

the responsible company

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The Responsible Company

The Responsible Company, by Yvon Chouinard, founder and owner of Patagonia, and Vincent Stanley, co-editor of its Footprint Chronicles, draw on the their 40 years' experience at Patagonia – and knowledge of current efforts by other companies – to articulate the elements of responsible business for our time. Patagonia, named by Fortune in 2007 as the coolest company on the planet, has earned a reputation as much for its ground-breaking environmental and social practices as for the quality of its clothes. In this exceptionally frank account, Chouinard and Stanley recount how the company and its culture gained the confidence, by step and misstep, to make its work progressively more responsible, and to ultimately share its discoveries with companies as large as Wal-Mart or as small as the corner bakery. In plain, compelling prose, the authors describe the current impact of manufacturing and commerce on the planet's natural systems and human communities, and how that impact now forces business to change its ways. The Responsible Company shows companies how to reduce the harm they cause, improve the quality of their business, and provide the kind of meaningful work everyone seeks. It concludes with specific, practical steps every business can undertake, as well as advice on what to do, in what order. This is the first book to show companies how to thread their way through economic sea change and slow the drift toward ecological bankruptcy. Its advice is simple but powerful: reduce your environmental footprint (and its skyrocketing cost), make legitimate products that last, reclaim deep knowledge of your business and its supply chain to make the most of opportunities in the years to come, and earn the trust you'll need by treating your workers, customers and communities with respect.

The Responsible Company

Details the business policies undertaken by the outdoor sports clothing company Patagonia to make environmentally responsible practices a priority, including using organic cotton and manufacturing recycled fleece.

The Responsible Fashion Company

In *The Responsible Fashion Company*, Rinaldi and Testa argue that the fashion industry is at a crossroads: the need for a global shift to a sustainable model has never been more urgent. Yet, they demonstrate that we are witnessing a revolution led by conscious consumers and enlightened companies, who are redefining the rules of the fashion market. The question is: when will the rest of the industry catch up? Rinaldi and Testa raise a fundamental but often neglected issue in the fashion sustainability debate: long-term equilibrium can only be achieved by integrating economic goals with environmental, social and ethical values. "*The Responsible Fashion Company*" provides a clear overview of the theory, challenges and opportunities of sustainability in the industry and demonstrates how fashion companies can achieve competitive advantage through sustainable innovation. The authors show how leading fashion companies are challenging traditional thinking and present inspiring examples from pioneers such as Gucci, Levi's, Timberland and Brunello Cucinelli, who create quality products without leaving a negative impact behind. Refreshing and timely, *The Responsible Fashion Company* is essential reading for the socially conscious consumer and anyone with a professional or personal interest in the fashion, design and luxury industries.

The Responsible Shareholder

Examining the role of shareholders in modern companies, this timely book argues that more should be expected of shareholders, both morally and legally. It explores the privileged position of shareholders within the corporate law system and the unique rights and duties awarded to them in contrast to other corporate actors. Introducing the concept of shareholders as responsible agents whose actions and inactions should be judged on that basis, Stephen Bottomley unites a number of distinct corporate governance discussions including stewardship, activism and shareholder liability.

Green Business

This groundbreaking book details why businesses are choosing to become more environmentally friendly. It provides many examples of companies that have chosen to be greener and the benefits they have enjoyed. It offers a five-part model that can help companies that are new to greening conceptualize what is involved.

The Patagonia Business Library: Including Let My People Go Surfing, the Responsible Company, and Patagonia's Tools for Grassroots Activists

"When most people think of corporate responsibility, they are focusing on a business's effect on and relationship to stakeholders. A Responsible Business sees stakeholders as full partners and meaningful instruments for the evolution of healthier communities and more successful businesses." —from the Introduction *The Responsible Business* offers a new and strategic approach to doing business that holistically integrates responsibility into all aspects of an organization, allowing for returns at every level, business and social. This book goes beyond the often well intentioned but limited attempts at sustainability to present a framework that allows organizations to bring responsibility into everything they do and re-imagine success. From innovation, product development, and production processes to business management, strategic planning, and shareholder development, the author shows how being a Responsible Business is a practical skill that can be applied day-to-day at every level of the business. No longer just the role of a department or the job of CSR professionals, successful responsibility and business efforts start at the business level, are then taken to the corporate level, and are finally applied throughout the organization. *The Responsible Business* outlines a framework for building a responsibility and consciousness infrastructure that applies a living systems view to the business and inspires all of its stakeholders, including shareholders. Throughout the book, illustrated by examples from technology to manufacturing, large and small, public and private, Sanford demonstrates how to make responsibility integral to all aspects of a business as an engine for innovation, profitability, and purpose. Praise for *The Responsible Business* "This is a very significant book. It makes it clear that businesses have a single boss with five interrelated aspects. The stories are among the crispest, most evocative case histories I have seen. The book is for any corporate leader trying to do the impossible: create a business that recreates the world." —Art Kleiner, editor-in-chief, strategy + business, and author, *The Age of Heretics* "Carol Sanford offers us a proven, practical, and systems-based approach that integrates five stakeholder groups into a business system working as an integral whole. Essential reading for leaders wanting a system framework for sustainability and business success!" —Otto Scharmer, MIT Sloan senior lecturer; author, *Theory U: Leading from the Future as it Emerges*; and

