



The QCA Webinar Series presents:

Sustainability
for the
Promotional Products
Industry

QUALITY
CERTIFICATION ALLIANCE



Sustainability for the Promotional Products Industry

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Larry Whitney, CSCP



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Larry Whitney created the compliance programs at one of the largest global suppliers of promotional products. Their wide range of promotional consumer products ran the gamut from inexpensive giveaways to premium items costing hundreds of dollars. Larry provided guidance to their global business units in North America, Europe and in Asia on issues related to corporate social responsibility, product safety, and import regulations. Larry is a past President of the Board of Directors for Quality Certification Alliance (QCA) a non-profit accreditation body. He also served on QCA's Compliance Committee, for over ten years, helping QCA establish their audit protocols. In addition, Larry served on the Promotional Products Association International's (PPAI) Product Responsibility Action Group for ten years.

In addition to being a founder and partner with Whitney & Whitney, Mary Whitney is also the Director of Sustainability at Chatham University. For over 15 years she has overseen the institution's many sustainability commitments.

Her expertise is in sustainability reporting, resiliency planning and metrics development, conducting greenhouse gas audits, and program development for community engagement.

Mary holds a doctorate in Sustainability Education from Prescott College, and a Master of Public Policy and Management from the University of Pittsburgh. Her

research centers on the power of voluntary agreements to drive organizational change.

Sustainable Business

A sustainable business is an organization that prioritizes environmental principles and socially responsible behavior in its business model.

Environmental principles are applied to all business decisions and are a central theme of its business strategy.

Environmental pressures do impact businesses.

Changes in weather patterns, shrinking resources, growing frequency of epidemics, all impact our businesses and their future.

Businesses that want to thrive must look to how their actions can have a positive impact in mitigating the actions of the past.

SUSTAINABILITY 2020

embraces the integration of sustainability into all facets of the university. This plan supports coordination and implementation through USC's decentralized management model by focusing on policies that affect the university as a whole.

TD was the first North-American based bank to go carbon-neutral and the journey to reduce our impact continues.

BlackRock Sustainability

Bayer is a Life Science company with a more than 150-year history and core competencies in the areas of health care and nutrition. Our innovative prowess enables us to contribute significantly toward meeting the Sustainable Development Goals set by the United Nations with regard to combating hunger (Goal 2) and providing health care (Goal 3). Our work also helps the fight against poverty (Goal 1). In addition, we are redoubling our efforts to reduce greenhouse gases and are sharpening our focus on Goal 5).



The Home Depot is working to Operate Sustainably, Focus on People, and Strengthen

NBCUniversal is committed to sustainability.

ENVIRONMENTAL SUSTAINABILITY



chatham UNIVERSITY

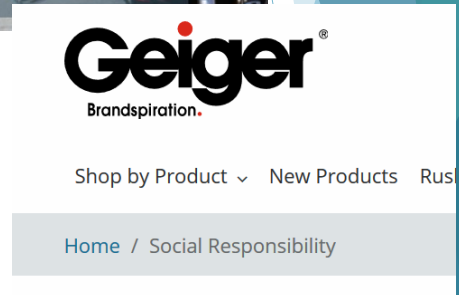
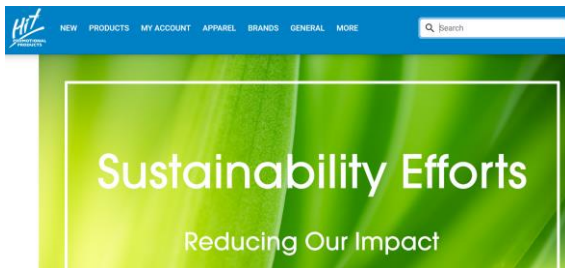
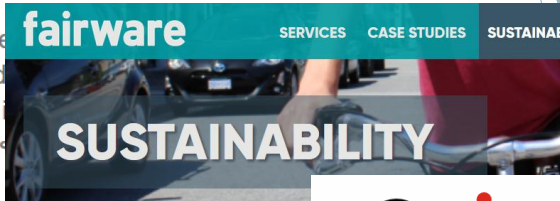
Sustainability

Promotional industry companies are seeing more and more of their end-user customers adopting sustainability initiatives, and pushing those initiatives down to all levels in their supply chains.

