



**WE GO**  
**BEYOND**

B Corp Movement Month: Climate Impact

Reduce your environmental footprint and offset the rest

Learn from B Corps on how to reduce your carbon footprint and support high-quality climate solutions to offset the rest.

We will cover:

- ✓ Green investment strategies
- ✓ Sustainable promotional products
  - ✓ Eliminate food waste
- ✓ Tradeshow materials and travel guidance
  - ✓ High-quality climate solutions

Learn more about climate solutions at [Tradewater](#).



# Green 401K Resource Guide

Is your 401k helping protect People and Planet?

Your 401K is a statement of your values and [greenretirement.com](https://greenretirement.com) wants to help you and your employees retire with dignity.

**Step 1:** Look under the hood of your 401k mutual funds to find out what's in it. Use the tool [fossilfreefunds.org](https://fossilfreefunds.org).

**Step 2:** Check the mutual funds offered in your plan for the following screens: fossil fuel holdings, deforestation, gender equality, civilian firearms, prison industrial complex, military weapons, and tobacco.

**Step 3:** Ask your 401k plan advisor to offer options that score better on screens that your company values.

**Step 4:** If your plan advisor does not have the knowledge nor ability to make the changes you want, check the B Corp Financial Firms and money managers who can help guide you.

Understanding the principles and strategies of green investing can not only provide you with financial security but can also allow you to use your 401K for good.

The following organizations can help guide you and have free resources to get you started:

- [Adasina Social Capital](#)
- [Change Finance](#)
- [Green Retirement, Inc.](#)
- [Nia Impact Capital](#)
- [SocialK](#)
- [Trillium Asset Management](#)
- [Vert Global Sustainable Real Estate Fund](#)

Learn more at [Green Retirement, Inc.](https://greenretirement.com)



# 6 Ways to Get Better Merch

Advocate for your brand with sustainable merch.

If carbon neutrality is essential to your business, choose branded merchandise that aligns with your company values - because your merch showcases your brand and communicates who you are.

Check out our article on [How your company or products can become Carbon Neutral](#). The article provides strategies for purchasing, using, and upcycling your branded merch to support your Carbon Neutral goals. Getting merch that reflects your values starts by partnering with promotional products companies that are committed to sustainability, and that share your dedication to carbon-neutral business practices.

Here are 6 ways to dig into the world of sustainable and ethical promotional products:

- Looking for Carbon Neutral products and Brands for your merch? Check out the [Carbon Neutral Merchandise Lookbook](#) to learn about our supplier's impact, programs, and products.
- Take stock of what you have. Can it be repurposed for your next campaign? Learn about [Upcycled Promotional Products](#).
- Sourcing new products or vetting new suppliers? What you need to know about [Ethical Sourcing: 6 Tips for how to assess your supply chain](#).
- Are you set on paper or wood products? Dig into what it means to support [FSC-Certified Promotional Products](#).
- Implementing Zero Waste Initiatives at the office? Here are the best [Zero-Waste products to support your team](#).
- Want to know what's trending? Check out the [2023 PPAI Best In Show Lookbook](#) and see what's new in Promotional Products.

Have questions? Get in touch with [Fairware!](#)



# Eliminating Food Waste

Food waste is a serious problem, but there are ways to cut down on food waste, costs, and help the environment at the same time.

Ancient Nutrition can help!

The [EPA estimates that nearly 40%](#) of food is wasted in the US, much of it going into landfills and contributing to greenhouse gas emissions. Globally, 8-10% of all greenhouse gas emissions come from [food waste](#). This is without getting into the economic impact it has on businesses in the form of wasted resources. But there are ways to cut down on food waste and help the environment at the same time.

All of that food takes a whole lot of energy and natural resources to create. Think about one potato. It needs water, land to grow in, humans to harvest, and fuel to ship. When it is wasted, it is as if we took all of those resources and threw them in the trash. Worse yet, all those wasted resources are actually contributing to climate change. A recent report from ReFED estimates that the United States spends over \$218 billion—1.3 percent of GDP—growing, processing, transporting, and disposing of food that is never eaten.

By rethinking our consumption and disposal of food, we can benefit both the environment and our bottom line. That's a true win-win scenario.

Many of us are returning to the office, which means break rooms, bringing lunch in, and events. All of these have the potential for food waste and their own strategies for reducing the amount of waste we create as a business. It is easy to get overwhelmed when we first learn about these statistics, but we don't need to go off the grid and homestead in order to make a difference.

Let's talk about some ways your company can begin to take steps to reduce your food waste.



# Eliminating Food Waste

continued...

## **Office Kitchen**

Order office snacks from suppliers that offer carbon neutral shipping, such as Thrive Market or Imperfect Foods. While not directly related to food waste, this will help to lower the carbon footprint of your company's food consumption. Some suppliers, such as Imperfect Foods, actually have food made from upcycled ingredients—food that would have been discarded but is turned into new, high-quality products. This is a simple way to reduce the amount of food wasted in the supply chain. When cleaning out the office kitchen, do a snack audit. Take note of what is being thrown out and do not purchase those items in the future. We can't always avoid something being thrown out, but we can take steps to reduce purchasing those items in the future.