coauthor, Presence "The Responsible Business challenges many assumptions corporate leaders, investment advisors, and sustainability experts have long taken for granted. It provides a road map that can help innovative businesses think about how to be truly transformational." —Sam Ford, Fast Company expert blogger and director, Peppercom "The powerful concepts in The Responsible Business have changed the process of sustainable development and how communities truly thrive. Indeed, these proven approaches will be the roadmap to truly achieve the deepest level of living communities." —Bill Reed, founding member of LEED System and coauthor, The Integrative Design Guide to Green Building "Critical for re-imagining the future of business. Rarely a day goes by that I do not call on this way of thinking and looking at the world. It is useful for taking on the big business decisions that so many of us face every day." —Chad Holliday, chairman, Bank of America

The Responsible Business

"Wonderful . . . a moving autobiography, the story of a unique business, and a detailed blueprint for hope." —Jared Diamond, Pulitzer Prize-winning author of Guns, Germs, and Steel In this newly revised 10th anniversary edition, Yvon Chouinard—legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.—shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian handyman to the thrilling, ambitious climbing expeditions that inspired his innovative designs for the sport's equipment, Let My People Go Surfing is the story of a man who brought doing good and having grand adventures into the heart of his business life—a book that will deeply affect entrepreneurs and outdoor enthusiasts alike.

Let My People Go Surfing

This book takes a critical view on corporate practice, governmental action and the general approach to Corporate Social Responsibility. It draws on experience from the Workplace Innovation movement and argues that, as with motherhood and apple pie, it is hard to oppose CSR, with a community of well-meaning people. It is however necessary to challenge the foundations on which it is based. Many accounts of CSR assume a consistent model of capitalism around the world. It is suggested that capitalism can be given a human face, as companies adopt programmes which go beyond the minimum legal requirements. This builds on traditions of optional corporate philanthropy. However, without changing the underlying working of the company, only cosmetic changes are made. In the author's words: "lipstick is applied to the capitalist pig". It can be a mistake to read too much into "Responsible Management", when the culture of management is designed around irresponsibility. Companies have developed elaborate schemes of outsourcing, in an environment of limited liability. This cannot easily be overcome through gestures. This book seeks to engage readers and to provoke thoughts. It can be angry and polemical, but it points a finger directly at ongoing superficial developments.

Responsible Management

Private equity-backed businesses are increasingly prevalent, and their governance practices are a black box. This book lifts the lid.

Corporate Governance and Responsible Investment in Private Equity

Acting in a socially-responsible manner has become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which they operate. This book will contribute new ideas, contemporary knowledge, and original research to the area of socially-responsible international business, and offers challenging directions for future research. Topic covered range from global environmental influences on acting in a socially-responsible way; foreign buyer reactions to responsible business and international market targeting to development of socially-responsible international business strategies.

Socially Responsible International Business

Corporate Social Responsibility, Sustainability and Corporate Citizenship are now essential elements of modern business. Responsible Business is a vital "how to" guide providing information on all aspects of the CSR process. This highly accessible book is full of insights from those responsible for implementing CSR strategy inside companies – whether as CSR managers or at top management level – with coverage of all the important aspects of CSR – from what a sustainability manager's job involves,

how to handle stakeholder dialogue, supply chain management to auditing, CSR and the law, and communicating CSR. Divided into bite-size easy-to-read chapters complete with practical checklists or "dos and don'ts"

Responsible Business

The Riveting True Story of One Of the World's Most Iconic Mission-Driven Companies Ben & Jerry's has always been committed to an insanely ambitious three-part mission: making the world's best ice cream, supporting progressive causes, and sharing the company's success with all stakeholders: employees, suppliers, distributors, customers, cows, everybody. But it hasn't been easy. This is the first book to tell the full, inside story of the inspiring rise, tragic mistakes, devastating fall, determined recovery, and ongoing renewal of one of the most iconic mission-driven companies in the world. No previous book has focused so intently on the challenges presented by staying true to that mission. No other book has explained how the company came to be sold to corporate giant Unilever or how that relationship evolved to allow Ben & Jerry's to pursue its mission on a much larger stage. Journalist Brad Edmondson tells the story with an eye for details, dramatic moments, and memorable characters. He interviewed dozens of key figures, particularly Jeff Furman, who helped Ben and Jerry write their first business plan in 1978 and became chairman of the board in 2010. It's a funny, sad, surprising, and ultimately hopeful story.

