

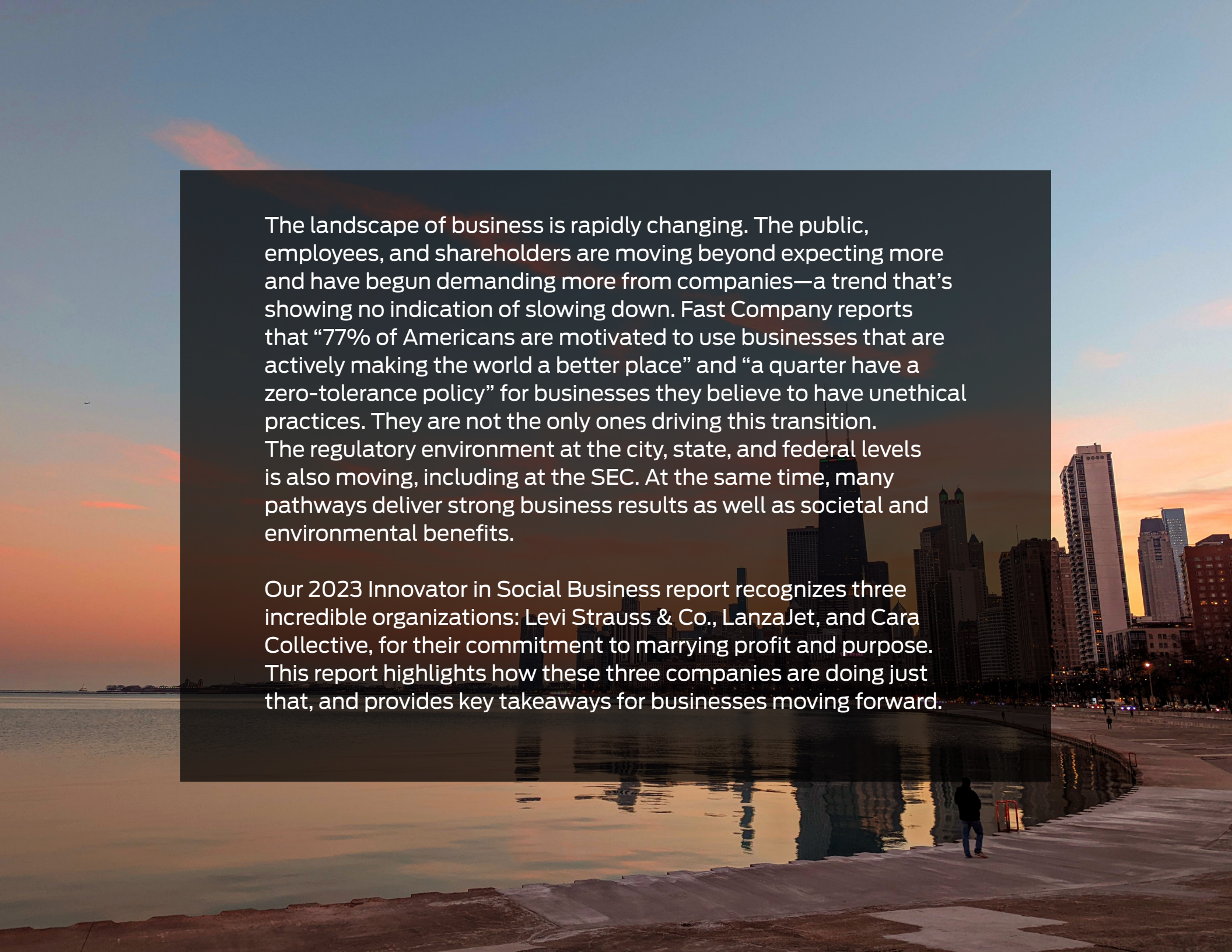


INNOVATOR IN SOCIAL BUSINESS

2023 AWARDS



BAUMHART
CENTER



The landscape of business is rapidly changing. The public, employees, and shareholders are moving beyond expecting more and have begun demanding more from companies—a trend that’s showing no indication of slowing down. Fast Company reports that “77% of Americans are motivated to use businesses that are actively making the world a better place” and “a quarter have a zero-tolerance policy” for businesses they believe to have unethical practices. They are not the only ones driving this transition. The regulatory environment at the city, state, and federal levels is also moving, including at the SEC. At the same time, many pathways deliver strong business results as well as societal and environmental benefits.