As these organizations adopt sustainability metrics, they are reaching out to their vendors and asking for data related to the products that they buy and those supply chains.

SanMar's Commitment to Sustainability

SanMar joined the Sustainable Apparel Coalition with the goal of assessing and reducing its carbon footprint in our supply chain. The SAC is the apparel industry's leading alliance for



These are just a few companies in the Promo industry that have published some of their own Sustainability initiatives as they incorporate sustainability into their business strategies.

Many of you on this webinar have your own sustainability initiatives, or are thinking about adopting some.

QCA Company Codes of Conduct based on the UN Global Compact

- ▶ Child Labor Prohibition
- ▶ Forced Labor Prohibition
- ▶ Health and Safety Standards
- ▶ Freedom of Association Requirements
- ▶ Nondiscrimination Requirements
- ▶ Disciplinary Limitations
- ▶ Harassment and Abuse Prohibition
- ▶ Working Hours Limitations
- ▶ Wages and Compensation Requirements
- ▶ Environmental Quality Standards

QCA companies have all adopted Codes of Conduct, that are based on the UN Global Compact.

Business transparency is a driver of corporate improvement. (from GRI)

Human Rights

- freedom of association
- nondiscrimination requirements
- harassment and abuse prohibition

Labor

- Child labor prohibition
- Forced labor prohibition
- Health and safety standards
- Working hours limitations
- Wages and compensation requirements

Environment

- Environmental quality standards

UN Global Compact



HUMAN RIGHTS



LABOUR



ENVIRONMENT



ANTI-CORRUPTION

World's largest corporate sustainability program

The UN Global Compact is a totally voluntary commitment, with no regulatory instruments, but a common ethical framework.

The Compact challenges its signatories to do business responsibly and work to solve societal challenges through business innovation and collaboration. It has ten Principles that support responsibilities in human rights, labor, the environment, and integrity through anti-corruption.

Human Rights

Businesses should support and respect the protection of internationally proclaimed human rights; and
Make sure that they are not complicit in human rights abuses.

Labor

Businesses should uphold the [freedom of association](#) and the effective recognition of the right to [collective bargaining](#);
The elimination of all forms of forced and compulsory labor;
The effective abolition of child labor; and
The elimination of discrimination in respect of employment and occupation.

Environment

Businesses should support a [precautionary approach](#) to environmental challenges;