Ice Cream Social

This book discusses the tasks and functions of corporate governance in the light of current challenges and the dynamics that arise from a broader approach to company management and the integration of corporate governance with corporate social responsibility (CSR) and sustainability. Addressing the corporate governance shortcomings that are believed to have contributed to the recent financial crisis, it explores the interplay between corporate governance and CSR, and includes examples of company practice to show how such changes affect the practices of shareholders, boards of directors and regulators. In particular, the book examines shareholders' activities, their different investment strategies, specific reporting expectations and the submission of proposals to the annual meeting. Further, for boards of directors it explores the need to revise their tasks with respect to the criteria for executive appointments, their corporate strategy, performance measures and diversity recommendations, while for directors it provides recommendations to reconsider the structure of executive pay and performance incentives. Lastly, for regulators the book investigates the need to introduce new laws addressing, for instance, the need for integrated reporting, limiting the voice of short term oriented shareholders and providing guidelines for executive compensation.

Responsible Corporate Governance

We at Patagonia, like all business people, know that long-term income has to exceed long-term expense. To do otherwise is to go bankrupt, as Ernest Hemingway described, in the usual two ways: "Gradually, then suddenly." Today we are using the equivalent resources of one and a half planets, yet we live on only one. All the indicators of earthly health are in decline: of water, air, arable land, fisheries and biodiversity. How do we reverse this decline in the quality of life (and attendant climate change) before it becomes sudden catastrophe? Most conversations addressing that question hone in on technological solutions. Each year we attend sustainability conferences where the talk centers on innovation as the way to lower resource use and waste. But at these conferences, among decent people doing their best, there is always an elephant in the room, concealed behind a curtain few are willing to draw to the side. The elephant is growth-based capitalism, and the assumption that a growth economy equals prosperity and a healthy society. Yet we know we must consume less, and far more slowly – as well as innovate as quickly and ingeniously as we can. What is a responsible economy? One that allows healthy communities, creates meaningful work, and takes from the earth only what it can replenish—one where all the indicators of health start to improve. What would make up this economy? What could a responsible economy look like? That's the question we'll explore with our friends and customers during the coming seasons.

The Responsible Economy

This Open Access book, Responsible innovation provides benefits for society, for instance more sustainable products, more engagement with consumers and less anxiety about emerging technologies. As a governance tool it is mostly driven by research funders, including the European Commission,

under the term “responsible research and innovation” (RRI). To achieve uptake in private industry is a challenge. This book provides successful case studies for the implementation of responsible innovation in businesses. The importance of social innovations is emphasized as a link between benefits for society and profits for businesses, especially SMEs. For corporate industry it is shown how responsible innovation can offer a competitive advantage to adopters. The book is based on the latest insights from theory and practice and combines conceptual work with first-hand experience. It is of interest to innovation managers, entrepreneurs and academics. For academics, the book will provide a combination of analysis and discussion, and present recent learnings from first-hand interaction with entrepreneurs. For innovation managers and entrepreneurs, it will provide inspiration and better ideas about what responsible innovation can look like in practice, why others have “done it” and what the potential benefits might be. The book will thus serve the purposes of spreading the word about the responsible innovation concept among different audiences whilst making it more accessible to innovation managers and entrepreneurs.

Responsible Innovation

Environmental regulations provide protection to the public, workers and the environment. To protect themselves from long-term liabilities, however, companies have to do more than just comply with the basic responsibilities. This handbook is designed to introduce terminology, methodology, tools, procedures and practical guidance for incorporating efficient pollution prevention strategies into the overall business plan. It is a company's responsibility to protect and control its management of waste and pollution, and a company that fails to do so will ultimately inflict a negative impact on its bottom line, especially in financial performance. Responsible Care delivers critical guidelines and rules of thumb required for industrial managers to improve their companies' profitability through waste reduction, cleaner production technologies and sound management practices.

Responsible Care

The first book to bring together environmental theory and the responsible hospitality debate to define how far the industry has gone and what is left to achieve.

