

Climate change
isn't a science
problem, it's a
human problem.

- Paul Hawken



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coming fall 2020



SEEDING CHANGE

The Power of Conscious Commerce

Supplemental Challenge Package



You've Watched the Film. You've Watched
the Lecture...

*Let's put what you've learned to the
test!*

SEEDINGCHANGE
The Power of Conscious Commerce

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1. Words and Concepts to Know



Seeding Change Concepts

- Triple Bottom Line
- Sustainability
- Vote with your dollar
- Global warming
- Climate change
- GHGs
- Deforestation
- Soil degradation
- Regenerative
- Resilience
- Traceability
- Transparency
- Traceability
- Fair trade
- Organic
- Externalities (cost externalizing)
- The true cost
- Linear economy
- Circular economy
- Social entrepreneurship
- Natural capital
- Ecosystem
- Biodiversity
- Living wage
- Life cycle

Seeding Change Concepts

- **Triple Bottom Line** – A business focus that is focused on more than just profits, or the “bottom line,” and instead prioritizes a balance of benefits to people, planet, and profit; a commitment to social, environmental, and economic well-being.
- **Sustainability** – As defined by the Our Common Future report: development [i.e. work, business, habits] that meet the needs of the present without compromising the ability of future generations to meet their own needs.
- **Vote with your dollar** – We, as consumers, have the power. When we buy from and support companies and products that align with our values, or a triple bottom line approach, then we are voting for that type of business to thrive. Conversely, the opposite can be true as well – when we purchase from companies that don’t support that idea, we are voting for them to continue their ways too.

Seeding Change Concepts

- **Global Warming** - The long-term heating of Earth's climate system that's been observed since the pre-industrial period (between 1850 and 1900) due to human activities, primarily fossil fuel burning, which increases heat-trapping greenhouse gas levels in Earth's atmosphere. (NASA)
- **Climate Change** - The *significant* variation of average weather conditions or the long-term change in the average weather patterns that have come to define Earth's local, regional and global climates.
- **GHGs** - Any gas that has the property of absorbing infrared radiation (net heat energy) emitted from Earth's surface and reradiating it back to Earth's surface, thus contributing to the greenhouse effect. Carbon dioxide, methane, and water vapor are the most important greenhouse gases. (Britannica)

Seeding Change Concepts

- **Deforestation** - The clearing or thinning of forests by humans to make the land available for other uses.
- **Soil degradation** - A change in the soil quality status resulting in a diminished capacity of the ecosystem to provide goods and services for its beneficiaries. (FAO)
- **Regenerative** - able to or tending to regenerate—to regrow or be renewed or restored, especially after being damaged or lost. (Dictionary.com)
- **Resilience** - able to or tending to regenerate—to regrow or be renewed or restored, especially after being damaged or lost. (Dictionary.com)
- **Traceability** - The ability to trace each step of the manufacturing process associated with a good or service. The ability to know who made your goods, where they were made, and how they were made.
- **Transparency** - Sharing the information you have gained through traceability, with your key stakeholders.
- **Stakeholders** - Those who have an affect on the business and those whom the business might impact (employees, shareholders, customers, suppliers, and even nature).

Seeding Change Concepts

- **Fair Trade** - Trade between companies in developed countries and producers in developing countries in which fair prices are paid to the producers.
- **Organic** - A holistic farming system that uses ecologically based pest controls and biological fertilizers, thus eliminating synthetic fertilizers, synthetic pesticides and GMO seeds.
- **Externalities** (cost externalities) - A socioeconomic term describing how a business maximizes its profits by off-loading indirect costs and forcing negative effects to a third party. That third party being us; society.
- **The true cost** - A cost that reflects (internalizes) ALL the transactions (social and environmental) that have occurred for that given product - even those that you might not be able to see, touch, or feel.
- **Linear economy** - An economy where we take resources, make them into products, use them, and then dispose of them.
- **Circular economy** - An economy that eliminates the concept of waste and that keeps materials in continuous use.

Seeding Change Concepts

- **Social entrepreneurship** - An entrepreneur who pursues opportunities that are about more than just a profit. Social entrepreneurs are out to serve the greater good, or society, or the environment.
- **Natural capital** - Also known as natural resources, these are the naturally occurring sources of wealth for society, such as land, forests, mineral deposits, and water, that we rely on to survive.
- **Ecosystem** - A group of interconnected elements, formed by the interaction of a community of organisms with their environment (think rainforests).
- **Biodiversity** - All the different kinds of life you'll find in one area—the variety of animals, plants, fungi, and even microorganisms like bacteria that make up our natural world. (WWF)
- **Living wage** - A wage that is high enough to maintain a normal standard of living (including meeting a person's basic needs) in a particular place or region. This may or may not be equal to a required minimum wage in that same region.
- **Life cycle** - The series of stages through which something (such as an individual, culture, or manufactured product) passes during its lifetime. For our purposes: a product's life cycle. (Merriam-Webster)

2. THE SDGS

What Resonates With You?





