



Business for
people, planet & profit

YOUNG LIVING



CONSULTATION PROCESS

1. Evaluating Efforts

Through meeting with Young Living's sustainability director and his team regularly, we deepened our understanding of their pain points. We then used P3's matrix and tiers and the UN SDG Action Manager from B-Lab to evaluate their efforts.

2. Guidance to Improve

Using our research, we found exciting, easy-win potential projects that would help Young Living progress in accomplishing their vision for sustainability and supported them in making plans for those.

IDENTIFYING PAIN POINTS

They're doing well...

As we began research on Young Living's program, we found that they are already doing much to impact people and the planet for the better. Their facilities, current green team, and current program are evidence that they are well on their way to being a leader in sustainability.

...but could still improve...

All they needed was a solid understanding of how they were performing in their program on a global level so that they could concentrate their resources on those areas that were most lacking in impact for good.

...and we could help:

We used P3's Tiers (shown above) and the UN's Sustainable Development Goals Baseline Assessment to identify those areas for Young Living. This made it possible for them to decide on projects that would most effectively improve their impact.

SDG Baseline Assessment Score Current P3 Tier Level



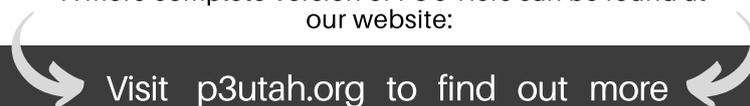
Bronze Tier Qualifications

- Official impact statement
- Designate "Green Team" to carry out plan
- Report impact to stakeholders
- Goals for each Matrix Area
- Publish objectives

Silver Tier Qualifications

- Prove ongoing management of Matrix goals
- Collect data to quantify progress
- Prove significant progress in impact (25-49%)
- Continue and improve reporting to stakeholders
- Begin achieving applicable certifications

*A more complete version of P3's Tiers can be found at our website:



Visit p3utah.org to find out more



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CREATING AN ACTION PLAN

1. Evaluation

a. P3 Matrix

i. We began by doing a qualitative evaluation with the P3 Matrix and Tiers.

b. B-Corp

i. Next, we looked into the requirements for becoming B-Corp certified and the feasibility of that step.

c. UN Sustainable Development Goals

i. Finally, we evaluated the company based upon the United Nations Sustainable Development Goals.

2. Certification or Registration?

a. Following the initial assessment, we researched which option would be better for Young Living: state registration or B-corp certification.

i. **State Benefit Corp** ✓ (more feasible)

ii. **B-Corp** ✗ (out of scope)

3. Recommendations

a. As a final step, we met with Young Living's green team and sustainability management to present our recommendations for projects moving forward in the next year. Also, we presented possible resources for long-term goals.

b. If followed, these will be their results:

SDG Baseline
Assessment

20+
points

Projects

7

P3 Tier
Level

Silver

Visit p3utah.org to find out more