

Sustainability Institute Consulting Services

In partnership with a network of veteran consultants, the **Sustainability Institute** offers consulting on a variety of corporate responsibility and sustainability topics.

Organizational Development:

- **Mission and Vision:** Learn how to develop, build and support a mission-based company. Create a mission statement that reflects a holistic understanding of sustainability and design a program to translate values into strategy and operations. Learn how to strengthen employee community with CSR initiatives.
- **Stakeholder Engagement:** Learn how to engage a broad group of stakeholders and foster solutions to complex issues.
- **Creating a Culture of Sustainability:** Employees at all levels will learn how to make the business case for sustainability initiatives, how to identify potential conflicts between corporate policy, communication and culture and sustainability objectives, how to approach resolving those conflicts and ways to support and nurture a culture that respects and rewards a focus on sustainability.
- **Mission Aligned Human Resource Policies:** Learn to develop Human Resource Policies that are both cost effective, support the corporate mission & vision and build a culture of sustainability & responsibility.

Operational Efficiencies

- **Footprinting/Benchmarking:** Calculate the environmental and social footprint of your operations and develop change tactics to improve practices and performance. Benchmark data with your industry peers.
- **Material Flows Analysis:** Understanding the materials flows in the industrial economy is key to designing technically sound solutions to environmental problems. Pure Strategies staff have specialized expertise in developing materials data systems, linking private and public data sources and databases, evaluating chemical and material flows,



and identifying waste reduction & clean technology opportunities.

Disclosure/Reporting:

- **Understanding the options:** Understand the landscape of reporting and disclosure, what are the competing standards, who supports and uses the different standards and why, and how to select the right standard for your company.
- **Reporting:** Learn the art and technique of the Global Reporting Initiative guidelines, the most widely recognized standard for sustainability reporting. Produce your first report based on GRI guidelines. What level of GRI reporting should you select? What is required to participate in industry specific, sector reporting? What makes a great report?
- **Transparency:** Effectively increase the level of transparency you provide to employees, consumers and customers. What are the risks and benefits, the legal issues, and the best communications mechanisms? Why has this been such a challenge for most companies? Which companies are the best models to consider emulating?
- **Stakeholder Review:** Learn how to organize and manage stakeholder reviews of your corporate responsibility reporting. How to select the right outside participants, setting expectations and laying the foundation for positive long term relationships.

Marketing Communications:

- **Overview of Sustainability Marketing Communications:** Develop an authentic and engaging communications strategy around sustainability activities. Ensure your communications effectively position philanthropic efforts and community programs within your sustainability program.
- **Green Marketing Claims:** Learn how to develop green marketing claims that are authentic and meaningful to stakeholders, and ensure they meet regulatory guidelines.
- **Crisis Management:** Learn the best practices of how responsible and transparent companies manage challenges and crises when they arise. Learn how to use both traditional and social media, leverage stakeholder relationships and understand why this dialogue has changed dramatically over the last decade.

Supply Chain:

- **Supplier Engagement:** Engage suppliers and develop opportunities that add value with every supply chain relationship. Develop new product ideas based on life cycle assessments. Rate environmental and social impacts of supply chain practices and unveil new opportunities for product development and cost management.
- **Program Assessment:** Chart strategic opportunities to advance supplier performance in the context of company business goals. Our program assessment approach illuminates strengths and weaknesses within an SR program. Components of the Assessment are key informant interviews and a review of systems, structure, goals, policies and processes. Our experts interview the managers and directors both in the field and at headquarters. Our analysis identifies both strengths and structural- and management systems-oriented obstacles to implementing the most effective, sustainable labor protections within the company's supply chain.

- **Supply Chain Segmentation:** Verite helps companies be strategic with their resources by guiding them in the segmentation of their supply base. Our Segmentation Process is designed to identify and prioritize strategic suppliers and to differentiate monitoring and capability building investments. Whereas risk scoring using country as a primary filter, our Risk Matrix segments suppliers into categories based on a combination of labor/environmental and operational risk factors.
- **Strategic Visioning:** Build consensus among senior decision-makers on current sustainability risks. Set a strategic path forward for minimizing reputational risk and integrating company social values within the context of the corporate business plan. Identify concrete opportunities to implement best practice structures, systems and processes to manage risk and achieve positive socially responsible outcomes.

About Kaplan EduNeering

Kaplan EduNeering (www.kaplaneduneering.com) is part of Kaplan, Inc., a leading global provider of educational services to individuals, schools and businesses. Kaplan is a subsidiary of The Washington Post Company (NYSE: WPO). Kaplan EduNeering develops technology-enabled knowledge solutions for assuring regulatory compliance and improving business performance.

About Seventh Generation

Seventh Generation is a leader in corporate responsibility and sustainable business practices and is committed to being the most trusted brand of household and personal-care products for your living home. It derives its name from the Iroquois belief that "In our every deliberation, we must consider the impact of our decisions on the next seven generations."

For More Information

For more information, please contact an EduNeering representative at **877-EDU-NEER** (877-338-6337), or visit us at www.kaplaneduneering.com.