The Sustainable Development Goals – Brief Lesson

- [The 2030 Agenda for Sustainable Development](#) provides a global blueprint for dignity, peace and prosperity for people and the planet, now and in the future.
- The [Sustainable Development Goals](#) are a call for action by all countries — poor, rich and middle-income — to promote prosperity while protecting the planet.
- The SDGs are to address all three dimensions of sustainable development (**environmental**, **economic** and **social** – Remember the Triple Bottom Line!?) and be coherent with and integrated into the United Nations global development agenda beyond 2015.
- The SDGs are [a set of 17 Goals](#), containing a collective 169 targets and have a time horizon of 2015 to 2030.
- Refer to the UN's [Student Resource Guide](#) for more resources.

How Business Can Align w/ the SDGs

- Businesses that align with the SDGs, using this framework to craft their sustainability and responsibility commitments, know they cannot tackle all 17 (and the accompanying 169 targets) all at once. Who could!?
- Typically, you will see a business align with 5-7 of them. Prioritizing what resonates with their business best and highlighting the areas they can have the most impact. No one is perfect, so you won't likely see a brand committing to ALL of them.
- For example, [Nike](#) has “identified the areas where Nike has the biggest potential to contribute to the SDGs, given the nature and scale of our business” – Goals 3, 5, 8, 12, 13, and 17.

What Resonates With You?

- **Research Exercise #1** – Referencing the UNSDGs, have a look at the sustainability commitments from the brands featured in Seeding Change – what SDGs would you say their commitments are most aligned with?
 - [Sambazon](#)
 - [Outerknown](#)
 - [Numi Tea](#)
 - [Guayaki](#)
 - [Dr. Bronner's](#)

What Resonates With You?

- **Personal Exercise #2**

- Which SDG resonates most with you?
- Why?
- What can/will you do to help drive forward progress?
- What product in your life (anything) can you connect back to one or more of the SDGs based on the product or service itself, or based on the commitments of the company who provides it.

3. Vote With Your Dollar!



How Will You Vote With Your Dollar!?

We know that we, as consumers, have the power.

When we buy from and support companies and products that align with our values, or a triple bottom line approach, then we are voting for that type of business to thrive.

Conversely, the opposite can be true as well – when we purchase from companies that don't support that idea, we are voting for them to continue their ways too.

Voting With Your Dollar is:

- Being an **active participant** in the movement.
- Realizing that you're **empowered**, so **vote consciously** with your dollars.
- **Shopping with your values** and encouraging other companies to be transparent with theirs.
- A way for consumers to become **partners in sustainability** with companies **and to support** their **sustainable mission**.

“The products that you buy are going to support those businesses that are doing the right (or wrong) thing, and every dollar that you spend is a vote in one direction or another.”



Voting With Your Dollar Assignment:

- **Personal Exercise #1** - What are you passionate about? Do some research and find a company (or companies) or products that are aligned with your passion AND aligned with your values? Report back with:
 1. The company or product name
 2. What good they are doing in the world that you would like to see more of
 3. Are there any certifications they are aligned with?
 4. Which SDGs they are aligned with? Do they refer to them?
 5. Does this company or product lean more towards environmental or social benefits (or is it a blend of both?)
 6. As good as they are, what would you like to see this company put even more focus on (or give more attention to)?



Voting With Your Dollar Assignment:

- **Exercise #2 – VWYD Budget:** Where are you currently spending your money? Go to <http://www.seedingchange.org/voteworksheet> and download a sample worksheet.
 1. Build a list of the 10 things you spend most of your money on (Fuel? Food? Clothing? Entertainment? Etc.) per month.
 2. For each one:
 1. Is this spend promoting a better world that you want to see in the future?
 2. Is this spend promoting a balance of people, planet, and profits?
 3. If it does, explain how.
 4. If it doesn't, what could you replace this spend with that does?



Example: VWYD Budget Worksheet

Top 10 Spend Per Month

	Item	Category	Amt. Spent	What I Want to See in the World?	Triple Bottom Line Business?	Why/Why Not?	A Better Alternative?	A Specific Solution
1	Example A	Food	\$100	Yes	Yes	Organic	Add Fair Trade	Sambazon
2	Example B	Fuel	\$65	No	No	GHG Emissions	Low carbon	Bike
3	Example C	Clothing	\$45	No	No	Fast Fashion	Sustainable Fashion	Outerknown
4								
5								
6								
7								
8								
9								
10								

Total Impact \$210



4. Power of Conscious Commerce Essay

Essay Prompt

If you started a company to solve a problem -
what would it be and what problem would you
set out to solve?