Our 2023 Innovator in Social Business report recognizes three incredible organizations: Levi Strauss & Co., LanzaJet, and Cara Collective, for their commitment to marrying profit and purpose. This report highlights how these three companies are doing just that, and provides key takeaways for businesses moving forward.

BUILDING THE FUTURE OF BUSINESS

60%

of **employees** say that “when considering a job, [they] “expect the **CEO** to speak publicly about controversial social and political issues” that [they] care about.

Source: Edelman Trust Barometer 2022

83%

of **consumers** think “companies should be actively shaping ESG best practices.”

Source: “How much does the public care about ESG?” pwc

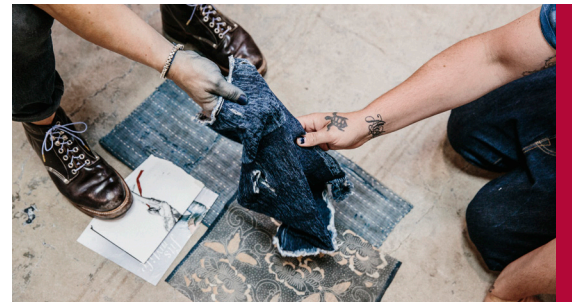
69%

of **CEOs** have seen “stakeholder demand for increased reporting and transparency on ESG issues.”

Source: “Great ESG Expectations,” KPMG

2023 AWARD WINNERS

The Innovator in Social Business Awards are sponsored by Loyola University Chicago's Baumhart Center, and recognize companies at the forefront of social innovation in business. Every year, companies are nominated for three potential awards and judged on quality of innovation, depth of impact, scalability of innovation, and commitment of leadership.



LEVI STRAUSS & CO.

PARKINSON AWARD FOR PURPOSE AND PROFIT

Named after Bob L. Parkinson, Jr., this award is given to the organization that best embodies a holistic approach to marrying profit and purpose.



LanzaJet

ENVIRONMENTAL STEWARDSHIP AWARD

Co-presented with Loyola's School of Environmental Sustainability, this award is given to the company that best embraces leadership for a sustainable world.

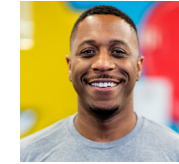


cara COLLECTIVE

SOCIAL IMPACT AWARD

This award is given annually to the company that best addresses an urgent social issue through its business model.

2023 JUDGES



GARRY COOPER
CEO & Co-Founder,
Rheaply
(2022 Winner)



MIKE EVANS
CEO & Co-Founder,
Fixer



JASON FEIFER
Editor-in-Chief,
Entrepreneur Magazine



ROBERT PARKINSON
Sr. Partner, Investor Relations,
Vistria



NANCY TUCHMAN
Founding Dean, School of
Environmental Sustainability,
Loyola University Chicago



IVY TZUR
Sr. Consultant, Sustainability and
ESG Services,
Deloitte
(Baumhart Scholar Alum)

PAST AWARD WINNERS

Since the inception of the Innovator in Social Business Awards, recognized companies have continued to be at the cutting edge of business innovation. We'd like to recognize our past awardees for their continued commitment to marrying profit and purpose.

PARKINSON AWARD FOR PURPOSE AND PROFIT

2022 RECIPIENT



2021 RECIPIENT



2020 RECIPIENT



ENVIRONMENTAL STEWARDSHIP AWARD

2022 RECIPIENT



2021 RECIPIENT



2020 RECIPIENT



SOCIAL IMPACT AWARD

2022 RECIPIENT



2021 RECIPIENT



2020 RECIPIENT



LEVI STRAUSS & CO.



PARKINSON AWARD FOR PURPOSE AND PROFIT

Given to the initiative that best embodies a holistic approach to marrying profit and purpose

Levi Strauss was an immigrant from Bavaria who opened a dry goods company in San Francisco during the height of the gold rush in 1853. He discovered a need amongst hard-working people: clothes built to endure anything. Pairing up with tailor Jacob Davis, they combined tough denim with copper rivet reinforcements - creating waist overalls.