Undertake initiatives to promote greater environmental responsibility; and

Encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

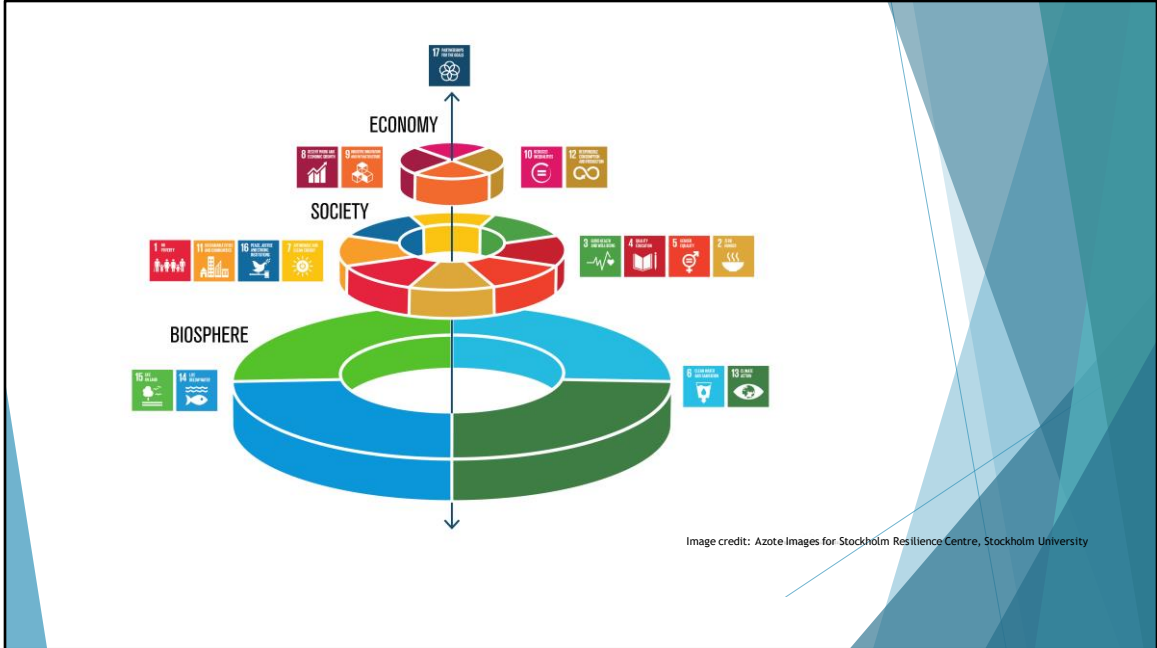
Businesses should work against corruption in all its forms, including extortion and bribery.



The Sustainable Development goals were adopted in September 2015 by all 193 Member States of the United Nations. The goals are a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet.

There are 17 high-level goals, with 169 specific targets total. The targets vary in number for each goal, and may have multiple sub-goals.

More details are available here: <https://www.unglobalcompact.org/sdgs/17-global-goals>



This is another way to visualize the SDGs.

Moving away from an approach where social, economic, and ecological development are seen as separate parts, this model places economies and societies as they truly are - embedded in and dependent on the biosphere.

This reflects Herman Daly, economist at the School of Public Policy at the University of Maryland, and author and editor of *Steady-state Economics*, who once famously said “The economy is a wholly-owned subsidiary of the environment.”

Image credit: Azote Images for Stockholm Resilience Centre, Stockholm University

The Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reducing Inequality
11. Sustainable Cities & Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life On Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals.

The SDGs provide a growth strategy for businesses. It has been estimated that there are about \$12trillion worth of market opportunities and savings for businesses, while it would only cost about \$2.5 trillion in investment to meet all the goals. (Business and Sustainable Development Commission. 2017. *Better Business, Better World*. <http://report.businesscommission.org/uploads/Executive-Summary.pdf>)

The social and environmental costs of inaction become higher and higher every year - from pandemics to the natural disasters and dislocations of climate change. Businesses need to take proactive action and plan for adaptation.

Embracing the SDGs and incorporating them into business strategies and procedures gives the businesses that adopt them an enormous advantage and a big lead on the competition.

▶ **Goal 1: No Poverty**

Economic growth must be inclusive to provide sustainable jobs and promote equality.

▶ **Goal 2: Zero Hunger**

The food and agriculture sector offers key solutions for development, and is central for hunger and poverty eradication.

▶ **Goal 3: Good Health and Well-Being**

Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development.

▶ **Goal 4: Quality Education**

Obtaining a quality education is the foundation to improving people's lives and sustainable development.

Yellow = directly related to the promotional products industry

Green – actionable by the industry

1. No poverty: Businesses can create decent sustainable jobs, foster economic activity through their supply chains, and contribute tax revenues for basic services and infrastructure, for example. Some actions businesses can take: respecting worker and migrant rights, implementing a zero tolerance policy for forced labor and child labor, and paying a living wage.

3. Good health: Employees, and their families, who are healthy, have access to healthcare, are more productive, which can drive business growth.

4. Quality education: Investment in education expands business opportunities, creating new markets and customer bases. It also results in a more skilled workforce, increasing productivity and driving business growth. A more educated workforce leads to better wages and more disposable income for consumer spending.