The office fridge can be a source of joy and untold horror. Clean the fridge regularly. This keeps it looking fresh and appealing for people to utilize. Ask team members to label food containers with their name and the date, and create a rotating schedule to clear it out weekly and send food home to be consumed before the weekend. Did you know that “eat by dates” are just a suggestion? To avoid throwing out perfectly good food, educate your team on what the dates mean by sharing a resource like [eatbydate.com](http://eatbydate.com).

## **Office Meals**

When possible, choose restaurants that utilize local ingredients. This supports farmers in your area and reduces the carbon footprint of your meals. Ask the restaurant if they do anything with their food waste. If they do, would they be willing to take back any extra food? On a personal note, if you don't like to eat a heavy lunch, offer to share a meal with a coworker.



# Eliminating Food Waste

continued...

## **Office Meals continued...**

Maintain a waste log to track food waste across events, noting food preferences, portion sizes, and dietary needs. This will help to make your planning more efficient and reduce waste. Remember, when you're trashing food, you're trashing money.

No matter how well we plan, there are times when we will have too much food. In that case, find a local homeless shelter or food insecurity organization to donate your unused food to. These partnerships go beyond just food, strengthening your ties to the community and establishing you as a leader in your community.

## **Food Waste Diversion and Composting**

According to Sustainable America, "workplace composting can not only contribute to the corporate social responsibility policy of a company, but it can also reduce waste collection costs, engage staff, boost morale, and promote healthy lifestyle practices."

[Earth911's Work Composting Program Guide](#) has some great questions to keep in mind.

Before you can actually kick off your workplace composting program, you'll have to do some research. Think through the entire life cycle of the food waste your office produces. Consider the following:

- Where do employees eat and throw out waste from their meals?
- What type of bins will you need and where will they be placed?
- Who empties the trash cans at the end of the day?
- Will you need to coordinate with building management?
- Does your city provide organic waste collection?



# Eliminating Food Waste

continued...

## **Food Waste Diversion and Composting continued...**

- If there are no hauling services, what can be done with the compost your office creates? For instance, are there any community gardens nearby? Are there employees who would like to use the compost in their own gardens? Could the compost be used for office plants or the landscaping around the building?

With all that in mind, start small. You can put coffee grounds in a separate container for use on the plants in the office or for employees to take home for their plants. When you are ready to take it a step further, purchase a separate bin for the kitchen area where all food scraps are put. Mark it clearly and post a visual aid of what can and cannot be put in the bin. Purchase a scale and have the cleaning crew weigh the bin before they dispose of it. Set goals to reduce the amount of food waste you produce.

But what do you do with all of the food waste you have collected? First, offer to donate food scraps to a local farm or gardeners in your organization. You can also see if there is a composting service in your area. Many metropolitan areas have compost services that will pick up your food waste and turn it into compost for local farms and gardeners to use. Websites such as [compostnow.org/compost-services](https://compostnow.org/compost-services) and [litterless.com/wheretocompost](https://litterless.com/wheretocompost) allow you to search for composting services near you.

As an added bonus, many commercial composting facilities will also be able to take compostable utensils, which will help to reduce single-use plastic within your organization. If you have a smaller kitchen, consider the purchase of a countertop composter, such as a Lomi or Mill. Undersink vermicomposting (worm farm) is a low-tech option for small scale composting.



# Eliminating Food Waste

continued...

## **Food Waste Diversion and Composting continued...**

The most important thing to remember is that a workplace composting program without the support of the employees won't get far. You can generate engagement (not to mention a little excitement) by setting monthly goals and giving out prizes when the goals are reached. This will keep people enthusiastic and in the know about composting—and really, that's your ultimate goal.

Interested in learning more? The [Rockefeller Foundation's Food Waste Toolkit for the Office](#) is full of additional resources to launch a food waste prevention initiative for your organization.

Learn more at [Ancient Nutrition!](#)





# Sustainable Trade Show Materials & Travel

In the post-pandemic world, in-person and virtual events are thriving, and gatherings have an environmental impact, no matter the format. Whether it's a board meeting, a trade show, an educational or entertainment event, organizations need these gatherings to connect with stakeholders, educate about their products, or advance mission-related programming. So how can we be responsible environmental stewards while planning and attending events?

The [New Leaf Paper](#) team carefully weaved sustainability into booth branding, planning, and travel logistics for an upcoming trade show. How did we do it? As part of our [company's mission](#) for transparency and leading sustainability practices, we will share our secrets with you!

## **Booth Components:**

- Try [carpet tiles with recycled content](#) (44% post-industrial, 11% post-consumer, 55% Total Recycled Content, Plastic Bottles).
- Consider [chairs made from plastic bottles](#) (100% post-consumer PET bottles).
- Choose a booth display made from biodegradable/recyclable board. We suggest FalconBoard®.
- Opt for [LED Lights](#) (Energy-efficient lighting uses up to 75% less energy than incandescent lighting).

