

GOLD STANDARD
FOR A
TRULY SUSTAINABLE ENTERPRISE:
A Science-Based
ESG Performance Benchmark



HOW WOULD WE RECOGNIZE A TRULY SUSTAINABLE ENTERPRISE IF WE SAW ONE?



SUSTAINABLE ENTERPRISE

Does not contribute to:



A buildup of substances extracted from the earth



A buildup of chemicals produced by society



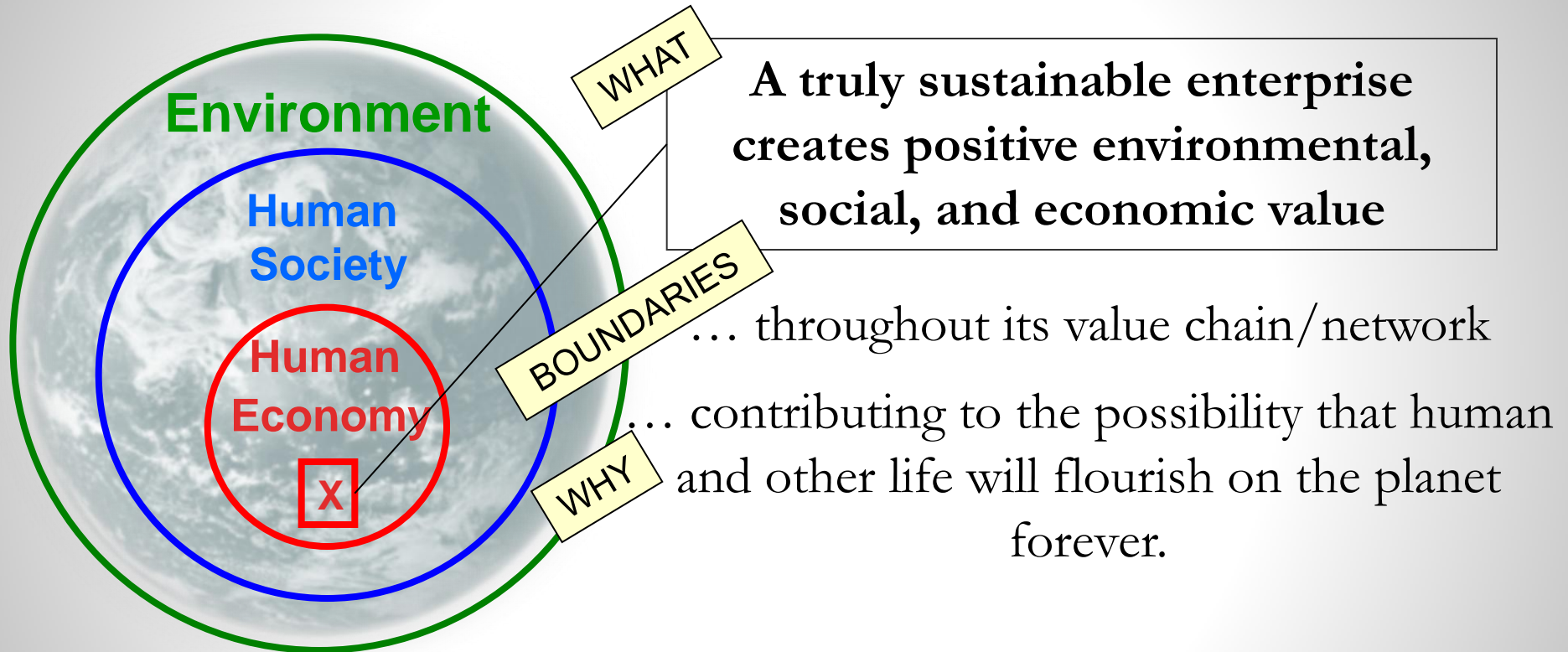
Degradation of nature and its natural processes



Conditions that undermine people's capacity to meet their basic human needs and well-being

