

# The Ewing Sustainability Charter



*Sustainability* is meeting the needs of the present without compromising the ability of future generations to thrive. As it relates to our business, sustainability is an attitude and practice; achieving even the smallest degree of success will require employees, customers and industry partners working together.

## **OUR PHILOSOPHY**

Ewing's vision is to be the premier landscape and water management supplier in the industry. Our fundamental philosophy for success is to recruit, retain and develop the best people in the business to provide the best service to our customers, ultimately building customer loyalty and increasing our profitability, so that we can reinvest in our business and employees—and continue the cycle of positive growth and personal and professional success.

Water, and its wise use, is essential to everything we do, and integral to the products that we offer.

Water efficiency remains an essential area of focus for our business, and our industry. We recognize the importance of, and demand for, complementary solutions that contribute to the creation and maintenance of sustainable, water-efficient landscapes.

Our role is both student and steward. As students, we focus on the issues and trends that affect the future of the industry and our business—such as environmental, economic, political and product innovation factors—while monitoring stakeholder sentiment and practices.

As stewards, we inform, model, advocate and communicate the use of sustainable products and practices in all aspects of our operations, outreach and educational initiatives to further the message across various stakeholders groups.

## **OUR LEADERSHIP APPROACH**

Ewing has developed a Sustainable Solutions Council (SSC) and Advisory Group to lead our efforts toward learning, modeling and influencing environmentally responsible practices.

The mission of the Council is to create a culture of environmental consciousness and responsibility to ensure the viability of our company, our industry, and green spaces—and to promote the wise use and conservation of water in everything we do.

The lenses through which we view and approach this mission include products, operations, outreach and education.

**Products.** By offering products that support sustainable green spaces, we generate profits, attract a broader range of customers and opportunities, and help our customers proactively grow their businesses. We partner with manufacturers in the development and promotion of water efficient and sustainable and environmentally friendly products.

**Operations.** Integrating sustainable products and practices into our internal operations helps us use our resources more efficiently and increase productivity.

**Outreach.** Through community outreach, we improve awareness within our customer segments and with end users, while strengthening the Ewing brand.

**Education.** By offering quality education programs focused on the latest technologies and trends, we elevate stakeholder knowledge, confidence and loyalty, resulting in increased industry and community sustainability and profitability.

## **ALIGNED VALUES**

Ewing recognizes the thought leadership of the International Sustainability Council (ISC), and aims to support our company's philosophy and leadership approach by employing strategies and tactics that are in alignment with the ISC's Guiding Principles.

**Social Responsibility.** As a sustainably responsible business, Ewing strives to be active in the communities it serves.

**Principle #4: Maintain and, if possible, enhance the quality of society.**

1. Organizing, facilitating, and/or participating in charitable or community improvement projects based on sustainable practices.
2. Embracing leadership opportunities with industry associations focused on sustainability best practices.

**Principle #5: Maintain and, if possible, enhance the quality of human life.**

1. Providing all employees with extensive personal and career development educational resources and opportunities.
2. Facilitating and encouraging a variety of wellness programs throughout the year.

**Environmental Responsibility.** Ewing is committed to responsible environmental practices in regard to the management of our business. We strive to reduce, eliminate, manage and mitigate any environmental impacts of our activities by implementing plans that improve the energy efficiency, promote water quality, reduce erosion, and to reduce waste that we produce. We also work to protect and conserve our precious natural resources.

**Principle #7: Maintain and, if possible, enhance the quality of the environment.**

1. Internal water use audits, leak detection, and retrofit landscapes in our branch locations.
2. Operational efficiencies, such as recycling, fuel efficient fleet, solar, waste reduction, etc.

**Principle #1: Interdependence, participation, providing information, and improving science.**

1. Offering education programs for employees and industry professionals focused on new technologies and best management practices.
2. Participation and industry leadership in Green Industry associations that support research and innovation.
3. Partnerships with academia and product developers to consult, test, evaluate and promote new technologies.

**Economic Responsibility.** We drive long-term stakeholder value by managing our business for revenue growth, productivity improvement, and return on investment. We develop and provide resources, products and services to help our customers build sustainable and profitable businesses.

**Principle #6: Maintain and, if possible, enhance economic vitality.**

1. Continued investment in our people, processes and technologies.
2. Ongoing evaluation and expansion of our product mix, annual refreshing of educational offerings, and continued development of business tools and customer programs.

Ewing, and its employees, is committed to a process of continual learning and improvement in pursuit of fiscally attainable and truly sustainable operations. Specifically, we are working to balance social, economic, and environmental priorities by:

- Establishing sustainable business practices
- Informing and involving stakeholders
- Encouraging community engagement through outreach and education
- Managing our business in ways that minimize impacts on the environment including:
  - Reducing waste
  - Improving water and energy efficiency
  - Ongoing identification and evaluation of viable business opportunities related to sustainability
  - Offering technologically advanced and efficient products that contribute toward sustainable landscapes and green spaces

### **Our Vision**

Our goal is to be the industry leader, preferred employer and business partner, and the ultimate resource for water management and sustainable solutions to the Green Industry in the interest of achieving an economically and environmentally rich future for Ewing, its partners and the community.

<http://www.thesustainabilitycouncil.org>

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