



ENTREPRENEURS GUIDE TO SAVING THE WORLD

Things your business can do now

- Create a Mission Statement for your Business. The mission statement should be concise messages that showcase your commitment to how your business is used as a Force for Good. It can be about improving social responsibility, employee wellness, environmental sustainability, and/or community involvement.
- Establish a Board of Directors
- Set up Facebook and Google Pages for your business to get feedback from your customers.
- Obtain some of your supplies from women and minority-owned business.
- Support a charitable organization in your community.
- Purchase some of your supplies from local businesses.
- Switch to a local bank
- Work with your landlord to create energy and water efficiency improvements in your space.
- Request the use non-toxic janitorial products.
- Monitor your water and energy use.

Things Involving your Employees/Independent Contractors

- Allow your employees to provide pro-bono services to the non-profit organization in your community.
- Hold a companywide event to pick up trash, volunteer at a soup kitchen, build a home with Habitat for Humanity, organize clothes or a food drive.
- Encourage employees to volunteer outside of their work hours.
- Give and receive feedback from your Independent Contractors after a project is completed.
- Reduce the amount of paper your employees use.
- Encourage recycling of paper and plastic materials.
- Provide your employees with refillable water bottles and coffee cups.
- Hire a diverse group of employees.

Things you can improve over time

- Find a problem in your community that your business can help solve.
- Develop a diverse Board of Directors for your company.
- Create a product/service that serves an underserved population.
- Encourage your customers to recycle
- Donate furniture or old inventory to local charities.
- Have a routine vehicle maintenance program.
- Encourage your suppliers and customers to adopt corporate social responsibility and become a force for good.