

# A Declaration of Leadership for Sustainable Business



## Because we believe:

- The well-being of our economy fundamentally depends on the **services from nature** that support it.
- Business activity has a profound impact on the ability of nature to **sustainably provide those services**.
- We are committed, as business and community leaders, to **the well-being of both economic and ecological systems**, of both humans and other living things.
- We believe that **these goals are compatible** (and where they seem to be incompatible, we are committed to finding **better ways to do business** that make them compatible).

## We envision:

Our company, suppliers and customers, and our community doing business in ways that:

- **Preserve, protect, and ultimately enhance the living systems**—of this region, and the planet—that sustain our business and the larger human economy.
- **Provide ever greater value** in meeting the real needs of our customers, suppliers, and communities.
- Meet human needs in the most efficient and economical means possible, in order to **include the greatest percentage of humanity**.

## To do this we will:

- Consider **the requirements of the earth's living systems** in all design and operating decisions.
- **Not take more** from the earth that it can sustainably provide.
- **Not provide** to the earth more than it can sustainably absorb.
- Analyze the **life cycle operating costs and impacts** of our facilities, operations, and products/services, as well as their initial costs.
- Work to **eliminate “waste” of all kinds** from our operations, and to find safe, productive uses for any “non-product” that we are not yet able to eliminate.
- Treat employees, customers, suppliers, and stakeholders **fairly, honestly, and respectfully**.
- **Take responsibility** for the safety of our products/services in their intended use.
- Take responsibility **for the safety** of our activities for employees and communities.
- Take responsibility for the safe **“end of life” recovery** and reuse or recycling of our products.
- **Design our facilities, operations, and products/services** to be ever more **efficient**, ever less dependent on materials and activities that poison, degrade or encroach on living systems, and ever more **supportive** of these approaches.
- Do all these **in a way that supports our economic well-being, and the economic well-being of those who depend on us**.

## We will measure our progress by our:

- Resource **productivity** (unit of benefit provided per unit of resource used)
- **“Non-product” output** (amounts and toxicity of “unsalable” materials and chemicals, formerly called “waste”)
- **Net carbon emissions** (production of climate-changing greenhouse gases)
- **Ecological footprint** (demand on earth's regenerative capacity)
- **Profit, both near- and long-term**

## We will pursue these steps with a commitment to:

- **Future generations**
- **Continuous improvement**
- **Open dialogue** with our customers, stockholders, suppliers, and communities