



Building a Successful Social Responsibility Committee

Jesse Lore – Vice President of Sales and Service at Mobility Works

Where do you
even start?





- 20 Year Old Company
- Selling and Adapting Vehicles for People who Use Wheelchairs
- 82 Stores, 2 Corporate Offices, 3 Factories
- Engaged in our communities
- No structured or concerted sustainability or social responsibility program

First Steps

Get Educated

- **Identify & Circulate Resources:** NHBSR Webinars, B Corp Handbook, MWM NH

Craft a Clear Vision

- **Develop a White Paper** that aligns creation of a committee with company mission

Get Executive Buy-In

- **Identify and Enlist a Champion** who can approve the commitment of company resources to your program



Develop a Committee Charter



What are the goals/mission?



What is the structure?
Participants and Roles



Establish Authority



Describe Committee Operations

Building Momentum

Recruiting

Get people from different roles throughout the company.

Identify Leaders at Different Levels and departments

Formation

Plan meetings with care and attention to detail.

Establish ground rules

Collaboratively draft committee mission

Empowerment

Support committee leaders to develop skills.

Don't let early struggles sabotage excitement.

Look for wins.

Measure What Matters

- Mobility Works used the B Labs “B-Impact Assessment” to identify areas of strength and opportunity areas.
 - Strong in Volunteerism, Workers and Governance
 - Opportunities in Diversity and Environmental Sustainability
- Other Tools:
 - Quick Impact Assessment
 - MWM 101 Survey

Handling Setbacks

Progress

- Be in it for the long game
- Focus on achievement of objective standards
- Focus on positivity and generating excitement

- Losing Committee Members
- Getting Ideas Rejected by Executive Team
- Finding time to implement ideas

Setbacks



Building a Successful Social Responsibility Committee

Jesse Lore – Vice President of Sales and Service at Mobility Works