

## Building a startup with sustainability at its core

### *"I and love and you"*

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

#### 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

#### TOOLS



Sustainability Lens Module

NOW AVAILABLE



B-Impact Assessment

NOW AVAILABLE



Employee Survey

NOW AVAILABLE



PISC Partner Support

NOW AVAILABLE

#### 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 2015 priority goals and strategies
- Handful of low-hanging-fruit strategies underway

#### NEXT STEPS



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

*"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.*

To find out more about this case-study visit the Pet Industry Sustainability Toolkit at [www.petsustainability.org/toolkit](http://www.petsustainability.org/toolkit).

**Chris Bentley**  
VP of Sustainability



# “I and love and you”



## Strategy

*“I and love and you” embraces sustainability as a 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



Brand

Financial

Feasibility

Environment

Social

