

Conscious Capitalism

A Compilation from Fortune

Sep 1, 2015

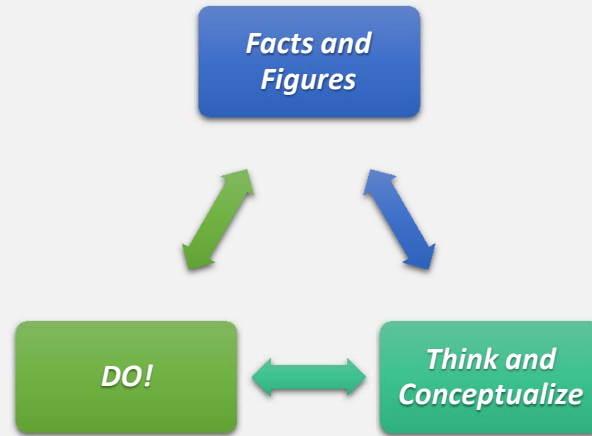
by Ramki

PKF S&S LLP India

Facts and Figures

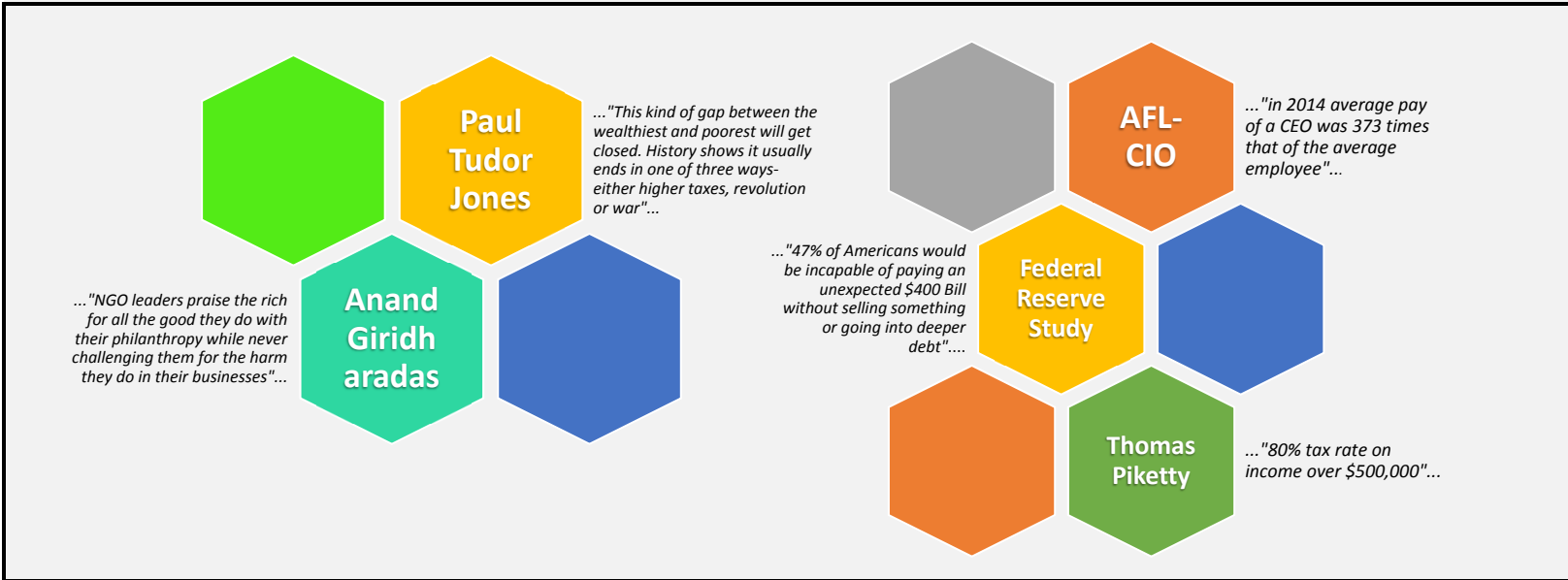
Global CSR

How do they do it???



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Facts and Figures - They Said It...





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Think and Conceptualize - They Coined It...



John Macky

...Conscious capitalism...

...Just Capital...

Paul Tudor Jones



...Shared Value Capitalism...

...Inclusive Capitalism...



Michael Porter

Lynn Forester de Rothschild



...Compassionate Capitalism...



Marc Benioff

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Do - They've done it...

