

# Sustainability for Startups



Companies with 80's and 90's mentality often say "Sustainability is a cost and a good-to-have" because they didn't have it from the start and have reluctantly added it to their old ways to meet the modern social demands. While we all know that the changing climate is affecting our lives and the natural resources are soon to be used up, **why don't the entrepreneurs in the 21<sup>st</sup> century have Sustainability aspiration as an integral part of their business foundation?** Our intention is to give you no legal advices but rather raise your awareness about the increasing expectations ordinary consumers have on enterprises today.

## Respect Other Human Beings

- Keep your workplace free from any forms of Harassment, Discrimination and Abuse.
- Enforce basic human rights such as No Child Labor, No Forced Labor, Fair Wages, Freedom of Association, etc.

## Safe & Healthy Working Conditions

- Keep your workplace safe and hygienic. Necessary precautions shall be taken.

## Respect the Environment

- Minimize the usage of resources – electricity, paper, water, etc.
- Sort the waste and recycle as much as possible.

## For Software producers

- Minimize the energy consumption of your products by implementing energy efficient coding.

## For Hardware producers

- **Know the Materials well (kind, type, chemical substances, process used, etc.)**
  - Get material declarations from suppliers to prepare for authority & customer questions.
  - Review the banned chemical substances for your type of product and related products. (Legal compliance, e.g. RoHS)
  - Perform allergy tests if the product touches the skin.
- **Imagine how your product is dealt with at its End of Life**
  - Consider Easy-to-Disassemble design to increase the recyclability.
  - Consider Easy-to-Repair design that could reduce the cost and increase the product lifetime.
  - Consider when the product is burned or land-filled. Any hazard to the air or the earth?
- **Minimize the factors of Climate Change**
  - Optimize packaging and shipping.
  - Minimize the energy consumption of your product and the manufacturing process.
- **Imagine Who is making your product and Where it is made**
  - Concern if the basic human rights for the factory workers are ensured.
  - Provide a basic "Code of Conduct\*" to suppliers together with other manufacturing contracts and request them to sign it.
    - \* Code of Conduct: No child labor, No forced labor, Fair wages, Safe working conditions, No pollution and proper waste & chemical handling at the factory, etc.