<https://www.unglobalcompact.org/sdgs/17-global-goals>

▶ **Goal 5: Gender Equality**

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

▶ **Goal 6: Clean Water and Sanitation**

Clean, accessible water for all is an essential part of the world we want to live in.

▶ **Goal 7: Affordable and Clean Energy**

Energy is central to nearly every major challenge and opportunity.

▶ **Goal 8: Decent Work and Economic Growth**

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs.

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5. Gender equality. Empowering women and girls expands economic growth, promotes social development and stabilizes societies. Companies that focus on women's empowerment show greater business success, increases in productivity, organizational effectiveness, return on investment and higher consumer satisfaction.
6. Clean water and sanitation: Declining water quality is an acute problem around the world. Causes include agricultural runoff, industrial wastewater, improper disposal of human waste. Climate change is affecting the water cycle, leading to more frequent extreme weather events, such as droughts and floods. Water stewardship helps companies manage water-related business risks. Stewardship also reduces operational costs and protects the company from water stress.
7. Affordable and clean energy: Energy efficiency saves money every day for companies that invest in it. Increased renewable energy purchases are investments in cleaner air and especially water supplies. They also help mitigate

the security risks of foreign dependency on oil and the health and earthquake risk of fracking.

8. Decent work and economic growth: In order for markets to function, businesses need people to have access to goods and services. Access to goods and services helps people improve their well-being and standard of living. This creates significant benefits across the entire economy. As we are seeing now, business has much to lose from an economy that fails to prioritize human capital.

<https://www.unglobalcompact.org/sdgs/17-global-goals>

https://www.bsr.org/reports/BSR_Inclusive_Economy_Paper_2015.pdf

▶ **Goal 9: Industry, Innovation, and Infrastructure**

Investments in infrastructure are crucial to achieving sustainable development.

▶ **Goal 10: Reduced Inequalities**

To reduce inequalities, policies should be universal in principle, paying attention to the needs of disadvantaged and marginalized populations.

▶ **Goal 11: Sustainable Cities and Communities**

There needs to be a future in which cities provide opportunities for all, with access to basic services, energy, housing, transportation and more.

▶ **Goal 12: Responsible Consumption and Production**

Companies should adopt sustainable practices and publish sustainability reports. Use eco-friendly production methods and reduce the amount of waste.

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9. Industry, innovation, and infrastructure: Business and industry associations are the most preferred partner of companies actively engaged in corporate sustainability collaboration. Global business associations have helped strengthen key sustainability priorities such as anti-corruption.
10. Reduced inequalities: First and foremost: do due diligence to avoid harming human rights and to address any adverse impacts on human rights that may be related to the business's activities. Secondly, create decent jobs, goods and services that help meet basic needs. Develop more inclusive value chains. Make strategic social investments and promote public policies that support social sustainability. Partner with other businesses, pooling strengths to make a greater positive impact.
12. Responsible consumption and production: A company's entire supply chain can make a significant impact in promoting human rights, fair labour practices, environmental progress and anti-corruption policies. Companies can set

expectations for best practices across the supply chain, including key areas such as selection, training, auditing and remediation.

<https://www.unglobalcompact.org/what-is-gc/our-work/industry-associations>

<https://www.unglobalcompact.org/sdgs/17-global-goals>

▶ **Goal 13: Climate Action**

Climate change is a global challenge that affects everyone, everywhere.

▶ **Goal 14: Life Below Water**

Careful management of this essential global resource is a key feature of a sustainable future.

▶ **Goal 15: Life on Land**

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

▶ **Goal 16: Peace, Justice and Strong Institutions**

Access to justice for all, and building effective, accountable institutions at all levels.

▶ **Goal 17: Partnerships**

Revitalize the global partnership for sustainable development.

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13. Climate change has begun to impact all regions of the world, all sectors of society. It threatens development around the world, and is undermining the global economy.

