

Context: Environment (Physical / Chemical / Biological)

Context: Society (Social / Technological)

Perspective: Product, Learning & Development

Context: Financial Economy (Monetary)

Your Organization

The Timberland Company
- Fiscal Firm
- Supply Chain Partners

Perspective: Process

How does your organization create and deliver the value propositions?

Bio-Physical Stocks

Which bio-physical materials are transformed during the processes which create, deliver and maintain your value propositions?

Chemical:
- Bio-chemicals incl. Hydrocarbons, Rubber
- Non-Bio incl. Leather Curing & Dyeing

Plant:
- Timber/Paper

Support Services:
- Water cycling
- Primary Production
- Secondary Production
- Assimilation

Regulation of:
- Air Quality
- Climate
- Water Purity
- Soil Quality
- Pollination

Eco-System Services

Which outputs from which eco-system services are used in the creation, delivery and maintenance of your value propositions?

Perspective: Stakeholder

What relationships will be required between your stakeholders?

What is the nature of the relationship?

Gain / Maintain Goodwill

Attract New & Repeat Consumers

Channel

Product Labeling - For consumers

1. Awareness
2. Evaluate
3. Purchase
4. After Sales

Factory Code of Conduct Human Rights Assessment - For Suppliers

1. Requirements
2. Establishment
3. Implementation
4. Renewal

NGO Collaboration Programmes - For NGOs

3. Evaluation
4. Renewal

Reporting Results (Environmental, Social, Monetary) - For Consumers

1. Awareness
2. Evaluate
3. Purchase
4. After Sales

For Others

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Perspective: Measurement

How does your organization choose to define success in environmental, social and monetary terms?

Processes

What measurements of which processes are important to your success?
i.e. Quality, Quantity, Timeliness, Satisfaction, etc.

- CO2 Emissions (Kg/Yr - Scope 1, 2 & 3)
- Quantity Sold (M)
- Community Services (Hrs)
- Attrition (H/yr)
- Accidents (H/yr)
- Factory Performance (Multiple Units)

Costs

What are the environmental, social and monetary costs of operating your processes?
(Each in its own units)

- Raw Materials (\$/Kg)
- Labour (\$)
- Knowledge (?)
- Climate Image (Kg/gr)

Revenues

What are the environmental, social and monetary revenues of operating your processes?
(Each in its own units)

- Product Sales (\$)
- Community Impact (Happiness)

Assets

What are your organization's environmental, social and monetary assets created by and required for the operation of your processes?
(Each in its own units)

Finished Goods Inventory (\$)

Valuation Method

How will you organization define success and how is this measured?

Environmental:
- Quantity of CO2 not Emitted (Kg)

Monetary:
- Product Retail Price
- Product Wholesale Price

Social:
- Informal / Formal Feedback on Social Good Created From:
- Communities
- Employee's
- NGO's

- GAAP / IFRS Profit & Cost (\$)
- GRI Reporting (Environment & Social)