

"Thirsty for the Triple Bottom Line" Please respond to the following:

• Watch the following videos:



How entrepreneurs can change society - the story of Honest Tea: Seth Goldman at TEDxMidAtlantic

Duration: (12:33)

YouTube URL: <http://www.youtube.com/watch?v=21d7sOyVGKg>



Dr. Woody Interviews Seth Goldman of HONEST Tea

Duration: (6:02)

User: drwoodymedia - Added: 12/9/13

YouTube URL: <http://www.youtube.com/watch?v=RNERSmkIUHo>

• Evaluate Seth Goldman's leadership performance on the concept of the "Triple Bottom Line" using at least two (2) examples from both resources (at least four [4] total examples) to support your evaluation.

Quote

Social Responsibility Plan Preparation Form



Describe the attributes of your social responsibility plan in the space below.

CORPORATE CITIZENSHIP

Describe the ways you will ensure that your company:

Obeys the laws:

Treats employees fairly/with respect:

Deals honestly with customers, suppliers:

Is honest in its advertising and marketing:

Considers the impact of its actions on the community:

Acts with integrity in all its dealings:

Other:

ETHICS

How will your company handle issues such as:

Gifts from or to suppliers/potential suppliers/vendors:

Special favors, recreational outings, meals from or to suppliers/vendors/customers:

Conflicts between laws in different countries where your company operates:

Selecting suppliers based on their ethics:

Ensuring that subcontractors act ethically:

Personal use of company property (e.g., company cars, phone, email):

Expense accounts:

P. 262

Examples

SOCIAL RESPONSIBILITY ACTIVITIES/PROJECTS

What are your business goals?

- ☐ Visibility in community
- ☐ Visibility in industry
- ☐ Aid in recruiting employees
- ☐ Other: _____

In what ways will you participate?

- ☐ Donate money from operating budget
- ☐ Participate as a company in community events
- ☐ Donate a set percentage of profits/sales
- ☐ Donate in-kind products or services
- ☐ Allow employees to be active in projects on paid time
- ☐ Formulate socially responsible operations practices (e.g., waste disposal management)
- ☐ Encourage employees to be active on a volunteer basis/after-hours
- ☐ Encourage company personnel/management to serve on agency boards
- ☐ Donate company facilities for use by community
- ☐ Formulate socially responsible purchasing groups practices (e.g., environmental-friendly-only products or type of vendor)
- ☐ Donate product overruns
- ☐ Other: _____

What period of time are you willing to commit for? (e.g., day, week, year): _____

What types of concerns do you want to be involved with?

- ☐ Animal Welfare
- ☐ The Arts
- ☐ Children
- ☐ Community Enhancement and Improvement
- ☐ Economic Empowerment
- ☐ Education
- ☐ Environment
- ☐ Gender Equality/Issues
- ☐ Health Issues
- ☐ Recreation/Athletics
- ☐ Safety
- ☐ Other: _____

Use this information as the basis of your plan's Social Responsibility & Sustainability section.

SAMPLE PLAN: SOCIAL RESPONSIBILITY & SUSTAINABILITY



SOCIAL RESPONSIBILITY & SUSTAINABILITY

ComputerEase is committed to making a positive contribution to our community, to being a good corporate citizen in all our actions, and to implementing environmentally responsible practices into every aspect of our operations. Recognizing our responsibilities, ComputerEase has adopted a number of operational policies and developed a community involvement program. This program and these policies reflect the reality that we are still a new, small company and our primary efforts are directed toward building and growing a healthy business.

Company Philosophy

Reflecting our desire to be a good corporate citizen, ComputerEase has adopted the following "Company Philosophy":

- We will, as a company and as individuals, take responsibility for our actions;
- We will, as a company and as individuals, deal fairly and honestly with our customers, students, suppliers, the public, and each other;
- When making decisions, we will, as a company and as individuals, consider the impact of our decisions on others and on the environment;

Shows how the company behaves as a good "corporate citizen."

- We will consistently try to give the highest level of performance to each customer and each student;
- We recognize that without profits our company cannot survive, so we will make our best efforts to increase the profitability of our company within an ethical and honest framework;
- We will give back to our community and society and make a positive commitment to its health and well-being;
- We will respect our coworkers and recognize their needs as employees and as human beings; and
- We will listen to each other.

Community Involvement

In developing our community involvement program, the staff of ComputerEase first looked to identify those ways in which we could use our corporate strengths (given our limited time and financial resources) to make a meaningful contribution to our community. We recognized that our unique strength is our ability to teach computer programs in an understandable manner, along with our Computer Training Center facility located in the heart of downtown Vespucci.

Specifies community activities.

ComputerEase has entered into a partnership with the Downtown Vespucci Community Center to provide free computer training programs for inner-city youth, low-income residents, and "welfare-to-work" program participants. These training programs are held once a month at ComputerEase's downtown Computer Training Center on days or times when the Center would otherwise not be in use (Sundays/some