Responsible Hospitality

This survey examines the vibrant academic literature on environmental, social, and governance (ESG) investing. While there is no consensus on the exact list of ESG issues, responsible investors increasingly assess stocks in their portfolios based on nonfinancial data on environmental impact (e.g., carbon emissions), social impact (e.g., employee satisfaction), and governance attributes (e.g., board structure). The objective is to reduce exposure to investments that pose greater ESG risks or to influence companies to become more sustainable. One active area of research at present involves assessing portfolio risk exposure to climate change. This literature review focuses on institutional investors, which have grown in importance such that they have now become the largest holders of shares in public companies globally. Historically, institutional investors tended to concentrate their ESG efforts mostly on corporate governance (the “G” in ESG). These efforts included seeking to eliminate provisions that restrict shareholder rights and enhance managerial power, such as staggered boards, supermajority rules, golden parachutes, and poison pills. Highlights from this section: · There is no consensus on the exact list of ESG issues and their materiality. · The ESG issue that gets the most attention from institutional investors is climate change, in particular their portfolio companies' exposure to carbon risk and “stranded assets.” · Investors should be positioning themselves for increased regulation, with the regulatory agenda being more ambitious in the European Union than in the United States. Readers might come away from this survey skeptical about the potential for ESG investing to affect positive change. I prefer to characterize the current state of the literature as having a “healthy dose of skepticism,” with much more remaining to be explored. Here, I hope the reader comes away with a call to action. For the industry practitioner, I believe that the investment industry should strive to achieve positive societal goals. CFA Institute provides an exemplary case in its Future of Finance series (www.cfainstitute.org/research/future-finance). For the academic community, I suggest we ramp up research aimed at tackling some of the open questions around the pressing societal goals of ESG investing. I am optimistic that practitioners and academics will identify meaningful ways to better harness the power of global financial markets for addressing the pressing ESG issues facing our society.

ESG and Responsible Institutional Investing Around the World: A Critical Review

A compelling look at the B Corp movement and why socially and environmentally responsible companies are vital for everyone's future. Businesses have a big role to play in a capitalist society. They can tip the scales toward the benefit of the few, with toxic side effects for all, or they can guide us toward better, more equitable long-term solutions. Christopher Marquis tells the story of the rise of a new corporate form—the B Corporation. Founded by a group of friends who met at Stanford, these companies undergo a rigorous certification process, overseen by the B Lab, and commit to putting social benefits, the rights of workers, community impact, and environmental stewardship on equal footing with financial shareholders. Informed by over a decade of research and animated by interviews with the movement's founders and leading figures, Marquis's book explores the rapid growth of companies choosing to certify as B Corps, both in the United States and internationally, and explains why the future of B Corporations is vital for us all.

Better Business

In the age of global capitalism, shareholders, and profits are not the only concerns of modern business corporations. Debates surrounding economic and environmental sustainability, and increasing intense media scrutiny, mean that businesses have to show ethical responsibility to stakeholders beyond the boardroom. A commitment to corporate social responsibility may help the wider community. It could also protect an organization's brand and reputation. Including key articles and original perspectives from academics, NGOs and companies themselves, *The Corporate Social Responsibility Reader* is a welcome and insightful introduction to the important issues and themes of this growing field of study. This book addresses: the changing relationships between business, state and civil society the challenges to business practice what businesses should be responsible for, and why issues of engagement, transparency and honesty the boundaries of CSR – can businesses ever be responsible? While case studies examine major international corporations like Coca Cola and Starbucks, broader articles discuss thematic trends and issues within the field. This comprehensive but eclectic collection provides a wonderful overview of CSR and its place within the contemporary social and economic landscape. It is essential reading for anyone studying business and management, and its ethical dimensions.

The Corporate Social Responsibility Reader

As sustainable development becomes an increasingly important strategic issue for all organizations, there is a growing need for management and executive education to adapt to this new reality. This textbook provides a theoretically sound and highly relevant introduction to the topic of socially and environmentally responsible business. The authors take a "competence-based approach" to responsible management education. The book aims to go beyond the traditional domains of teaching and towards the facilitation of learning across key competences. Each chapter in this book has a section dedicated to exercises that cover five core competences – know, think, do, relate, be – to enable self-directed transformative learning. Drawing from the classic background theories such as corporate sustainability, business ethics, and corporate social responsibility, these concepts are applied to the most up-to-date practices. The book covers an international perspective, featuring cases from countries all around the world, has a strong theoretical basis, and fully integrates the topics of sustainability, responsibility and ethics. The book includes a wide variety of tools for change at individual, company and systemic levels. Published with the Principles for Responsible Management Education (PRME), a United Nations Global Compact supported initiative, this is both an essential resource for business students at all levels and self-study handbook for executives.