## **Branding Considerations:**

- Use sustainably made [wooden name badges from a small business](#) and opt to offset shipping.
- Print business cards, collateral, and signage from 100% post-consumer recycled fiber papers produced in North America. All [New Leaf Paper products](#) were used for our sell sheets, business cards, sign inserts, etc.



# Sustainable Trade Show Materials & Travel

continued...

## **Giveaway Items:**

- Hand out [plantable pencils](#)! We love the basil ones and how these tie in with our [Retail Products](#).
- Select from several organizations that your company supports.
- Share the story of what these partners mean to the Team.
- Have people pick which charity they would like your company to donate to. Most charities will provide proof of donation.
- Support another [B Corporation](#) by giving away their product and use that as an opportunity to share the [B Corp story](#).

## **Packaging:**

- Use shipping crates made from SFI wood and utilize reclaim lumber when possible.
- Use recycled, repurposed, and biodegradable materials to protect your Trade Show materials when shipping.

## **Employee Travel Logistics:**

- New Leaf Paper weighs the pros and cons of holding a meeting virtually to reduce CO2 emissions. If the decision is made, that travel is necessary; it can be sustainable.
- At New Leaf Paper, our employees are encouraged to pack light, bring travel drink containers, and opt out of hotel cleaning services.
- Additionally, we encourage traveling in a shared car, taking public transportation, or alternative forms such as [Lyft](#) when meeting in person.



# Sustainable Trade Show Materials & Travel

continued...

## **Employee Travel Logistics continued...**

- Lyft is New Leaf Paper's preferred rideshare program due to its sustainability efforts, including CO2-neutral goals and social issues (equal pay and voting access) and its commitment to using 100% renewable energy to power all office spaces, driver hubs, and electronic vehicle miles.

At [New Leaf Paper](#), we're proud to weave sustainability into our business practices, not just our products. Follow New Leaf Paper on [Facebook](#) and [Instagram](#) to learn more about sustainability choices.

Learn more at [New Leaf Paper!](#)



# High-quality climate solutions and carbon offsets

There are many different types of projects that reduce greenhouse gas emissions and generate a carbon offset credit. Some of the most common examples include preserving forests and preventing them from being cut down or getting communities to replace coal burning stoves with cleaner fuels.

[Tradewater](#) is focusing on high-value climate projects that permanently prevent the world's most potent greenhouse and ozone-depleting gases from releasing into the atmosphere.

When considering carbon offset credits and climate projects to support, you should consider the following:

**Permanence** - The harmful greenhouse gases found in the refrigerants that we collect are destroyed - permanently.

**Additionality** - Our work is additional. The refrigerants that we collect and destroy are banned from production. However, nobody will work to find and pay to destroy these refrigerants unless a company like Tradewater does it.

**Verification** - Tradewater credits are third-party verified and issued by the leading carbon registries, the American Carbon Registry and Verra.

**Responsible Conduct** - In addition to eliminating harmful greenhouse gases, Tradewater's projects create economic benefits. To date we have injected over \$32 million dollars into local communities through our work.



# High-quality climate solutions and carbon offsets

continued...

**Ease** - We make all project documentation available for you to confirm the quality of our work. We also provide you the tools to easily offset in one payment, or in monthly installments of any amount.

We are also focused on one of the most impactful projects to address climate change, as noted by leading scientists at [Project Drawdown](#).

You can learn more about the latest commonly accepted standards for carbon offset quality and the effectiveness of different offset project types in our latest white paper, "[Evaluating Carbon Offset Credits: Why Credits Generated through the Destruction of Harmful Refrigerant Gas are Among the Highest Quality Available.](#)"

**Tradewater is working to make the greatest possible difference in the fight against climate change**

*and is doing so as quickly as possible.*



Refrigerants



Halons



Abandoned Wells



Mines

Learn more at [Tradewater!](#)

# Calculate the carbon footprint of your business

Knowledge is power. By understanding the carbon footprint of your business, you can intelligently implement a reduction plan and offset your carbon footprint by supporting high-quality climate solutions.



## Step 1: Calculate

Use our carbon footprint calculator to estimate the annual emissions that your business generates from activities such as facilities management, employee travel, and procurement.



## Step 2: Offset

With your carbon footprint calculated, choose to offset your emissions through a subscription to Tradewater's carbon offset credits in the amount that suits your business.



## Step 3: Reduce

Once your footprint has been offset, Tradewater encourages all CNC members to reduce their overall operational emissions by leveraging our resources. Track progress over time in your personalized dashboard.

*Small business. big impact*

Learn more about the [Carbon Neutral Collective!](#)





## 3 Questions To Understand Your Climate Goals and How to Achieve Them

1. What are your most important values and how do you express them?

2. How does climate change impact your business and your customers?

3. What is your desired outcome?



## B Corp Movement Month: Climate Impact

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<https://www.bcorporation.net/find-a-b-corp>