What does this means??

| Company | Country | Key words | Code | Activity |
|-------------------------|----------------|--|----------------|---|
| Jain Irrigation systems | India | Water, irrigation, finance, food , solar | RD, CN, RE | Micro irrigation systems increase farmer yields 50% to 300%; solar water pumps, financing and food processing |
| Starbucks | USA | Farming, | RD,HE, WW | 99% coffee ethically sourced; 400K coffee growers helped; funding research for pest resistant coffee; Generous health benefits for workers ; recently offered to cover cost of online college education |
| Patagonia | USA | Farming, Organic , recycle | RD, CN, RE, AP | Green retailer ended reliance of cotton on pesticides; consumers urged to buy less and reuse ; using recycled materials |
| Unilever | UK/Netherlands | Farming, sustainable | RD, ES | Trained 800k farmers to grow crops responsibly; Sustainable products drive sales |

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| Natura | Brazil | sustainable procurement | ES | Sources sustainable materials from Amazon region |
| Marks & Spencer | UK | sustainability | ES | 1. 100 point sustainability plan; 2. become carbon neutral; 3. sends zero waste to landfills by reducing price of perishables as the shopping day wears on; |
| Ayala | Philippines | Water | WD, RD | Clean and potable water for 1.8 M low income households ; 24 hour water supply to 99% residents ; replaced almost all local pipes |
| Ecolab | USA | Water | WD, RD | Focuses on water management; has helped customers save 2.5B gallons of water worldwide last year. |
| Pepsi | USA | water, farming, | CN, ES | Support water efficient farming |
| Coca Cola | USA | replenishment, water protection | CN, ES | Return to nature 100% of water it consumes by 2020 |

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| Whole foods | USA | Farming, waste reduction, farm worker welfare, energy conservation, organic | AP, CN | Organic farming , energy conservation, waste reduction, farmworker welfare; created market for natural healthy foods ; does not sell over fished sea food ; all GM ingredients to be labeled by 2018 |
| Toyota | Japan | Renewable energy, Hydrogen | RE | Mirai first fuel cell car powered by Hydrogen emitting water |
| Walmart | USA | water protection, renewable energy , eliminate waste, sustainable supply chain, recycle | RE, ES | 1. Detergent Purex Powershot of Henkel uses less water and 30% more efficient; 2. 100% renewable energy 3. Eliminate green house gas emission from supply chain; 4. Recycle content in packaging ; 5. Raise minimum wage |
| Ikea | Sweden | Green products, Renewable energy, sustainable | ES | 1. Minimizes environmentally unfriendly materials; 2. Reduce energy needed to ship products; 3. Green products ales over \$1B; 4. only LED bulbs and lighting |

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| Enel | Italy | Renewable energy | RE | 48% energy from renewable sources - solar , wind and geothermal in 4 years |
| M-Kopa | Kenya | Electricity, power solar | RD, RE | Pay-as-you-go solar power ; 200k households have leased these devices requiring no installation and bank a/c; M-Pesa used to pay for the service |
| Essilor | France | Vision , eye care | HC | No frills glasses less than \$6 in 22 countries -2.5 new vision generation - 20 million people to be helped by 2020 |
| GSK | UK | Eradication of Malaria | HC | Mosquirix vaccine for Malaria -sale price 5% above cost and profit reinvested in Tropical disease R&D |
| Novartis | Switzerland | Medicine | HC; RD; ST | Essential medicines to rural India; Arohya Parivar for raising awareness of Hygiene - million patients covered since 2010 |
| Novo Nordisk | Denmark | Training , Medicines | HC | Training doctors , educating patients to tackle Diabetes ; has saved 140k patients from Diabetes |

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| BD | USA | Needleless IV | HC | Safety-engineered syringes, Needleless IV access systems; funded free of charge injury surveillance network ; training with a large nursing organization |
| Facebook | USA | ALS, | HC | Ice bucket challenge raised \$115M for ALS research |
| Discovery insurance | South Africa | Life expectancy | HC | Increasing life expectancy of customers; paying Gym membership for members; behavior tracking program that rewards healthy habits |
| IBM | USA | AI, health applications | HC | Treating cancers, using AI to help doctors take better decisions; \$100M project to develop health applications for South Africa- using Watson for HC |
| CVS health | USA | Cigarette , tobacco | HC | Stopped selling tobacco products in its 7600 stores |

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| Fitbit | USA | wearable, physical activity | HC | Boosting physical activity ; fighting obesity ; Diageo and BP give Fitbit bands to employees and some insurers are using them in health plans. Fitbit data provides strong predictions of people who will have complications after hospital discharge. |
| Narayana Health | India | low cost healthcare | HC | 1. No one turned away for lack of funds; 2. low cost cardiac surgery and cancer care |
| Philips | Netherlands | Light | HC, EP | Solar powered LED complexes throughout Africa -transforming health clinics and education; Tablet size ultrasound machine Visiq for doctors in remote villages |
| CISCO | USA | Outsourcing , training | HE, VD | 1. Outsourcing to Palestine; 2. Training 5.5M students around the world through Cisco networking academy program- |

