

# Sustainability Definition



***Sustainability**, in a general sense, is the capacity to maintain a certain process or state indefinitely. The concept of sustainability applies to all aspects of life on Earth and is commonly defined within ecological, social and economic contexts.*

*To be sustainable, regardless of context, the Earth's resources must be used at a rate at which they can be replenished. There is now clear scientific evidence that humanity is living unsustainably, and that an effort is needed to keep human use of natural resources within sustainable limits*

**Wikipedia.org**

# Why we are on this path



Stage 5 -Purpose / Passion

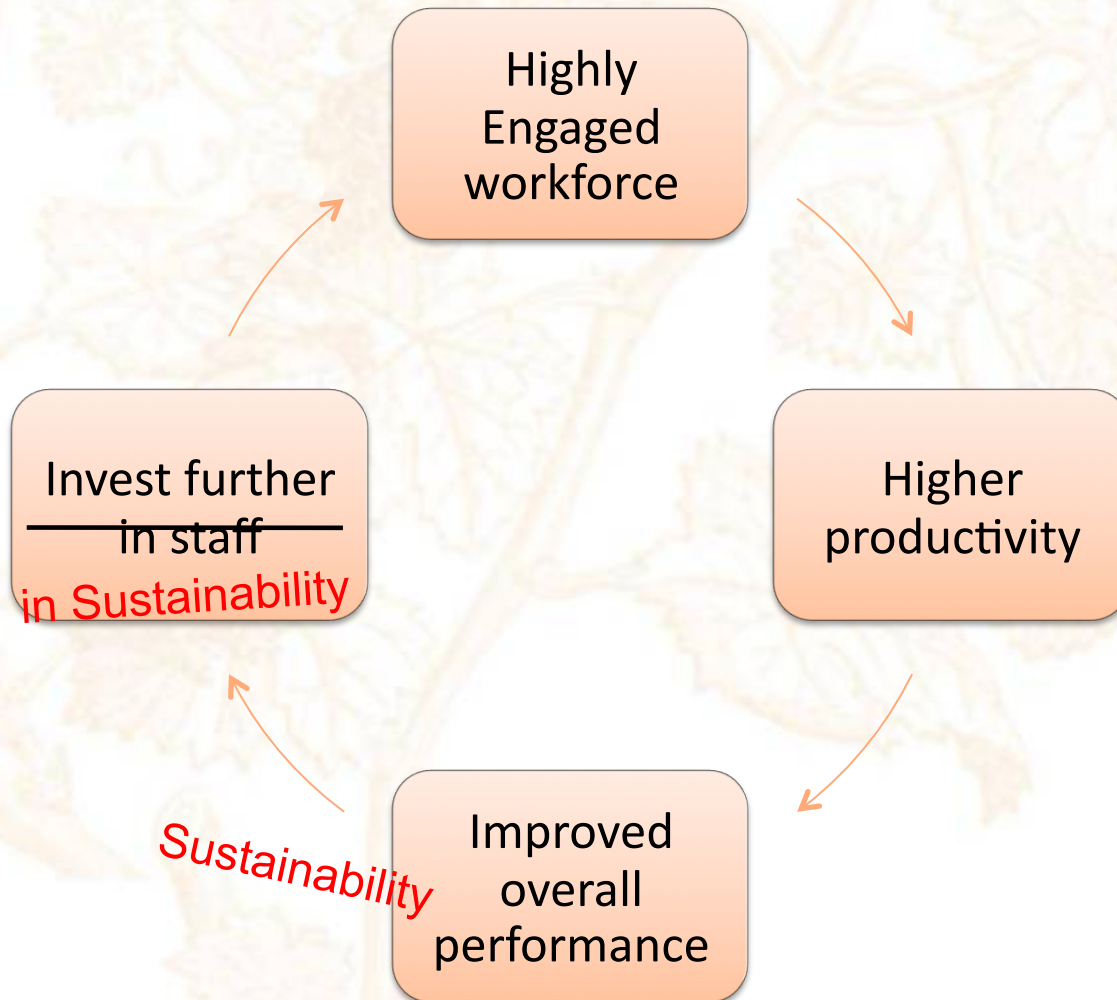
Stage 4 -Integrated Strategy

Stage 3 -Beyond Compliance

Stage 2 -Compliance

Stage 1 -Pre-Compliance

# The Virtuous Circle



# How to drive staff engagement?



## Incentives for better performance

Simple, straight forward tasks –  
following a set of procedures



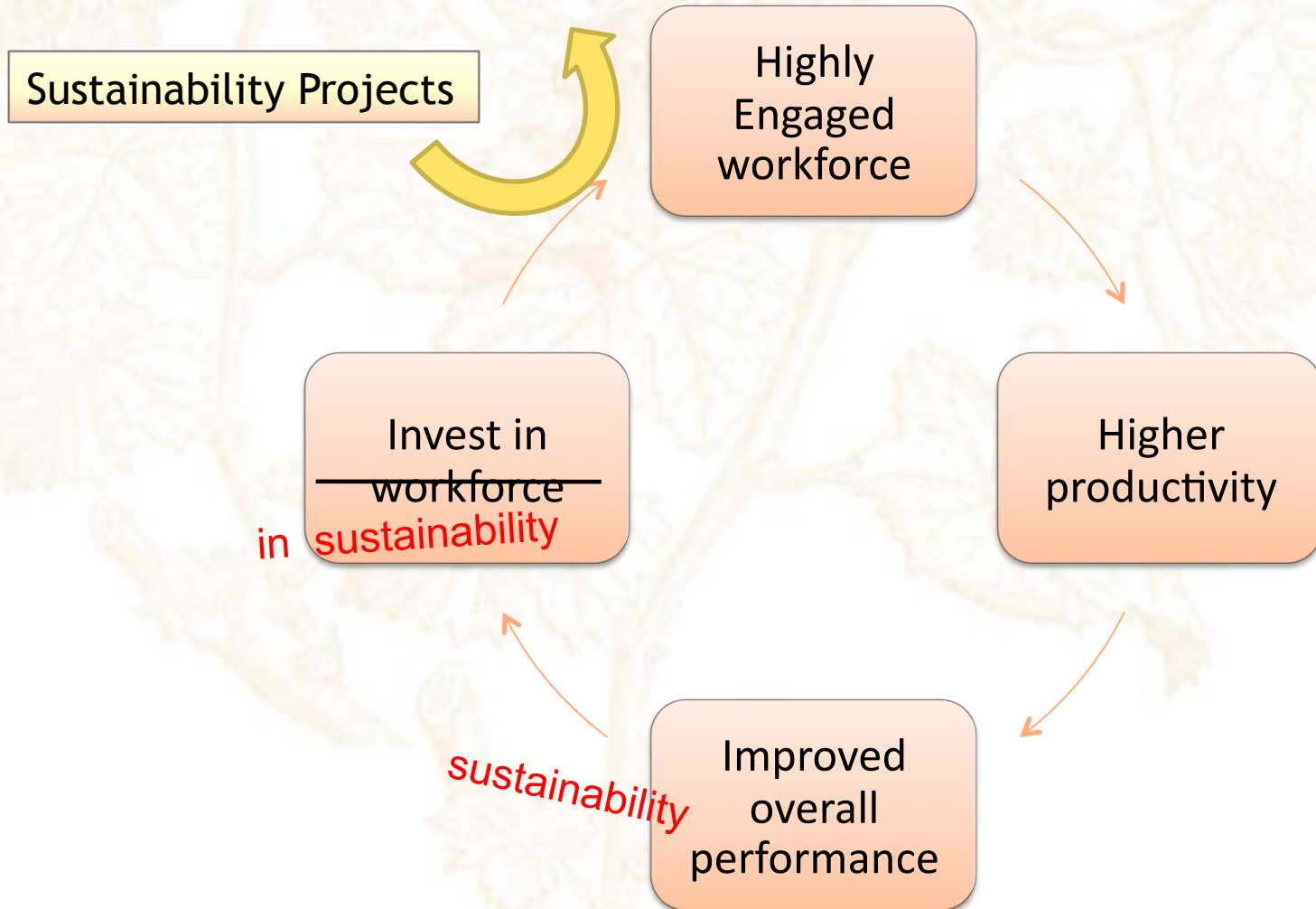
Complex, conceptual and creative  
tasks – team based, challenging



What motivates people to better performance and satisfaction?

- **Autonomy**
- **Mastery**
- **Purpose**

# The Virtuous Circle



# As an example...



Team member volunteers

Vs.

Paid event staff

Who worked harder?  
What happened afterwards?

# Building A Culture of Sustainability



- Mandatory sustainability **training** for all staff
- Performance evaluation** and bonus based on sustainability performance
- Developing sustainability related **key-performance indicators**
- Adding sustainability considerations into the **product development process**

## PATHS

### **S**ustainably and Socially Conscious

- Takes sustainability and environmental responsibility into account when completing all job duties – always considering ways to improve
- Is engaged in community; demonstrating a spirit of service
- Demonstrates an understanding of the Declaration of Sustainability and how their work affects the company's sustainability performance

# Nature's Path Efforts



- Team based projects on sustainability indicators:
  - Packaging reduction projects
  - Waste reduction in plants
  - Distribution efficiencies
  - Sustainability training

# Nature's Path Efforts



- Programs that incentive sustainable behavior

# Sustainability –Quotes



“Every time we’ve done the right thing, it’s ended up making more money for us.”

**Yvon Chouinard, CEO Patagonia**

“Companies that get these (sustainability) principals will do very well, those that do not won’t be a problem since ultimately they won’t be around.”

**Edgar Woolard, former Chairman of DuPont**

*“If all of us were renting the Earth, we'd have lost our deposit. At Toyota, we're trying to restore things to the way they were before we all moved in.”*

**Toyota Motor Corporation (pioneers of electric cars).**