Responsible Business

Imagine that you are a responsible investment money manager. One of your clients is asking you to sell her holdings in a company because it has been accused in the press of contracting with suppliers that have abusive labour conditions. You have to evaluate and benchmark the CSR performance of a number of companies from the same industry but among them there are companies, primarily the smallest, that provide little or no CSR information. One of your major clients is asking you to exclude companies involved in nanotechnology. What would you do? Responsible investment (RI) – the integration of environmental, societal and governance (ESG) issues into investment decision-making – can be difficult and complex. Including or excluding companies, engaging with companies, partnering with stakeholders, evaluating environmental and societal controversies, defining criteria and, all the

while, producing a competitive return for investors can raise multiple questions that cannot be dealt with simply. The practice of RI faces many such dilemmas as it seeks to balance the competing goals of business, society, and finance and to judge how best to reconcile what are often conflicting concerns. *Dilemmas in Responsible Investment* examines the problems responsible investment practitioners face daily. It emphasises the importance of asking the right questions as well as getting the right answers; and the importance of process as well as product. The authors pay attention to the diversity of opinion and variety of approaches available. They also raise fundamental questions about the very purpose of investment and the responsibilities of investors, both economic and societal. Although dilemmas in RI are not always easily resolved, Louche and Lydenberg believe that they are also a source of valuable and necessary debate about the appropriate role of corporations in society and the ability of the financial markets to appropriately serve the societies in which they operate. Such dilemmas provide a valuable framework for public debate and can encourage the emergence of innovative answers and approaches. Responsible investors join in these debates when they examine the societal and environmental implications of business activities, actions and behaviour. Facilitate dialogue between corporations and their stakeholders. Encourage corporate transparency on societal and environmental issues. Reward companies that are making genuine efforts towards sustainability. Integrate societal and environmental data into financial analysis. The book first of all provides a state-of-the-art overview of responsible investment, its history and development, explanations of key terms and a guide to the different actors involved in the field. Second, it presents 12 diverse hypothetical case studies that examine a wide spectrum of the challenges facing RI professionals, raising questions about the relationship between business and society, about the purpose of investment, and about the responsibilities of investors to various segments of society and the environment. The (often interconnected) cases present a dilemma, possible approaches available, variable factors, a variety of quotations and suggested responses from 35 leading professionals in the responsible investment community, real-world examples and comparisons and recommendations. Accessible, vivid and illuminating, *Dilemmas in Responsible Investment* is the first book specifically written for teaching and professional training in responsible investment. It will be required reading for students, academics and practitioners in the areas of finance, ethics and CSR.

Dilemmas in Responsible Investment

An examination of the progress of environmental marketing on a global scale. It considers how sustainability issues are increasingly becoming critical factors in how corporations meet the ever-growing demands and expectations of customers. The purpose of the book is to provide practitioners with best-practice examples and actionable recommendations on how to implement green marketing activities. It provides information and ideas for those involved in marketing on how to incorporate green considerations into the marketing mix, as well as providing perspectives on marketing for environmental managers. To achieve a comprehensive viewpoint, the book is split into three sections. The first sets out the strategic issues and rationale for green marketing, the second addresses tactical issues in more detail, and the third provides detailed, international case studies. Topics addressed by the contributors include the growing debate around products versus services, environmental product development and eco-innovation, green marketing alliances, environmental communications, green consumers, eco-tourism and the problems associated with green marketing in developing countries.

Greener Marketing

Reading these various non-technical articles is undeniably valuable for any person (teachers, executives, students) who is concerned about the behaviour of major companies managers in the context of globalisation and economy liberalisation. *Gestion 2000* A profoundly important book for scholars and leaders alike that makes a vital timely contribution to the behavioral perspectives on leadership and governance. Doh and Stumpf, along with their world-renowned contributors, apply solidly anchored academic wisdom to offer fresh ideas on restoring faith in the integrity of American enterprise. Jeffrey Sonnenfeld, Yale School of Management, President and CEO, Chief Executive Leadership Institute and author of *Leadership and Governance From The Inside Out* Ethics, social responsibility, leadership, governance. These terms are heard in the classroom, in the boardroom, and viewed on the front page of newspapers and magazines. Yet serious attention to the relationships among these concepts is lacking. Although commitments to leadership, ethics, and social responsibility are evident, individuals and companies are falling short in combining these duties into policies and cultures that guide behavior and decisions. The missing element is a broad-based and integrated approach to responsible leadership and governance. This volume provides the leading thinking on

these issues and includes a discussion of emerging areas that require future attention. The contributors leading scholars in the fields of leadership, governance and social responsibility summarize the state of the literature, identify complementary insights and perspectives, discuss areas of conflict and disagreement, and include a provocative and stimulating agenda for further investigation. They point up practical consequences of these perspectives in light of developments that have exposed the shortcomings in practice. Several contributors focus specifically on the challenges faced by global companies in developing and maintaining leadership and governance practices that are responsive to different national institutional and cultural settings. Thorough coverage and insightful discussion make this an essential reference for scholars and students of leadership, corporate responsibility and professional ethics, as well as for all those directly responsible for establishing the ethical codes and practices of their organizations.

