

# How Much Does Your Company Care?

## Triple Bottom Line Accounting is the New Name of the Game

I don't think it's a coincidence that we celebrate Companies that Care Day on March 20th-- the first day of spring. Spring has earned quite a reputation for renewal and rebirth. This spring, business and industry seem especially poised to take on the environmental challenges that face our nation. What a perfect time to reassert the positive impact that business can have on our community.

**Starting a waste reduction program engages your employees in a familiar environmental activity with very specific goals and tangible results.**

Companies that Care Day celebrates the ideal that "every employer, whether for profit, not-for-profit, large or small, shares responsibility for ensuring that individuals and communities thrive." Helping the Salinas Valley to thrive is good for our people and our bottom lines.

### PEOPLE, PLANET, PROFIT: THE TRIPLE BOTTOM LINE

The bottom line usually represents a company's net income. While that kind of a measurement gives you an indication of your company's financial status, it doesn't tell you much about your role in the community. The triple bottom line takes into consideration more than just financial debits and credits; it accounts for a business's net impact on the world. This new measurement captures traditional economic prosperity (profit), but also adds social and environmental impact to the balance sheet.

Traditionally, policies that mitigated the costs to people and planet were perceived as having a negative impact on profit. Today, we know that incorporating socially and environmentally responsible business practices often increases income.

"Sustainability is not about philanthropy," argues Adam Savitz, author of *The Triple Bottom Line*. "There's nothing wrong with corporate charity, but the sustainable company conducts its business so that benefits flow naturally to all stakeholders, including employees, customers, business partners, the communities in which it operates, and, of course, shareholders."

### EMPLOYEE SATISFACTION

New studies show that incorporating corporate social responsibility (CSR) initiatives positively impacts relationships with current and potential employees. MonsterTrak, an online recruiting company, conducted a study that showed "80 percent of young professionals are interested in securing a job that impacts the environment in a positive way, and 92 percent give preference to working for a company that is environmentally friendly."

Being able to demonstrate that your company cares about the environment will give you an edge when recruiting new talent. Likewise, social responsibility can help you build valuable connections with current employees. According to the Kenexa Research Institute, "An organization's CSR efforts also positively affect an employee's personal outlook of the future, satisfaction with their job and confidence in the company's future." Good managers know these benefits translate into increased productivity in the short-run and greater loyalty over the long-term.

### GOING GREEN?

Many companies have started to recognize the benefits of adopting socially and environmentally responsible business practices into their routine, but just aren't sure how to begin. We think a waste reduction program is a great way to get started. Incorporating the 3R's (Reduce, Reuse, Recycle) into your corporate culture is one of the easiest and most effective ways for your company to make a positive environmental impact. Most of your employees already understand the connection between recycling and environmental stewardship; many of them already recycle at home. Starting a waste reduction program engages your employees in a familiar environmental activity with very specific goals and tangible results.

Recycling reduces the amount of trash that ends up in our local landfills, but it also has global implications. Landfilling organic material (like paper, cardboard, landscaping and food waste) produces methane. Methane, a green house gas, has the potential to retain 23 times more heat in our atmosphere than carbon dioxide. According to Californians Against Waste, "Ton for ton, recycling reduces more pollution, saves more energy and reduces GHG [green house gas] emissions more than any other activity besides source reduction [waste prevention]."



Companies that care create valuable connections with their employees as they work together to build a better community.

### SVSWA SERVICES TO BUSINESS

Let the SVSWA help you show the community how much you care. We have just released a new brochure that highlights SVSWA services to business. This handy guide will tell you about

our agency, the free services we have to offer you, and a little about some of our satisfied customers.

To order your copy or to find out more about how SVSWA can help you boost your triple bottom line, call 831-775-3000.

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