14. Society relies on biodiversity and the goods and services it provides for human well-being and for the provisioning of raw materials that produce greater material welfare. All businesses, regardless of size, location or sector, depend upon and have a direct or indirect impact on biodiversity and ecosystem services (BES) through their operations, supply chains or investment choices.

15. Identify and value the company's dependencies on natural resources. Understand its direct and indirect impacts on biodiversity and ecosystem services.

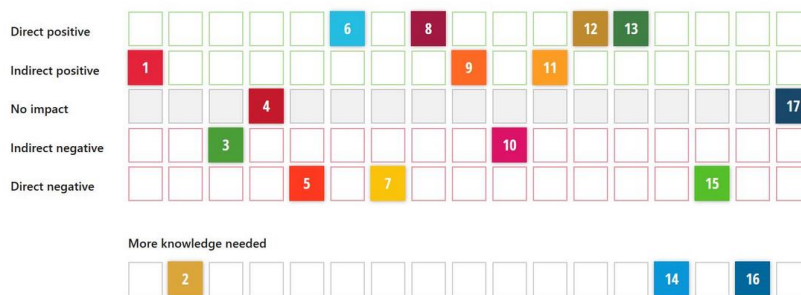
<https://www.unglobalcompact.org/sdgs/17-global-goals>

https://d306pr3pise04h.cloudfront.net/docs/issues_doc%2FEnvironment%2FBES_Fra

mework.pdf

Advancing: assessment, metrics and reporting

- ▶ Start with a self-assessment
- ▶ Connect GRI and other reporting to the SDGs
- ▶ Set priority goals
- ▶ Metrics! Metrics! Metrics!



Set goals and targets specific to your company that align with sustainability and the SDGs.

Begin with a self-assessment. How does your existing data collection and reporting connect? Choose your priority SDG goals. Decide what metrics you want to keep track of that will really show your progress. Be wary of cherry-picking and “SDG-washing” where you only look for what you do well. Balance getting some good early wins against grappling with the tougher problems.

Evaluate regularly.

There is a new tool to assist companies with this – you can identify corporate opportunities, see where your impacts are.

<https://sdgimpactassessmenttool.org/about>
<https://sdgimpactassessmenttool.org/instructions>

Note (dated 3/6/2020): according to their website, there is a problem with log-ins.

They are working on it.
(Images from GRI and SDG Assessment Tool)



15 U.S.C. § 45.260 - Unfair methods of competition

- ▶ The Federal Trade Commission created the “Green Guides”
 - ▶ Rules governing marketing claims related to a products beneficial environmental characteristics.
 - ▶ Provides businesses with guidance regarding what can or cannot be claimed in regards to recyclability, biodegradability, compostability etc.

- ▶ The Green Guides are not a sustainability framework

- ▶ They are a guide to how to promote products without “greenwashing” or implying false environmental benefits.

The Green Guides are a tool to be used in managing environmental marketing claims.

Boiled down to it’s essence, can you support claims of environmental benefit with facts.

- ▶ May 11: Reading and Interpreting a Test Report
- ▶ June 22: Sustainability and Chemicals Management
- ▶ July 13: Reading and Interpreting Audit Findings
- ▶ August 10: Sustainability, Packaging and Product Selection

Upcoming QCA
Sustainability Webinars

Resources

▶ UN Global Compact and Sustainable Development Goals

<https://www.unglobalcompact.org/sdgs>

<https://sdghub.com/>

<https://business.globalgoals.org/what-you-can-do-as-a-employee>

▶ SDG Impact Assessment Tool

<https://sdgimpactassessmenttool.org/about>

<https://sdgimpactassessmenttool.org/instructions>

▶ Global Reporting Initiative (GRI)

<https://www.globalreporting.org/>

https://www.globalreporting.org/resourcelibrary/GRI_UNGC_Reporting-on-SDGs_Practical_Guide.pdf

▶ FTC Green Guide

<https://www.ftc.gov/policy/federal-register-notices/guides-use-environmental-marketing-claims-green-guides>



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