

Building a startup with sustainability at its core *"I and love and you"*

In a startup environment when staff is busy and budgets are lean, but commitment to doing the right thing is high, how can a company advance sustainability?

PROCESS

- Identify sustainability areas for improvement, catalog existing successes, and determine future challenges
- Build internal alignment on sustainability by facilitating company prioritization of various sustainability elements according to the company's culture, employee interest, customer demands and operations
- Select Executive-led priority strategies that tie specifically to defined parameters of business success



ACCOMPLISHMENTS

- Improved unity within Executive Leadership team on what sustainability is and what it means to the company
- Defined sustainability budget and employee ownership for execution
- Roadmap for implementation of 2015 priority goals and strategies
- Handful of low-hanging-fruit strategies underway



- B-Certification
- Integrate sustainability performance into existing employee review process

To find out more about this case-study visit the Pet Industry Sustainability Toolkit at www.petsustainability.org/toolkit.

Chris Bentley
VP of Sustainability



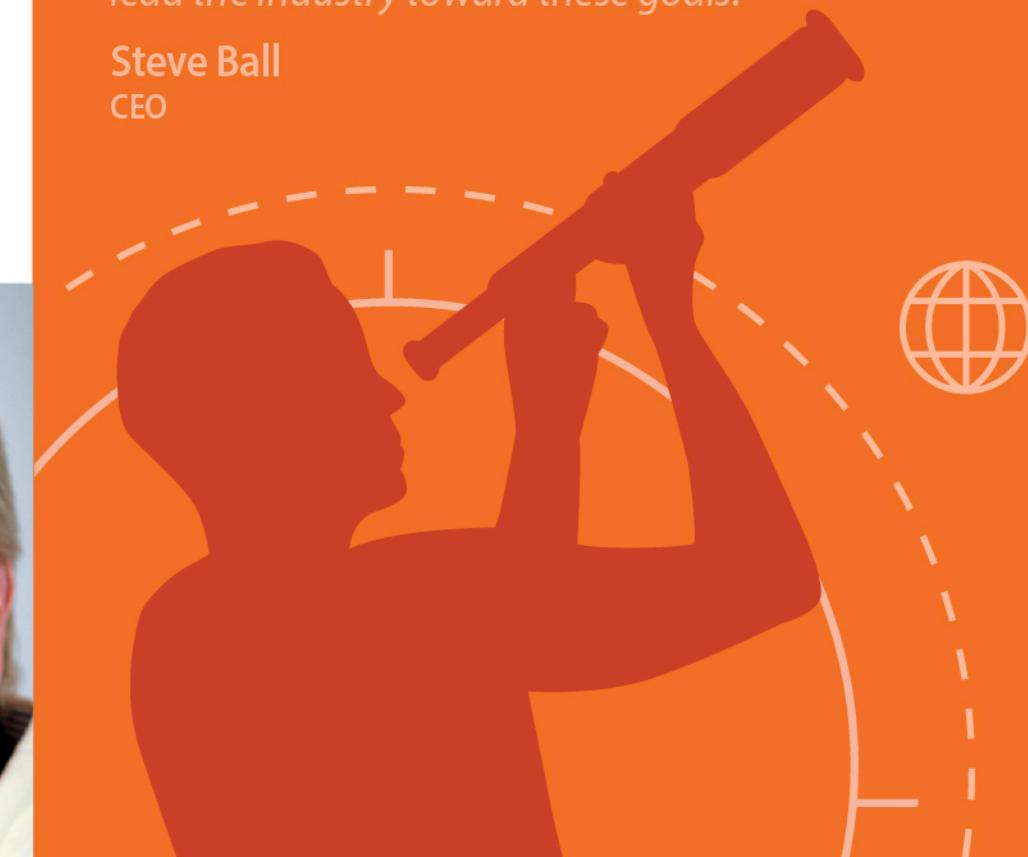
"I and love and you" had been struggling to maintain a motivated green team. Now that the entire C-suite has a unified vision for what a successful sustainability program looks like, I have the budget and leverage to push "I and love and you" to the next level.

"I and love and you"



"I and love and you" embraces sustainability as key strategy for maximizing our business success. We know that our consumers, retailers and employees are looking for healthy, responsible products and we are dedicated to helping lead the industry toward these goals.

Steve Ball
CEO



Strategy



Brand

Financial

Feasibility

Environment

Social

