and strategic market positioning
VALUE FOR BUSINESS	Purely social but can inform business strategy	Primarily social, some financial returns	Balanced social and financial returns
VALUE FOR COMMUNITY	Financial support sustains successful community initiatives	Businesses reduce adverse effects on planet and people	Communities demand more healthful, environmentally friendly or socially responsible products while supporting economic growth
IMPACT ON BUSINESS P&L	Funding comes from foundation (tax exempt); not included in P&L; business continues as usual	Indirectly profit maximizing through branding; included in P&L; some financial loss if changes to operations are not profit maximizing	Included in P&L; business model redesigned to maximize social and financial

CORPORATE RESPONSIBILITY

[Working with Factories](#)

[Working with Mills](#)

[California SB 657 Disclosure](#)

[FAQs](#)

[History](#)

[Protecting Migrant Workers](#)

[Living Wage & Fair Trade](#)

MORE IN ENVIRONMENTAL AND SOCIAL RESPONSIBILITY

[Vote the Environment](#)

[Becoming a Responsible Company](#)

[Worn Wear](#)

[The Footprint Chronicles: Our Supply](#)

[Chain](#)

[Environmental Grants and Support](#)



Patagonia Case Study

CORPORATE

SOCIAL

RESPONSIBILITY

“Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.”

What are the societal and economic costs to produce a cotton t-shirt?

How are policies and practices in the industry contributing to global poverty?

- LEED Certification
- FSC Certification
- 1% for the planet
- Common Threads
- Environmental Internships
- The Footprint Chronicles

Do business practices accurately reflect mission statement?

Do more sustainable
companies have more
sustainable
workforces?