Things to Consider:

- What's the name of your company and what products do you make, or services do you offer?
- What problem in the world are you out to solve?
- What SDGs would you align with?
- Referencing the Seeding Change Term Sheet what environmental initiatives would you commit to?
- What social initiatives would you commit to? How would you empower, protect, or benefit the people that are affected by your business?
- How will you make money and sustain your business so that you can continue to do good work in the world?



Things to Consider:

These are likely the **Life Cycle Stages** of your product. How will you do things so that you are a Triple Bottom Line Business?

- **Raw Materials Extraction & Processing** – What will you choose? What's the best choice for the environment? The people involved?
- **Sub Assembly, and Materials Preparation** – Crafting the individual components, and preparing them for final assembly. What is each part made of? How is it made?
- **Final Assembly at the Factory** – How will your workers here be treated?
- **Retail & Distribution** – How will you package, sell, ship, and manage?
- **Consumer Use** – How can your customers get the most out of their products and make them last?
- **End of Life** – Where do your product go when they're done? Can the be recycled (circular economy)? Are they destined for landfill?



5. Test Your Knowledge

Seeding Change Quiz Questions:

1. Paul Hawken wrote which of the following important sustainability books?
 - a) The Fountainhead
 - b) The Ecology of Commerce
 - c) The Green New Deal
 - d) Green Giants
2. What three things does the Triple Bottom Line attempt to balance?
3. _____ is the long-term heating of Earth's climate system that's been observed since the pre-industrial period (between 1850 and 1900) due to human activities, primarily fossil fuel burning, which increases heat-trapping greenhouse gas levels in Earth's atmosphere.



Seeding Change Quiz Questions:

4. Each of these is considered a Greenhouse Gas except for one of them:
- a) Methane
 - b) Carbon Dioxide
 - c) Water Vapor
 - d) Helium
5. _____ is the *significant* variation of average weather conditions or the long-term change in the average weather patterns that have come to define Earth's local, regional and global climates.
6. _____ are the descendants of those who inhabited a country or a geographical region at the time when people of different cultures or ethnic origins arrived.



Seeding Change Quiz Questions:



7. True or False – A legal minimum wage is a wage that is high enough to maintain a normal standard of living (including meeting those basic needs) in a particular place or region.
8. _____ is a group of interconnected elements, formed by the interaction of a community of organisms with their environment (like a rainforests).
9. _____ is all the different kinds of life you'll find in one area—the variety of animals, plants, fungi, and even microorganisms like bacteria that make up our natural world.
10. “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs” is the phrase used to describe this word: _____.

Seeding Change Quiz Questions:



11. Shareholders are the owners of a company, while _____ are those (a wide array) who have an affect on the business and those whom the business might impact.
12. _____ is a holistic farming system that uses ecologically based pest controls and biological fertilizers, and doesn't allow synthetic fertilizers, synthetic pesticides, or GMO seeds.
13. True or False – Traceability and Transparency are the same thing.
14. A _____ economy is one based on the outdated model of Take-Make-Waste, while the _____ economy is based on a model that eliminates waste and keeps materials cleanly, and safely in use, indefinitely.

Seeding Change Quiz Questions:



15. _____ is a source of energy, such as water, wind, or solar power, that is not finite, and is not depleted by use.
16. _____ is the action or process of converting waste into reusable material.
17. What kind of investing was it that the film mentioned that would filter out unsustainable businesses and instead support triple bottom line businesses?
18. The _____ are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030 (hint: 17 and 169).
19. A _____ entrepreneur who pursues opportunities that are about more than just a profit. This type of entrepreneur is out to serve the greater good, or society, or the environment.

Seeding Change Quiz Questions:



20. The film and lecture discussed the nutrient cycle. All of these nutrients were one of the six essential building blocks of life except for:

- a) Sulfur
- b) Phosphorus
- c) Oxygen
- d) Zinc
- e) Nitrogen,
- f) Carbon
- g) Hydrogen

Seeding Change Quiz Questions:



21. What type of trade is it between companies in developed countries and producers in developing countries in which fair prices are paid to the producers?
22. What type of farming and grazing practices, among other benefits, reverses climate change by rebuilding soil organic matter and restores degraded soil biodiversity, and results in both carbon drawdown and improving the water cycle.
23. True or False - America wastes roughly 40 percent of its food.
24. The clearing or thinning of forests by humans to make the land available for other uses is what we refer to as _____.
25. True or False - Voting with your dollar, is Shopping with your values and encouraging other companies to be transparent with theirs.

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