



# GUIDE TO SAVING THE WORLD

**Free Resources:** [Best Practice Guides](#) & [Policies & Templates](#)

## **Responsible Buying-**

Each day, Americans spend more than \$350 billion shopping which equal the total funds raised Annually by US charities. Make the World better with your next purchase.

- Read the [Conscious Consumers Handbook & Buy Responsible Year-Round](#)
- Buy from Responsible Companies
  - [Florida B Corps](#)
  - [Florida Benefit Corps](#)
  - [Florida For Good Businesses](#)
  - [Other B Corps](#)
  - [1% For the Planet Businesses](#)
  - [Buy Locally](#) – Keep \$s in your community, Better for the environment, and Engaging in the human experience improves satisfaction and honesty
- Buying Online? Support a cause with each purchase by using a responsible website, app, or browser plug-in
  - [Done Good](#), a B Corp – “The Amazon of social good.”  
Website, App, & Browser Plug-In Available  
Sort by your values E.g. Eco-friendly, Gives Back, Cruelty-Free, etc.
  - [Grove Collaborative](#) – Products for a healthy, beautiful home
  - [Amazon Smile](#) - .5% of purchase price donated to your charity of choice
  - [GumDrop by Good Shop](#)- Discounts & % of purchase donated to charity

## **Responsible Relationships-**

Join, Donate, Volunteer

- [Become a For Good Member](#) and have your suppliers and fellow companies do so
- Follow Florida For Good - [Linkedin](#), [Facebook](#), Instagram
- [Donate/Volunteer](#) for the For Good Movement, Inc., the 501c3 helping Florida For Good
- [Join 1% For the Planet](#)
- [Become a Conscious Capitalist](#)
- [Become a Certified B Corp by Measuring Your Impact](#)
- [Join the American Sustainable Business Council](#)
- [Join BALLE \(Business Alliance for Local Living Economies\)](#)
- [Join the Social Enterprise Alliance](#)
- [Join the Green Buddy Initiative](#) – Teach another company how to be responsible
- Offset Your Carbon Footprint at [Carbonfund.org](#), [We Are Neutral](#), or another offsetter
- Support Renewable Energy Initiatives- [Solar United Neighbors](#), [EESI](#), etc.
- [Pledge 1% - 1% of Equity, Time, Product or Profit donated to charity](#)
- Local Organizations in your Community E.g. [IDEAS for Us](#), [Hands on Orlando](#)
- [Collaborate with our Collaborators](#)

## **Responsible Selling**

Benefit a Cause every time you sell your Product or Service

- [Join 1% For the Planet](#)– 1% of revenues will go to your environmental charity of choice
- Do it the Sababa Way- Each sale can feed a child
- Start a Buy One, Give One Program- [Good Companies](#) has some examples
- Establish a relationship with your charity of choice- each transaction or a % of revenue or profit can benefit them

## **Responsible Company Governance-**

- 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.
- Use Mission-Driven Job Descriptions and incorporate in Employee Reviews
- Establish a diverse Board of Directors
- How does the diversity of ownership compare with the board of directors, senior management, and line level employees? Modify for shared prosperity.
- Set up Facebook and Google Pages for your business to get feedback from your customers.
- Give and receive feedback from your Independent Contractors after a project is completed.
- Become a Benefit Corporation or adopt similar language into you LLC, LP, business entity

## **Responsible Sourcing/Suppliers-**

- Use women and minority-owned business
- Use B Corps or businesses proving their impact using the impact assessment.
- Use local businesses
- Encourage your suppliers to adopt corporate social responsibility and measure their impact using the impact assessment
- Switch to a local and/or independent bank or a [Global Alliance for Banking Values Bank](#)

### **Responsible Hiring/Employment-**

- Hire a diverse group of employees.
- Pay a Living Wage <http://livingwage.mit.edu>
- Hire workers from Low-Income Areas and Underemployed Groups
  - [Volunteers of America](#) is a good resource
- Find Values Aligned employees at [B Work](#)

### **Responsible Citizen of the World-**

“Be the Change you wish to see in the world”

- Volunteer- [Patagonia Action Works](#) & [Volunteer Match](#)  
Hold a companywide event to pick up trash, volunteer at a soup kitchen, organize clothes or a food drive, or use your skills to help a nonprofit or B Corp in need.
- Allow your employees to provide pro-bono services to the non-profit organizations in your community during work hours
- Encourage employees to volunteer outside of their work hours.
- Start or Help a campaign at [Change.org, a B Corp](#)
- [Sign the Charter for Compassion](#)
- Encourage your employees to vote with help from [Vote.org](#)

### **Responsible with the Environment-**

Participate in the [Circular Economy](#) rather than the Extractive/Disposable Economy

- Monitor your water and energy use and reduce it
- Implement Reduce, Reuse, Recycle as a concept
- Use non-toxic janitorial products.
- Encourage recycling of paper, plastic, and hazardous materials.
- Install Electric Vehicle (“EV”) Charging and encourage EV use
- Eliminate single Use Products - Provide reusable water bottles, coffee cups, straws.
- Monitor indoor air quality
- Use Clean & Renewable Energy: [Solar](#), Wind, Biomass, Hydropower, Geothermal
- Purchase Carbon Offsets
- Build to [LEED](#), [Energy Star](#), [Well](#) or other equivalent standards