



November 16, 2012

Environmentally-Responsible Business Definition

Environmental-responsibility = the duty that a company has to operate in a way that protects the environment

Essential components of environmental responsibility:

- Environmental commitment and awareness;
- Stakeholder engagement;
- Measuring, reporting and auditing;
- Transparency;
- Commitment to continuous improvement; and
- Going beyond compliance

There are 3 main themes in the definition of environmentally-responsible business:

- 1) The company has made a serious commitment to fully embrace environmental sustainability, has adopted rigorous measurement and monitoring practices, and has a net positive impact on the environment and society.
- 2) The company's material and energy management operates within the finite ecological limits of the environment.
- 3) The company is committed to effective stakeholder engagement and is fully transparent and accountable, with a demonstrated process in place to engage and empower stakeholders.

This does not mean that the company is perfect nor that it professes to be perfect with zero environmental impacts. It means that it has made a conscientious commitment to strive for ongoing measurement and monitoring to continually reduce its negative impacts on the environment.

Therefore, the Chamber can honor a business that has experienced measurable success in 2012 in any one or more of the following:

- reducing waste (natural resource consumption);
- reducing energy or water consumption;
- reducing air or water pollution;
- increasing employee, customer, public environmental education; etc.,

This award is especially appropriate if it sets a great example and is a learning model for other companies. You would hope that in accepting the Environmentally-Responsible Business Award of the Year, the owner would explain that this year's success is one step in an ongoing commitment, and they have plans to continue reducing their environmental impacts moving forward. If you have any questions, feel free to contact me. Maggie Gainer, 826-2021 / Margaret.gainer@gmail.com