Handbook on Responsible Leadership and Governance in Global Business

Most investment today is conducted by a relatively small number of institutional investors – pension funds and investment managers – who manage the pensions and saving funds of millions of ordinary people. The manner in which these institutional investors invest and discharge their responsibilities as the owners of companies is, therefore, of critical importance to society as a whole. In recent years, some of the biggest institutional investors have actively encouraged companies to improve their management of social, ethical and environmental issues. A number have also sought to explicitly analyse companies' performance on these issues and to incorporate this analysis into investment decision-making. These activities have contributed to important changes: a number of companies have committed to stabilising or reducing greenhouse gas emissions from their activities and operations, labour conditions in many retail supply chains have improved significantly, and many companies have significantly improved their governance of corporate responsibility issues. However, to date, there has been little systematic analysis of fundamental questions such as: Do responsible investment strategies systematically result in improvements in the social, ethical and environmental performance of companies? To what extent is it in investors' interest to encourage higher standards of corporate responsibility? Do responsible investment strategies enhance financial performance for investors? In this ground-breaking collection, Rory Sullivan and Craig Mackenzie have brought together some of the leading practitioners and commentators in the field of responsible investment to explore these questions. The contributors to this book present their views on the practicalities of implementing responsible investment strategies, the outcomes that have been achieved, the practical issues and barriers faced in implementing such strategies, and the challenges to be faced if responsible investment is to become a mainstream investment approach. The results are both unique and surprising. This book will be mandatory reading for all those involved in the field of social and environmentally responsible investment, corporate governance and corporate social responsibility whether they be academics, researchers or practitioners.

Responsible Investment

Using Business as a Force for Good Join a Growing Movement: Learn how you can join more than 1,000 Certified B Corporations from 80 industries and 35 countries—led by well-known icons like Patagonia and Ben & Jerry's and disruptive upstarts like Warby Parker and Etsy—in a global movement to redefine success in business. Build a Better Business: Drawing on interviews, tips, and best practices from over 100 B Corporations, author and B Corp owner Ryan Honeyman shows that using business as a force for good can help you attract and retain the best talent, distinguish your company in a crowded market, and increase customer trust, loyalty, and evangelism for your brand. More than 1,000 companies from 80 industries and 30 countries are leading a global movement to redefine success in business. They're called B Corporations—B Corps for short—and these businesses create high-quality jobs, help build stronger communities, and restore the environment, all while generating solid financial returns. Author and B Corp owner Ryan Honeyman worked closely with over 100 B Corp CEOs and senior executives to share their tips, advice, and best-practice ideas for how to build a better business and how to meet the rigorous standards for—and enjoy the benefits of—B Corp certification. This book makes the business case for improving your social and environmental performance and offers a step-by-step “quick start guide” on how your company can join an innovative and rapidly expanding community of businesses that want to make money and make a difference.

The B Corp Handbook

'Thought provoking and well-written... a good read for people who care about solving global problems. Damluji puts forth ideas that can help make global systems more successful' - Bill Gates An incisive, optimistic manifesto for a more inclusive globalism Today, globalism has a bad reputation. 'Citizens of the world' are depicted as recklessly uninterested in how international economic networks can affect local communities. Meanwhile, nationalists are often derided as racists and bigots. But what if the two were not so far apart? What could globalists learn from the powerful sense of belonging that nationalism has created? Faced with the injustices of the world's economic and political system, what should a responsible globalist do? British-Iraqi development expert Hassan Damluji proposes six principles - from changing how we think about mobility to shutting down tax havens - which can help build consensus for a stronger globalist identity. He demonstrates that globalism is not limited to 'Davos man' but is a truly mass phenomenon that is growing fastest in emerging countries. Rather than a 'nowhere' identity, it is a new group solidarity that sits alongside other allegiances. With a wealth of examples from the United States to India, China and the Middle East, The Responsible Globalist offers a boldly optimistic and pragmatic blueprint for building an inclusive, global nation. This will be a century-long project, where success is not guaranteed. But unless we can reimagine humanity as a single national community, Damluji warns, the gravest threats we face will not be defeated.

The Responsible Globalist

Sustainable development remains a high priority in international politics, as governments seek new methods of managing the consumption of resources while maintaining national economic growth. This timely book explores how the contours and facets of sustainability shape international laws and regulations that govern trade, investment and finance.'

Sustainable Trade, Investment and Finance

This is the eBook version of the printed book. This Element is an excerpt from Moral Intelligence: Enhancing Business Performance and Leadership Success (9780132349864) by Doug Lennick and Fred Kiel. Available in print and digital formats. What it takes to build the "responsible organization": lessons from leaders and a handy "responsibility checklist" There are two hallmarks of the responsible organization. First, it embraces its responsibility for being of service to others. Second, it acknowledges mistakes and failures. With respect to serving others, there are two levels of service. The first level of responsibility is that the organization provides worthwhile products or services.

The Responsible Organization

Through a compilation of his many articles on sports, from falconry to fishing and climbing to surfing, along with musings on the purpose of business and the importance of environmental activism, the author reveals his extraordinary and varied life experiences.

