

P3 Utah Strategy

Modified February 10, 2018

The mission of P3 Utah is to advance the positive triple-bottom-line (P3) outcomes by Utah businesses. We convene and strengthen the *business sustainability community* statewide by:

- Expanding the diverse network of business sustainability professionals;
- Promoting adoption of business sustainability best practices and standards;
- Developing supportive infrastructure for business sustainability; and
- Growing the marketplace for the products and services of sustainable businesses.

Our vision is that by 2020, P3 Utah will be recognized as the:

- Convening hub of the Utah P3 business sustainability community
- Leader in setting standards and identifying best practices in Utah
- Key network preferred by key business sustainability professionals
- Leader in advocating policy leveraging business outcomes for public good
- Go-to partner for businesses and organizations seeking to improve their positive impact

And by the year 2025, Utah will be a place where:

- Business culture embraces measurable social and environmental performance
- Sustainable business activities engage all professions and economic sectors
- There is greater public perception of positive business outcomes
- Triple-bottom-line seen as the predominant definition of “good business”

Our Philosophy, Values, and Guiding Principles

Philosophy

Now that there are seven billion people striving to create a fair exchange of value in a single, global marketplace, business is the most powerful force at work on our planet today. Not only does

commerce collectively deploy the majority of financial, natural, and human capital, but most of most adult's waking hours and creative energy are devoted to generate sufficient economic value to sustain themselves and their family.

We who own and manage businesses have an obligation to use the power of commerce constructively, to leave the world better than we found it. We see business as a positive force that can provide opportunities for human expression, make communities more viable and maintain an ecology that supports all life. We are grateful that we live in a society that values and encourages success in commerce and we are committed to using this freedom and support to learn how to create as much public benefit as we can through the operation of our enterprises.

We are working toward maximizing the positive impact of business in our community. It is a reasonable and common sense approach to commerce.

Values

- All members are equal with unlimited potential to produce positive change
- Members actively recruited to attain significant diversity in all conceivable dimensions
- We believe strength comes from diversity
- Business development between members is encouraged
- Respect and equal treatment of all industries and economic sectors
- Welcoming to all community sustainability partners

Guiding Principles

- Strive to deliver high-quality services to members
- Seek beneficial outcomes for community through business
- Seek opportunities to make triple-bottom-line values the new definition of good business
- Develop opportunities to advance member networking
- KEEP LEARNING