

Purpose & Impact *Now*

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Untangling The Spaghetti Ball



Hey Reader,

The risk of being drawn into the spaghetti ball: these are words from Allen Jorgensen, head of the OECD Centre for Responsible Business Conduct, in a recent podcast interview. More on that podcast in [#RemarkableResources](#), below.

Jorgensen was referring to the increasingly dense web of frameworks, standards and certifications aimed to make business more sustainable and socially responsible. I liked his metaphor.

Working with clients and partners at FairChange, it is my goal to unravel the knot and bring doing responsible business back to its core. Beyond legal compliance and checking the boxes of sustainability standards, it is all about creating a positive social impact with a heartfelt commitment.

The [#WordoftheWeek](#) section in Purpose & Impact Now is meant as a companion for impact leaders on a mission to do just that. In this edition, we'll look at a key sustainability concept: ESG.

I was tossing the spaghetti ball metaphor around in my head last weekend, planning to use it in this newsletter, when my girl Nina came running up to me in the bookstore where we were spending a pleasant Saturday afternoon. She held out a fancy Japanese cookbook with simple recipes and mouthwatering pictures. Coincidence or not: it fell open on the page with... Spaghetti Napoletana.

The recipe was a testimony to the wonders of globalization, long before it became a mainstream word in business and economics. Brought from Italy via the US to Japan during the American post-World War II occupation, this Asian-flavored 'Supagetti Naporitan' is dotted with hot dog beef and drowned in ketchup and soy sauce.

This elegantly provided me with a bridge to another topic I am highlighting in this edition: the various food and agriculture-related awareness days in this new month of October. (Oh, and we bought the cookbook – not for the spaghetti recipe as you might have guessed, but for the other irresistible 'Japaneasy' delicacies it contains).

Have a good read!

(Spaghetti photo cookbook page: Japaneasy Bowls & Bento by Tim Anderson)

#WordOfTheWeek - ESG

Refers to the Environmental, Social and Governance aspects of doing business in a responsible way. There is no universally agreed definition of what each letter exactly covers. The use of the well-known acronym is not evenly spread in the business sector, either. ESG was conceived in the world of investing and finance and it is embraced by large corporations and publicly traded companies. It does not immediately ring a bell among many small and medium-sized enterprises though, who may prefer sustainability, social impact, or similar terms.

The **E** refers to Environmental actions and strategies that prevent negative impacts by a company on nature, ecosystems and the climate. With growing awareness about the need for a healthy planet and a sharp increase in environmental rules and regulations, the E in ESG has taken center stage lately.

The **G** - Governance - deals with a company's leadership, transparency and anti-corruption, internal controls, shareholder rights and other pillars of running a business in a profitable and responsible manner.

And the **S** comprises the Social aspects, covering the rights and wellbeing of the people in and around the company: workers, suppliers, local communities and consumers.

For many organizations, the 'S' causes confusion. And that's too bad. Social responsibilities are about the people who are key to the survival of the business. What's more, new regulations around human rights, responsible supply chain management and global workers' conditions will move social aspects up to the top of company agenda's.

In upcoming newsletters I will take a deeper dive into the meaning and measurement of the 'S' in ESG and how you can embed it into your daily operations.



Up to date in October with the **People & Planet Calendar**

In October, several awareness days shine a light on food and agriculture. Besides World Food Day, on the 16th, there is International Coffee Day, World Cacao and Chocolate Day, and Global Day of Rural Women.

So, if you are in the business of promoting a diet that is healthy for people and respectful of nature, there are plenty of opportunities to showcase sustainable agrofood production and consumption.

And if your company sources from food suppliers in other parts of the world, then this is an excellent time to highlight fair wages, decent labor conditions and workers' health and wellbeing in the value chain.

You'll find these and other green and social awareness days on the (free!) FairChange People & Planet Calendar. If you get the 2023 Calendar now, we'll send you the 2024 updated version in time to plan next year!

(To make sure you are on our list for the 2024 Calendar, we kindly ask you to leave your name & email after clicking the button – Thanks!)

[**DOWNLOAD CALENDAR**](#)

#RemarkableResources – **Frankly Speaking**

Frankly Speaking is one of my go-to podcasts whenever I look for the details of a recently launched sustainability regulation, an updated human rights guideline, or a trend that redefines the fast-moving world of ESG.

Host Richard Howitt is a corporate disclosure expert and former member of the European Parliament whose drive to make responsible companies the norm shines through. He interviews leaders, activists, and policymakers about the latest in green and social business. Howitt's heartfelt engagement with his topics and the state-of-the-art knowledge of his podcast guests results in conversations that are always thoughtful and informative.

CaptivatingQuote

"If you think you're too small to have an impact, try going to bed with a mosquito in the room."

Anita Roddick, British businesswoman and Body Shop founder, environmental and human rights activist

See you next week!



Take care,

Katja Marianne

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About Purpose & Impact Now

This is a newsletter with updates, tips and resources about doing business with a higher purpose and leading with positive impact. Please reply with any questions or feedback. I personally respond to all emails. Delighted to build a better world together! // Katja

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