Today, Levi Strauss & Co. is a global leader in jeans. They've operated with a guiding philosophy of "profit through principles" for about 30 years now according to Jeff Hogue, the Chief Sustainability Officer for Levi Strauss & Co. The concept was developed by a descendant and CEO of Strauss, meaning Levi Strauss & Co. **"won't sacrifice [their] values for creating value for [their] business."**

They have continued to evolve how their products are produced, enhancing the sustainability of the materials used and strengthening the livelihoods of those who produce them.

KEY FACTS

80%

of Levi Strauss & Co. products are represented by factories using Worker Well-being initiatives.

95%

of all cotton used in products was organic, recycled, or Better Cotton.



Named to the 2021 Fortune "Change the World" list.



Levi Strauss & Co. stands out by standing up for what's right in championing sustainability and improving worker conditions. They are a 170-year-old company that has chosen to think about the future generationally, rather than the next earnings cycle."

MIKE EVANS
CEO & FOUNDER, FIXER



QUALITY OF INNOVATION

Levi Strauss & Co. makes intentional choices around sustainable materials, sourcing, and water across the product portfolio.

DEPTH OF IMPACT

Levi Strauss & Co. developed Worker Well-being and partnered with Harvard's SHINE program to improve work environments and enable workers to lead healthier and more financially stable lives.

COMMITMENT OF LEADERSHIP

Levi Strauss & Co. leaders regularly speak publicly about top advocacy issues and use their platforms to amplify those messages, like leading corporate engagement on gun violence prevention in the U.S.

SCALABILITY OF INNOVATION

With more than 500 stores worldwide and products available in over 100 countries, Levi Strauss & Co.'s innovative work reaches across the world, creating opportunities to leverage and expand their impact and innovations.

TAKEAWAYS

USE YOUR PLATFORM: The Levi Strauss & Co. name has been a part of conversations for decades, and they use that platform to advocate for pressing issues, including voting, gun violence prevention, LGBTQIA+ equality, paid family leave, reproduction rights, and environmental conservation.

SUPPORT CHANGEMAKERS: The Levi Strauss Foundation has been advancing social change since 1952. They've given \$375 million since its inception, with a focus on HIV/AIDS, worker rights, worker well-being, and social justice.

LEAD WITH PURPOSE: Levi Strauss & Co.'s commitment to values and principles sets an example for industry and businesses in general. **"Through their bold environmental and social initiatives, Levi's continues to demonstrate that their purpose is the North Star that paves their way forward as a company,"** said Ivy Tzur, Senior Consultant, Sustainability & ESG Services, Deloitte (Baumhart Scholar Alum).



ENVIRONMENTAL STEWARDSHIP AWARD

Given to the company that best embodies business leadership for a sustainable world

LanzaJet is working to make safe, sustainable aviation fuels around the world. The raw material needed to make their ethanol is widely available and accessible globally – disrupting a massive industry responsible for more than 2% of global carbon emissions. LanzaJet’s technology is making what seemed like a far-reaching aspiration a possibility, and they’re doing it today.

LanzaJet’s fuel technology is a proven solution, and their fuels meet or exceed rigorous industry standards. Their innovations **“enable people across the world to continue to fly and have the opportunity to do so, but to do so sustainably”** according to Jimmy Samartzis, LanzaJet CEO.

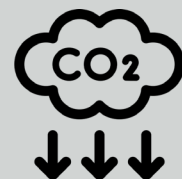
KEY FACTS



Goal of producing 1 billion gallons of sustainable aviation fuel in the U.S. per year by 2030.

65%

of global aviation emissions (by 2050) reductions will come from using Sustainable Aviation Fuels.



LanzaJet fuels have been proven to reduce GHG emissions by up to 85%.



We need innovators like LanzaJet if we are going to successfully de-carbonize the entire economy. Their innovations not only disrupt a significant industry, they touch every sector of the economy and society as a whole.”

GARRY COOPER
CEO & CO-FOUNDER, RHEAPLY



QUALITY OF INNOVATION

LanzaJet is creating sustainable fuel technologies to further decarbonization efforts without requiring airplanes to be redesigned.