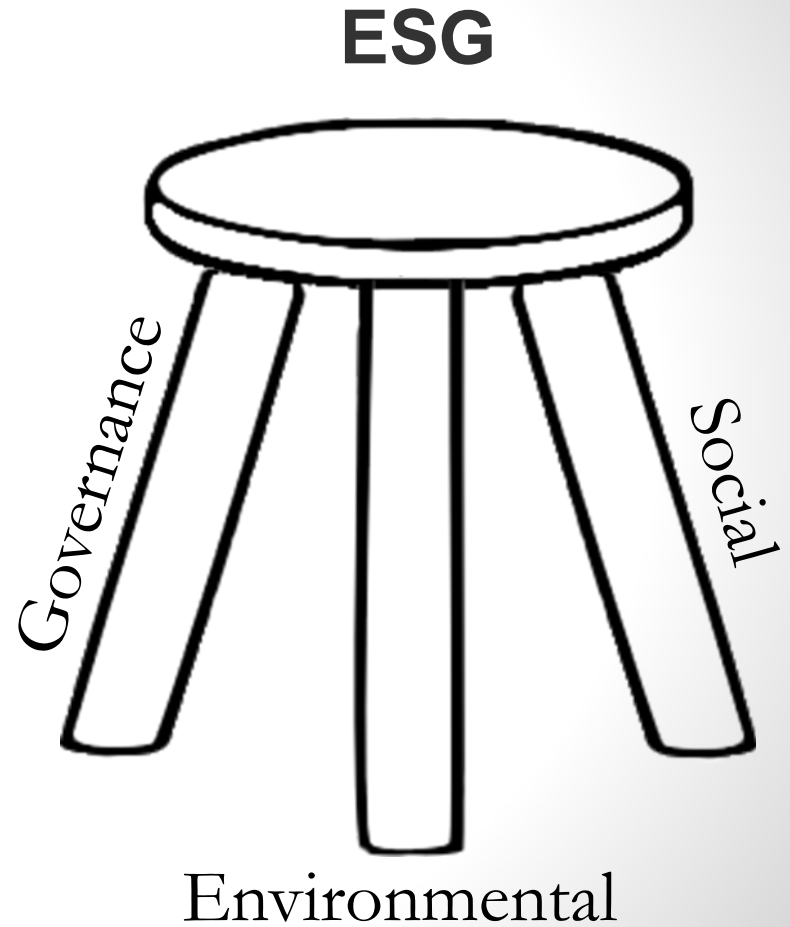


TRULY SUSTAINABLE ENTERPRISE



If it were to operate forever, it would not only do no harm; it would do well by doing some net good.

GOLD STANDARD FRAMEWORK



21-CRITERIA GOLD STANDARD

Environmental

- **Energy:** 100% renewable
- **Carbon:** zero footprint or better
- **Water:** fair share or net zero
- **Materials:** 100% recycled/renewable
- **Waster:** net zero or better
- **Provides services** (vs. products)
- **Ecosystems:** net zero damage

Social

- **Injuries and fatalities:** zero
- **Labor rights:** 100% of employees
- **Remuneration:** 10% of CEO's or better
- **Engagement:** 90% of employees
- **Turnover:** 10% or less
- **Local:** 75% of workers, suppliers, gifts
- **E&S donations:** equal to EBITDA

Governance / Financial

- **Financially sustainable:** makes a profit
- **Taxes:** 100% of statutory taxes paid
- **Ethics:** zero ethical violations
- **Diversity:** mirrors stakeholder demographics
- **Transparency:** full disclosure is an affirmative duty
- **Policies & systems:** embed sustainability principles
- **Stakeholders:** 100% or key ones are engaged

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FIVE BENEFITS

1. It addresses the confusion factor
2. It creates a sense of urgency
3. It raises the bar and sparks innovation
4. It identifies true leaders and best practices
5. It facilitates reporting



SIX REASONS THAT IT'S TIME

1. Leading companies are ready
2. Important stakeholders are ready
3. Capitalism is ready
4. Opportunity to influence new ESG reporting standards
5. We're running out of runway
6. It's doable

