



Issue: # 165

Stop and Reflect

May 2014

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The SUSTAINABILITY pick of the month:



**Innovation;
280 plastic bottles less**

[Find out what this is about.](#)



Dear Reader,

We live in a visual society where much attention is given to images, to how we look and how things look. Images are a potent symbol - of something. But what are the messages we are sending out with the symbols we choose? Do we ever give any thought to what we are communicating?

A few weeks ago at the conference [Sustainatopia 2014](#) in Miami, Florida I met Matt Reynolds, President and Co-Founder of [INDIGENOUS](#), an innovative corporation in the apparel industry. Matt is pioneering a new model of socially responsible business - and yes, they are profitable and successful at it.

Read and get inspired of what can be.

(And check out the **Quote of the Month** at the bottom - inviting you to Stop and Reflect...)



[CLICK HERE TO DEFEND THE RAINFORESTS AND ITS PEOPLE](#)

NEW!!!

**Learn the key Skills
to be a
TEAM COACH**

Experiential Intensive Seminar
using
Action Reflection Learning™
(ARL)
25-26 June 2014
SINGAPORE

[Find out more](#)

THE LATEST IN INTERVIEWS!

INVENTING A RADICAL NEW BUSINESS MODEL

Interview with Matt Reynolds

S&R: How would you describe, in a sentence, the business Indigenous?



[Read the Twitter interview](#) with McDonald's Sustainability VP Bob Langert. 227 participants, Q&A on susty. So GR8.

INTERVENTIONS IN TEAM COACHING

Ernie Turner will run an interactive session at the Philippine Society for Training and Development

May 29, 2014 at 10:00a.m. to 12:00n.n.
[Click here for Information](#)

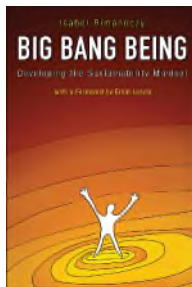
Missed an issue? Find them in the [Newsletter Archive](#)

[More On Us](#)

Did you make your pledge?

JOIN The LARGEST commitment for Pro Bono work in corporate history

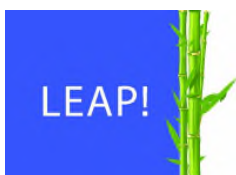
**[CLICK HERE](#)
A Billion+ Change**



[Developing the Sustainability Mindset.](#)

"Read and act on this fundamental wisdom"

Rick Schnieders, Chairman and CEO (ret.), Sysco Corp.



Leverage, Expand, Accelerate, Partner for a Global Sustainability Mindset

MR: We are a true pioneer in eco-sensitive and socially-conscious apparel. INDIGENOUS has provided ecological and fair-trade quality clothing since 1994, and has established itself as a national clothing label, employing over 1,500 highly skilled artisans through independent knitting workshops, cooperatives, and small scale family owned cut & sew facilities.



S&R: And how would you describe the purpose of the company?

MR: From the beginning in 1994, INDIGENOUS has used only the finest natural and organic fibers in our clothing. We want to keep harmful chemical toxins found in synthetic and non-organic clothing out of our eco-system and away from our body. In addition, we implemented a model of ethical sourcing to ensure that artisans in our supply chain receive fair wages and enjoy a safe working environment. We accomplish this through a close collaboration with our production partners, artisan workshop leaders and others. Our mission has always been to elevate artisans in the poorest regions of South America, a world-renowned status in the handicraft textile market while preserving the rich cultural heritage. The artisan is one of our most valuable partnerships. This is not charity, but rather paying a fair living wage for their masterful work while providing the necessary assistance to help make the artisan more successful in the international market place.

[Read More...](#)



The Fair Trace Tool

Nike's innovation eliminates water from fabric dyeing

Find out more
LeapIntoSustainability.org

With your first morning coffee,
get Isabel's famous *Quote of
the Day*



[Sign up here](#)



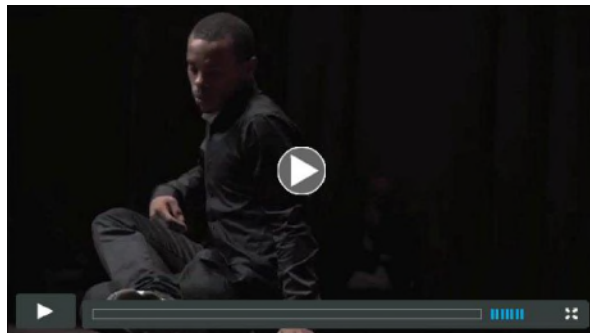
With an estimated 30 liters of water required to dye a single t-shirt using traditional methods, this technology has the potential to save trillions of liters each year. [Read more](#)

Want to get a picture of how sustainable your thinking is?

Take this self-assessment to see how you qualify in terms of sustainability in action. [Click here.](#)

We want to hear from you!
[Click here to leave a comment](#)

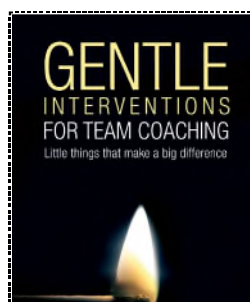
Give yourself a little gift



Lil' Buck and Yo-Yo Ma perform in Beijing

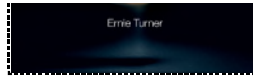
Floating

It's Out!!



GENTLE INTERVENTIONS for TEAM COACHING Little things that make a BIG difference

Have you wished there was a book with simple tools that you could just read and try out next morning with your team, and that would be so powerful that it would qualify for the "best of the day" for everyone?



Wish no more and check out Ernie Turner's latest book with stories and tools that are powerful, simple and fun. [Click here](#)

QUOTE OF THE MONTH

What's past, is prologue.

Shakespeare

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Stop and Reflect

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