



Behind The Label

More About Showing What's Inside

Additional Activity

Approximately 3-5 minutes.




Objective

- To provide examples of Seventh Generation's commitment to act on behalf of important groups and causes in a way that brings the company to life.

Preparation

- Review Seventh Generation's Corporate Consciousness Report
- Review www.seventhgeneration.com for recent or upcoming activities
- Read the key points below and develop your own way to tell Martin's story

Icons

-  Ask the group
-  Emphasize this key point
-  Transition



ACTIVITY FACILITATION

 As seen in the video, Seventh Generation is very serious about acting as an industry leader and advocate for our consumers. I'd like to talk a little more about that.

 Does anyone know what the SDA is?

Allow participants to answer.

The SDA is the Soap and Detergents Association, a professional organization of manufacturers.

- Seventh Generation joined the SDA in 2003, and started to shake things up pretty quickly.

Martin Wolf is Director of Product and Environmental Technology, for Seventh Generation.

- For several years, Martin had testified at state legislative hearings concerning phosphates in automatic dishwasher detergents.
- Usually, other members of the SDA—and the SDA itself—opposed the idea of banning phosphates.
- Martin testified that Seventh Generation automatic dishwashing detergents worked as well as conventional brands, and did it without phosphates.

In 2006, the State of Washington passed a ban on phosphates in automatic dishwashing detergents for three counties.

- Soon after that, the SDA changed its position on phosphates. It even drafted model legislation to ban phosphates in dishwashing detergents. This legislation has been adopted by 11 states and is pending in several more.

Martin also became a member of SDA's Strategic Advisory Committee.

- He helped develop SDA's Principles for Sustainable Development, which include commitments to market products that are safe for humans and the environment, promote transparency, and support research to explore the safety of various ingredients.

For many years the SDA also opposed ingredients disclosure.

- In 2007, however, an SDA Task Force developing labeling guidelines for its members accepted Seventh Generation's imperatives to list every ingredient in descending order of predominance.

Other leadership and recognition

Seventh Generation has also been recognized for its efforts by receiving the 2008 Fast Company Social Capitalist Award from Fast Company Magazine and the Monitor Group.

- The award honors leading businesses and nonprofit organizations that use the tools of the marketplace to help solve some of society's most urgent challenges.
- Seventh Generation was honored for successfully integrating a wide range of social and environmental concerns into both its business model and bottom line.