Some Stories

The authors have done an excellent job explaining the development and practice of Socially Responsible Investment (SRI). Under the recent recognition of Corporate Social Responsibility (CSR) in Asia and its strong emphasis by US and European corporations, this book provides important guidance to students and professionals who are interested in the effects and implications of SRI. This book is truly informative and should be on the reading list of all fund managers and CFOs of international corporations which are serious about CSR. Louis T.W. Cheng, Hong Kong Polytechnic University Individual investors and corporate heads have the responsibility to keep abreast of major changes in the marketplace. Socially responsible investment is one of those changes. Fung, Law and Yau provide, in a single source, a great opportunity to get up to date on an area that will be a force for years to come. I encourage any thoughtful investor or manager to read this book. Thomas Schneeweis, University of Massachusetts Amherst, US Socially responsible investment (SRI) is becoming increasingly popular and can be potentially rewarding to all parties concerned. This book discusses the opportunities, challenges, and practices of SRI in a global financial environment in a consistent and integrated framework of risk management. It also covers a wide variety of environmental, social, and corporate governance (ESG) issues related to various participants, such as values-based retail, institutional investors, corporations, banks, supranational agencies, and non-governmental organizations. Readers are provided with the perspectives of SRI from various players in the financial community from values-based investors to fiduciaries to supranational agencies. The authors analyse the incorporation of ESG issues into investment practices within a regulatory, legal, reputational, and operational risk

management framework. Academics, corporate executives, government regulators and policymakers, bankers, and non-governmental organizations involved with sustainable development will find much of interest in this book.

Socially Responsible Investment in a Global Environment

The aim of this book is to present selected theoretical and practical aspects of corporate social responsibility and sustainability, with particular emphasis on the journey (transition) from values to impact. Values play an important role in business world and they shape the responsible approach of organizations. However, pressing and still unresolved challenges of the present day show evidently that there exist significant discrepancies between organizations declarations on values and their real impact. COVID-19 pandemic, Globalization 4.0, climate catastrophe and challenges emphasized by SDGs, constitute the new environment that contemporary organizations face. In effect business is part of the problem and a solution as well. It is necessary to quickly and effectively push for action taking into account the power of responsible business to co-create human live and environment. Both the theoretical considerations and the practice-based studies presented in this monograph make a significant contribution to the theory and practice of management. The book is an extension and enrichment of the existing knowledge in the field of socially responsible management in organizations. Corporate Social Responsibility and Sustainability will be of value to academics, researchers and advanced students in the fields of business and management, especially those interest in the intersection of management and CSR and sustainability, and those focusing the impact that business activities have on the environment.

Corporate Social Responsibility and Sustainability

Any forward-looking corporate leader or entrepreneur will want to know about these innovative ideas and how to implement them. Because these practices sprang from some of America's most creative business minds, each reflects profound business sense as well as social concern.

75 Best Business Practices for Socially Responsible Companies

This book examines the changing reciprocal relationships between corporations and their various social obligations over the very long term - from the seventeenth to the twentieth century. Chapters from emerging and established business historians assess the full range of social obligations that corporations held historically. By adopting an innovative methodological approach that is long-term and comparative, this book offers a challenge to the literature on corporate history and will be of interest to researchers and academics in the field of finance and business history.

A History of Socially Responsible Business, c.1600–1950

"Individuals, acting on deeply held beliefs and passion, are boldly imagining and bringing into existence a different world... Whether you're a business entrepreneur, a social entrepreneur, an investment entrepreneur, or an academic, artistic, or civil servant entrepreneur, devour this important and wise book."—From the Foreword by John Fullerton Responsible entrepreneurs are a special breed, seeking to transform industries and even society itself. They challenge and refine cultural assumptions, laws, regulations, and even the processes of governance. This requires them to do and think far beyond what is usually required of business leaders. The Responsible Entrepreneur offers a blueprint for this new kind of business leadership, describing the means by which any entrepreneur can pursue a higher order of work. In it, Carol Sanford, one of the most trusted names in responsible business development, brings her vast expertise in helping executives and corporations to the entrepreneur looking to launch and scale a venture. She maps this journey through four archetypes: The Realizing Entrepreneur: Industry Game-Changer The Reconnection Entrepreneur: Society Game-Changer The Reciprocity Entrepreneur: Culture Game-Changer The Regenerative Entrepreneur: Governance Game-Changer By understanding the archetype most aligned with their goals, entrepreneurs will learn how to grow their business into a powerful platform that can leverage change, and even change the foundations that create our most pressing problems and issues. To illustrate these principles in action, The Responsible Entrepreneur features case studies based on long-term work and in-depth interviews with Google Innovation Labs, Indigenous Designs (the primary supplier for Eileen Fisher), FishPeople (who supply Costco and Google with gourmet seafood entrees), and many more. For entrepreneurs seeking to pursue world-changing results, or impact investors looking to align their capital with their values, The Responsible Entrepreneur provides the frameworks to build a business and to evaluate and direct investments to create the greatest benefit for all stakeholders. For anyone who wants to make a

difference in the way businesses affect the world, The Responsible Entrepreneur lays out ways to make that aspiration focused and doable.

