SUSTAINABLE SOLUTIONS FOR A BETTER WORLD



Claudia Freed CEO EALgreen

"If you want to grow your business,
find a good opportunity.

Today,
if you want to become a great company,
think about what social problem you could solve."

Jack Ma

Success in business is no longer defined exclusively by financial performance

The wellbeing of our communities is a shared responsibility

Sustainability is not only about achieving environmental goals



SUSTAINABILITY

means achieving

BALANCE in the pursuit of
economic, environmental, and social goals

IMPACT INVESTING

Primary drivers to achieve **SOCIAL VALUE**

Achieve measurable social impact alongside financial return

Primary drivers to achieve FINANCIAL VALUE

TRADITIONAL CHARITY

SOCIAL ENTERPRISE

TRADITIONAL BUSINESS

Purely charitable funding from grants, donations or endowment

Additional market based revenue stream

Potentially Social self-sustaining Business: >75% market Profits are revenues reinvested Mission-driven for-profit enterprise

CSR & corporate philanthropy

Pure profit orientation, mainstream investors

Not-for-profit

For-profit

SUSTAINABLE CAPITAL



Business

Leadership

Innovation

Impact

Purpose



Society

Knowledge

Values

Cultures

Skills



Planet

Natural

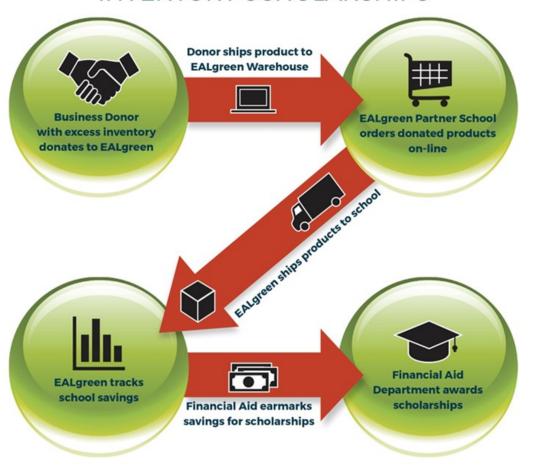
Air

Water

"Not free"

HOW IT WORKS

INVENTORY SCHOLARSHIPS



PIONEERS and BRAND INNOVATORS TAKE THE LEAD



Tools to promote {sustainable} growth



Top 10 secrets of sustainable and successful companies

- InnovativeInclusive
- Collaborative
- Socially Responsible
- Environmentally Accountable
- ☐ Give Back to Society
- Leverage Technology
- ☐ Take a Stand
- Engage Employees
- Visionary Leadership



Apps, Projects and Activities to Kick Off a Culture of Sustainability in your Team

Olio (minimizes food waste) Oroeco (carbon footprint tracking) Too Good to Go (discounted food) Paper Karma (reduces mailing) Forest (increases mindfulness) Good Guide (rates eco-products) reGAIN (clothes recycling) BikeMaps (lowers carbon footprint) Benevity (employee engagement) Social Media





Thank you!

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