

MAKE YOUR COMPANY FULLY SUSTAINABLE

Up-shift, LLC

Scale of Sustainability Chart

Gradation of Sustainability	Culture Mindset	Responsibility Level Focus of Action	Key Players	Management Tools & Systems	Product Achieved	Environmental Exchange Level
Overdrive: Sustain <i>International Recognition</i> 	"We are responsible for restoring vibrant life."	Shifts Paradigms and Systems	Linked multi-level macro, meso* and micro systems	Departmental Quality Checklists Multiple Viewpoint System ISO* Registration	A recognized world-class sustainable organization that restores the environment and is a champion of sustainability and social equity	Laudable
6th Gear: Redesign <i>Sensible Economy</i> 	"Sustainability is the key to competitive advantage and value creation."	Embedding Sustainability	Senior Management Departmental Leadership Value Chain Alliances with NGOs and Governments	Company Solvency Program Strategic Balanced Scorecard* LEED* Certification Six Sigma* (Manufacturing) ISO* Compliance Program	A solvent, viable organization that makes more than it spends, reuses or recycles what it produces, is carbon-neutral and socially equitable	Strategic
5th Gear: Integrate <i>Good Administration</i> 	"Sustainability done well requires participation of other players."	Co-evolution of Solutions	Sustainability Experts Top Management Departmental Leadership Stakeholders Public-Private Partnerships	Internal Communications Program Organizational Structure Program Process-based Metrics Program In-house Course Room Program LEED* Standards Program Documentation Control Program	A well established, smoothly running operation that continually improves across its value chain	Embrasive
4th Gear: Partner <i>Intelligent Promotion</i> 	"Sustainability agenda is legitimate."	Eco-efficiency	Change Agents Public Relations Department Marketing Department Legal Department	Promotional Actions Program Marketing Program Public Relations Program Global Reporting Initiative Framework Green Supply Chain Program Value Chain Program	High public demand for eco-friendly company products and services being sold in a viable volume with stakeholder involvement	Inclusive
3rd Gear: Volunteer <i>Salvage/Turn-around</i> 	"Green could be a marketing advantage."	Philanthropy and Greenwashing	Public Relations and Marketing Departments	Organizational Turn-around Program	A reverted and improved scene with a reduced environmental footprint and that is actively "going green"	Offensive Self-Interest
2nd Gear: Comply <i>Legal Rudiments</i> 	"The business of business is business."	Legal Compliance	Legal Department	Organizational Administrative Scale Legal Rudiments Program: Corporate Identity, Employment Law, Regulatory Compliance	A lawful product or service fit for its intended use and a legally safeguarded operation	Defensive Self-Interest
In Neutral: Start-up <i>Sell & Deliver</i> 	"If it aint broken, don't fix it."	Make Money	Marketing & Sales Department	Sustainability Assessment by Business Function Carbon Footprint Analysis	Recognition of social, environmental or economics business benefits of sustainability; carbon footprint identified with action plan	Self-Interest