



Sustainable Ventures™

We are entering a new era in our global society as business growth and free-market economies converge with expanding energy and natural resource requirements. At the same time, awareness of our cultural and societal impact on our surrounding environment and the human species itself is on the rise.

Many businesses have been successful at demonstrating financial growth and increasing returns, now its time for a new challenge. At Sustainable Ventures we believe that while business has a responsibility to generate shareholder profits and demonstrate physical and financial growth; it also has equal responsibilities to appropriately manage the human and natural resources utilized in the process. We believe that good business maintains a careful balance between all four types of capital: financial, manufactured, human, and natural. Too often the impact and use of human and natural capital are not accounted for, or are exploited for the benefit of financial and industrial gain.

Our Vision
Ubiquitous Renewable Energy

Our Mission
To facilitate the adoption of Responsible Capitalism by business

Our Values
Environment · Community · Customers · Employees

Responsible Capitalism is a simple business philosophy comprised of the following five principles:

Use Renewable Energy

Businesses should demonstrate a reduction in normal energy use through common conservation practices (i.e., use of compact florescent lights, energy star appliances, etc.) and should acquire some percentage of energy from renewable sources. Renewable energy use can begin by purchasing power from utilities which supply a portion of the electricity generated from renewable sources, or by implementing local renewables (i.e., solar panels). What is more important than the magnitude of initial renewable energy use, is demonstrating reasonable growth in the use of renewables over past periods of business performance. Growth in this area should strive for the goal of generation of energy equal to, or in excess of that required by the business.

Minimize Eco-Impact

Businesses should demonstrate an increasing use of recycled and/or eco-friendly materials in their products, packaging, and general business practices; a reduction of toxic outputs; and an increase in the percentage of waste which is recycled. Migration from products designed as a disposable/consumable to those designed as a service should serve as a guiding principle of new product development. Growth in this area should strive to approximate zero impact.

Help Out Locally

Businesses exist successfully because of the contribution of customers, employees, community members, and other businesses. Businesses should demonstrate regular assistance to those who help their success by: supporting local farms and merchants, volunteering, community involvement, etc.

Respect Employees

The key to the successful operation of any business lies in the passion and persistence of its employees. Businesses should demonstrate a respect for: equal treatment and development of employees, employee privacy, limiting of salary disparities between upper management and staff, and a work environment which fosters creativity and trust.

Give Some Back

Successful businesses should share some of their good fortune with: the environment which surrounds them, the customers who patronize them, the employees that make it possible, the communities that host them, and the causes which need their assistance.

It is important to understand that businesses which practice Responsible Capitalism are at an inherent disadvantage to their competitors who do not. Why? Because it requires the business to acquire a more in-depth awareness of how their operations impact their surroundings. It is more difficult to mitigate a balance between all four elements of capital¹ (financial, manufactured, human, and natural) and this requires great discipline; rather than a narrow focus on growth of financial capital. However, we believe that businesses which undertake this endeavor will benefit tremendously from the strong relationships they form with their environment, communities, customers, and employees; from increases in productivity; and from reduction of operating costs.

You are the key to making this philosophy work for business. Just as businesses who practice Responsible Capitalism will assume a greater accountability, it is important as a consumer of business products to become a responsible consumer. As consumers we vote with our dollars. Responsible consumers vote for businesses that not only offer an equally good or better product at a competitive price, but also undertake the endeavors outlined by Responsible Capitalism. We encourage you to be a Responsible Consumer and pass on the notion to a friend as well.

Responsible Capitalism is a “living” philosophy. We envision that it will evolve and develop with our society and the businesses that practice it.

Companies who practice Responsible Capitalism are required to publish their plan and results to comply with the philosophy. These stated results must be auditable by an independent source and updated yearly within 3 months after the end of the business’s fiscal year. Please contact us to engage your business or share your thoughts.

¹ Paul Hawken, Amory Lovins, and L. Hunter Lovins, *Natural Capitalism: Creating the Next Industrial Revolution* (Boston: Back Bay Books, 2000), 4.