DEPTH OF IMPACT

LanzaJet fuels meet or exceed jet and diesel fuel standards and specifications, creating the opportunity for considerable impact for the aviation and ground transportation industries.

COMMITMENT OF LEADERSHIP

LanzaJet is publicly committed to safety, sustainability, humanity, integrity, diversity, acceleration, growth, respect, innovation, and collaboration.

SCALABILITY OF INNOVATION

LanzaJet has established global partners, including Suncor, British Airways, All Nippon Airways, Shell, Indian Oil Corporation, and Jet Zero Australia.

TAKEAWAYS

BE BOLD AND BUILD EXCITEMENT: **“LanzaJet has proven their technology works, it has been used in flights around the world,”** said Dean Nancy Tuchman. **“Now they are scaling production and changing the pathway for an industry.”**

PARTNER TO EXPAND YOUR IMPACT: LanzaJet has been able to get off the ground and accelerate commercial development through partnerships with initial investments from LanzaTech, Suncor, Mitsui, and support from ANA and later investments from British Airways, Shell, Microsoft, and Breakthrough Energy.

SPECIALIZE FOR IMPROVED INNOVATION: LanzaJet’s ATJ (alcohol-to-jet) technology was developed by LanzaTech and U.S. Department of Energy’s Pacific Northwest National Laboratory. As an independent entity, LanzaJet has been focused on accelerating the commercialization of ATJ technology.



SOCIAL IMPACT AWARD

Given to a company that best addresses an urgent social issue through its business model

Cara Collective was founded in 1991 by Tom Owens, who wanted to help reduce poverty in Chicago by connecting quality jobs with the people who needed them. Cara Collective has built on that original mission, and today sees the incredible talent pool in our country, one comprised of individuals often experiencing homelessness and poverty, and helps those individuals to unlock the strengths they already have. They prioritize strength cultivation, shifting perspectives, and developing skills of all their stakeholders to continue working towards their mission.

Cara Collective’s mission and community building is celebrated daily with Motivations, their series which gives participants the opportunity to get out of their comfort zone, share successes, and reflect. **“It’s so incredibly exciting to watch the entire room erupt in support of job seekers as they’re moving onto the next phase of their professional careers,”** Kathleen St. Louis Caliento, President & CEO of Cara Collective.

KEY FACTS

8,144

people employed since 1991.

79%

permanent housing at one-year.



\$5.97 returned on social investment for every \$1 donated.



Cara Collective’s commitment to societal change is embedded within the culture of the [organization] and it is differentiated from other companies. It is [an organization] that truly believes in making a difference in the world.”

ROB PARKINSON
SR. PARTNER, INVESTOR RELATIONS, VISTRIA



QUALITY OF INNOVATION

Cara Collective works with employees and employers to shift the paradigm of workforce development.

DEPTH OF IMPACT

In the last 32 years, Cara Collective participants have earned \$105 Million.

COMMITMENT OF LEADERSHIP

CEO Kathleen St. Louis Caliento has prioritized human-centered programming, setting Cara Collective apart by creating a unique intersection between 501c3 and social enterprise.

SCALABILITY OF INNOVATION

Cara Collective has built an additional 2 social enterprises, Cleanslate and Cara Connects, and an expansion arm, Cara Plus, to expand services and offerings.

TAKEAWAYS

ENGAGE ALL STAKEHOLDERS: Cara Collective released their FY23-FY25 strategic plan and brought all Cara Collective staff and departments, 25 participants and alumni, 15 community and business partners, 25 funders and key supporters, and all board members into the process.

BUILD WITH YOUR COMMUNITY: Cara Collective’s unique social enterprises and people-focused approaches stand out. **“Talent is everywhere! Cara Collective’s innovative approaches, business models and partnerships create transformational pathways for all,”** said Jason Feifer, Editor-in-Chief, Entrepreneur Magazine.

STAY TRUE TO YOUR ROOTS: Cara Collective was born out of one individual going from shelter to shelter to connect people experiencing poverty with quality employment. Today, Cara Collective is still doing that work, continuing to focus on building access, equity, and opportunity.

BAUMHART CENTER FOR SOCIAL ENTERPRISE AND RESPONSIBILITY

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SCHOOL *of* BUSINESS