

Global Gazette

The latest news, updates, and announcements

In This Issue

**Maui Wildfires
and Climate
Change**

Global's B Day!

**Global CSR Report
2022-23**

Quote of the Month:

"Motivation comes from working on things we care about. It also comes from working with people we care about."

— Sheryl Sandberg



August: Maui Wildfires

This month Global started a new focused monthly donation program. Each monthly workshop and donation will be focused on supporting one of five UN Sustainable Development Goals (SDGs). With the latest wildfire devastation in Maui, our team voted to support SDG Target 1.5 which is focused on alleviating poverty and reducing vulnerability to climate-related extreme events. This workshop covered how climate change has increased the frequency and intensity of wildfires. Climate change enhances the drying of organic matter in forests and has doubled the number of large fires between 1984 and 2015 in the western US. The wildfire in Maui has officially been declared the deadliest natural disaster in state history. The cleanup of this disaster is estimated to take 6 months to a year, leaving 6,000 people displaced from their homes in Lahaina. Global's monthly donation is in support of the Maui Strong Fund by the Hawai'i Community Foundation which is providing financial resources to support the immediate and long-term recovery needs of this community. This fund has already dispersed grants to a variety of on-the-ground efforts including animal welfare, baby and maternal care, lodging and shelter, food and supplies, mental health, and grief counseling.

Global's 1st B Day and 11th Anniversary!



August is a special month here at Global full of milestones and celebrations. We start the month with the 11th anniversary of Global and finish strong by celebrating the anniversary of Global's B Corp Certification. In our first year of certification, we have come to get acquainted with the B Corp community and are extremely proud to be part of a global movement of companies that use business as a force for good. Our mission has always been to make a positive impact in the way we do business. Global was appointed an impressive overall B Impact Score of 94.4, which serves as an excellent starting point. Our score breakdown reveals our areas of strength as well as our biggest opportunities for growth and development.

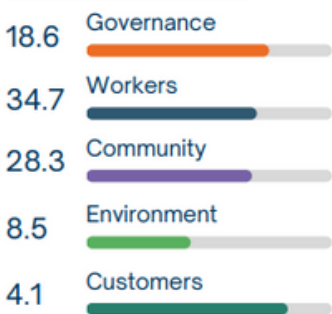
In our second year of certification, we are committed to building upon this foundation by leveraging the wisdom and support of the B Corp community and the insights gleaned from the impact improvement program. While our first year was undoubtedly a step in the right direction, we recognize that there is still much work to be done. B Lab, the non-profit that created and runs this certification, is an influential and inspiring source for change. Currently, they are actively collaborating with the B Corp community, gathering valuable feedback from stakeholders to enhance the certification standards. The spirit of the B Corp community is one of inclusivity, where open arms and shared motivation drive us to collectively redefine the way corporations conduct business, not just for themselves but for the future of the world.

Our team has found real value in the way B Lab provides opportunities for collaborative and self-guided learning. This B Corp Certification is our commitment to transparency, sustainability, and social responsibility. We look forward to sharing where our journey takes us and we wholeheartedly encourage you to join us in championing this cause by discovering and supporting B Corp Certified enterprises.



- 50.9 Median score for an ordinary business
- 80.0 Qualifies for B Corp Certification
- 94.4 Our overall B Impact Score

Score Breakdown



Racial Equity Impact Improvement Program by B Lab



In honor of our company and B Corp anniversary, we are thrilled to announce the release of Global Brand and Export Development's 2022-23 CSR Annual Report. This comprehensive document encapsulates our unwavering commitment to social responsibility, shedding light on our journey over the past year. We invite you to explore the impactful initiatives we've undertaken, the milestones we've achieved, and the lessons we've learned along the way.

Embarking on the journey to prioritize CSR can indeed be the most challenging step, shrouded in uncertainties about your business's readiness to embrace this commitment. Questions may arise from stakeholders regarding the tangible return on investment, and concerns about the sustainability and actual impact of your efforts might linger. In Global's transformative CSR journey, we've learned that this investment pays dividends that extend beyond what any budget or spreadsheet can quantify.

The effects are noticeable, manifesting in positive shifts within your company's work culture and a bolstered business reputation, both of which unlock a world of opportunities for success. However, the most impactful transformation occurs within your mindset towards business and profit. As you set ambitious goals and achieve the milestones you've aspired to, you'll notice a profound shift: this success is no longer confined to senior leadership and shareholders. It becomes the shared success of your dedicated employees, the local community you serve, and the legacy you leave for future generations. It's a testament to the profound impact that a purpose-driven approach to business can have. If this journey resonates with you, we invite you to connect with our CSR Coordinator, Alexis Mordawski to discuss future collaborations.