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| Danone | France | Healthy food, nutrition | HE, OH | Bangladesh children eat 600k servings of Shokti-Doi , nutrient rich yoghurt, Brazil children eat cheese fortified with vitamins and having less sugar |
| Cargill | USA | Nutrition | HE | Cooking oil fortified with Vitamin A and D ; |
| M-Pesa | Kenya | Smart phones, banking | BE, BM | Save , transfer money without banks |
| Roshan | Afghanistan | Mobile phones | RD | Phone access to the masses |
| Master card | USA | Financial inclusion | RD, BM | 500 financial inclusion projects; in South Africa distributing social benefits to 10 M people; Totally 150M people to financial table |
| Grameen bank | Bangladesh | Micro finance | BM, HE, WE | Loaned \$17.4B to 8.7 M borrowers mostly impoverished women |
| Equity bank | Kenya | Mobile banking | BM, | 10 Million plus customers in Microfinance |

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| Alibaba | China | Rural development | RD | Brought millions of rural people online - 2 M rural sellers active in Alibaba |
| SABMiller | UK | Small business help, shareholder farmers | RD | Supporting small businesses and shareholder formers |
| CEMEX | Mexico | Homes for poor | RD, HE | DIY homes for poor -sending materials and technical support |
| BYD | China | air pollution | AP RE | Battery powered buses reducing air pollution caused by diesel vehicles |
| Maersk | Denmark | Emissions, saving fuel | AP, RE | 1. Has cut emissions by 39% since 2007; 2. saves \$100M in fuel by slowing ship speeds, closely monitoring ship paths; 3. Has energy efficient ships like Triple E |
| Norwegian Global pensi | Norway | Pollution, Renewable energy | AP RE | No investment in companies that depend on coal for more than 30% of energy needs |
| Waste Management | USA | Recycling | AP | 1. Single stream recycling; 2. Educational campaign to reduce waste |

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| Arup | UK | Green | AP RE | 1. 20 zero net energy efficiency projects; 2. largest LEED platinum certified public building in the world; 3. world's first building powered by Algae |
| Opower | USA | Reduce power waste | RE | 1. Using peer pressure to reduce power wastage; data from neighbors are pooled together for comparison; 2. Family of 4 saves about 2.5% energy on an average; |
| Ford Motor | USA | Energy efficient, Green house gas | AP | 1. Change F 150 pick up body from Steel to Aluminum shaving off weight of 700 pounds from the vehicle; 2 New energy efficient engine will save over 30 B pounds of green house gas emissions over their lifetime; 3. Almost meets Mileage standards of 2025 |

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| Ecovative | USA | Bio degradable packaging | AP | 1. To reduce land fillings uses mycellum roots from fungi to make Bio degradable packaging |
| Intercorp | Peru | Education | EP | Innova schools low cost schools -29 schools and 19000 students; learning on their own and via teacher assisted group work |
| Intel | USA | Conflict free | CF | Announced its Microprocessors conflict mineral free |
| Costco | USA | better wages | WW | Pays workers above national norms; 90% of employees qualify for benefits |
| Tom's shoes | USA | Give away to poor | HE | Gives away a pair of shoes to developing country for each it sells |

CSR Areas

| Area | Code |
|--|------|
| Agro forestry | AF |
| Armed forces , war widows benefit | AF |
| Maintaining quality of soil, air and water - reducing pollution, waste | AP |
| Animal welfare | AW |
| Banking for the masses, micro financing | BM |
| Conservation of natural resources | CN |
| Conflict free minerals | CF |
| Ecological balance | EB |
| Education promotion | EP |
| Environmental sustainability | ES |
| Protection of flora and fauna | FF |
| Preventive health care | HC |
| Hunger, poverty and malnutrition eradication | HE |
| Traditional art handicrafts promotion | HP |

| Area | Code |
|------|---|
| NH | National heritage preservation |
| OH | Old age homes hospitals for women and orphans, day care centres for senior citizens- for socially and economically backward |
| PL | Public libraries setting up |
| RD | Rural development |
| RE | Renewable energy solar, wind, wave ; Power saving |
| RH | Restoration of sites of historical importance |
| SD | Sports development |
| SD | Slum area development |
| ST | Sanitation |
| TI | Technology incubators |
| VD | Vocational skills development children, women and differently abled, Livelihood enhancement |
| WD | Water safe drinking |
| WE | Gender equality, empowering women |
| WW | Worker welfare |