The Responsible Entrepreneur

Building the Responsible Enterprise provides students and practitioners with a practical, yet academically rooted, introduction to the state-of-the-art in sustainability and corporate social responsibility. The book consists of four parts, highlighting different aspects of corporate responsibility. Part I discusses the context in which corporate responsibility occurs. Part II looks at three critical issues: the development of vision at the individual and organizational levels, the integration of values into the responsible enterprise, and the ways that these building blocks create added value for a firm. Part III highlights the actual management practices that enable enterprises to achieve excellence, focusing on the roles that stakeholder relationships play in improving performance. The book concludes with a conversation about responsible management in the global village, examining the emerging infrastructure in which enterprise finds itself today. Throughout the text, cases exemplify key concepts and highlight companies that are guiding us into tomorrow's business environment.

Building the Responsible Enterprise

Now includes the company's last ten years of action and innovation and an explanation of Patagonia's revolutionary new business organization: The Patagonia Purpose Trust and The Holdfast Collective. Simple but powerful advice on how and why to rethink your business structure in a time when traditional capitalism is no longer working for people or the planet. Yvon Chouinard, founder and former owner of Patagonia, and Vincent Stanley, Patagonia's Director of Philosophy, draw on 50 years' experience at Patagonia to challenge all business owners and leaders to rethink their businesses in a time of cultural and climate chaos. Patagonia over and over throughout the years has been recognized as much for its ground-breaking environmental, social practices as for the quality of its clothes. And then, in an unprecedented action, in 2022, the Chouinard family gave their company away, converting ownership to a simple structure of trusts and non-profits, so that all the profits from the company can be used to protect our home planet and work to reverse climate chaos. In this exceptionally frank account, Chouinard and Stanley recount how the company and its culture gained the confidence, by step and misstep, to make its work progressively more responsible, and to ultimately challenge other companies, as big as Wal-Mart and as small as the corner bakery, to do the same. In plain, compelling prose, the authors describe the current impact of manufacturing, commerce, and traditional capitalism on the planet's natural systems and human communities, and how that impact is forcing business to change its ways. The Future of the Responsible Company shows companies how to reduce the harm they cause, improve the quality of their business, and provide the kind of meaningful work everyone seeks. It concludes with specific, practical steps every business can undertake, as well as advice on what to do, in what order. This is the first book to show companies how to thread their way through economic sea change and slow the drift toward ecological bankruptcy. Its advice is simple but powerful: reduce your environmental footprint (and its skyrocketing cost), make legitimate products that last, reclaim deep knowledge of your business and its supply chain to make the most of opportunities in the years to come, and earn the trust you'll need by treating your workers, customers and communities with respect. This updated edition also describes the threats of traditional capitalism and why the owners of Patagonia chose to hack the system to ensure that the company will still exist and have impact in 100 years.

The Responsible Company

This introductory textbook explores the key issues in global business in corporate social responsibility.

Corporate Social Responsibility

Responsible research and innovation (RRI) is a governance framework promoted by influential policy makers such as the European Commission and academics from the fields of science and technology studies and management. This book is the first text to serve industry. Inspired by existing Corporate Responsibility standards and principles, it offers a selection of tools that can assist practitioners in implementing RRI in business and industry. Responsible Research and Innovation (RRI) is integrative. It is a convergence of Technology Assessment (TA) and Ethics, including corporate responsibility. The task of linking RRI to existing frameworks has only just begun. This book is a welcome example, showing how Corporate Responsibility tools can drive the implementation of RRI. Prof. Armin Grunwald,

Head of the Office of Technology Assessment at the German Bundestag and Head of the Institute for Technology Assessment and Systems Analysis, Karlsruhe Institute of Technology, Germany. This is a simple, short, yet encyclopaedic work designed to help business implement RRI using the many tools of Corporate Responsibility (CR) already in place, everything from ISO9001 to the Ceres Roadmap for Sustainability. It makes clear the ways in which RRI is an extension of ideas already well-developed in CR. I learned a lot reading it. Prof. Michael Davis, Senior Fellow, Center for the Study of Ethics in the Professions, Illinois Institute of Technology, USA Increase the chance of success for your startup's business idea by using your future customers' knowledge about the market! This engagingly written book explains how. Dr Thomas Frenken, CEO oldntec, Germany

Responsible Research and Innovation in Industry