

United Nations Global Compact Communication on Engagement (COE)

EDAMA Association for Energy, Water, and Environment

February 2022- February 2024



Statement of Continued Support

EDAMA Association for Energy, Water & Environment

21/2/2021

To our stakeholders:

I am pleased to confirm that EDAMA Association for Energy, Water & Environment reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Dr. Dureid Mahasneh

Chairman of EDAMA Association

A handwritten signature in black ink, appearing to be "Dureid Mahasneh", written over a faint circular stamp or watermark.

Table of Contents

United Nations Global Compact	1
I. Abbreviations	5
II. About EDAMA	6
III. About This COE.....	8
IV. EDAMA and the UN Sustainable Development Goals	9
V. The 10 UN Principles	15
1. Human Rights.....	15
Principle 1: Businesses Should Support and Respect the Protection of Internationally Proclaimed Human Rights.....	15
Principle 2: Business Make Sure That They Are Not Complicit in Human Rights Abuses.....	15
2. Labor	16
Principle 4: The Elimination of All Forms of Forced and Compulsory Labor.....	16
Principle 5: The Effective Abolition of Child Labor.....	16
Principle 6: The Elimination of Discrimination in Respect of Employment and Occupation.....	16
3. Environment.....	17
Principle 7: Businesses Should Support a Precautionary Approach to Environmental Challenges....	17
Principle 8: Undertake Initiatives to Promote Greater Environmental Responsibility.....	18
Principle 9: Encourage the Development and Diffusion of Environmentally Friendly Technologies.	19
VI. Future Actions.....	20
1. Internal Actions.....	20
Power and Water Savings	20
Office Supplies and Stationery.....	20
Office Polices.....	20
2. External Actions	21

List of Tables

Table 1 EDAMA's Responds to UN Sustainable Development Goals _____ **10**
Table 2 Conducted Capacity Building Activities _____ **17**

I. Abbreviations

NGO	Non-Governmental Organization
EWE	Energy, Water, and Environment
SDGs	Sustainable Development Goals
SIRCLES	Supporting Circular Economy Opportunities for Employment and Social Inclusion
NEETs	Youth not in Employment, Education, or Training sectors
BBBC	Building Back Better Post Covid-19
PSUT	Princess Sumaya University of Technology
UJ	University of Jordan
GJU	German Jordanian University
WiRE	Women in Renewable Energy
PV	Photovoltaic
EVs	Electric Vehicles
RE	Renewable Energy
Med4Waste	Mediterranean Dialogue for Waste Management Governance
WM	Waste Management
CE	Circular Economy
ENI CBC MED	European Neighborhood Instrument Cross-Border Cooperation
CIPE	Center for International Private Enterprise
GIZ	The Deutsche Gesellschaft für Internationale Zusammenarbeit
MoEnv	Ministry of Environment
GAM	The Greater Amman Municipality
ATC	Advanced Technical Training
EPC	Engineering, Procurement and Construction
O&M	Operations and Maintenance
LED	Light Emitting Diode
AC	Air Conditioner

II. About EDAMA

EDAMA in Arabic means “sustainability”. **EDAMA** Association is a Jordanian NGO established in 2009. As a Business Association, we are here to cultivate an environment where innovative solutions for energy and water independence and environmental conservation emerge.

Advancing Jordan’s movement towards a green economy is an ambitious and priority goal. To be achieved, we need robust knowledge hubs, multi-stakeholder dialogue avenues, and private sector mobilization. **EDAMA**’s niche is in providing a platform agile and inclusive enough to involve a large number of public, private and NGO sector representatives. These key players together discuss and shape the future development of the Energy, Water, and Environment (EWE) sectors in Jordan.

Our Mission

To maximize the business viability and potential in the Energy, Water and Environment sectors. We do so to enable the growth and maturation of a resilient private sector that plays a leadership role in securing Jordan’s energy and water independence, and conserving Jordan’s environment.

Our Vision

We envision Jordan as the regional hub and successful model for green growth. **EDAMA** is the NGO recognized for creating a thriving green economy, where businesses are empowered to play a leadership role in transforming Jordan’s energy, water, waste, food and transport systems.

EDAMA’s Main Pillars of Work:

- [Advocacy](#)

EDAMA was established simultaneously alongside the initiation of the EWE Sectors in Jordan, emitting out of deep believe in the key importance of clean water and affordable energy to a quality life. **EDAMA** has acknowledged this importance, particularly on the levels of raising awareness on the one side and advocating for changed legislations and policies towards transformation to green economy, on the other side. We, at **EDAMA**, persevere to ensure our members’ voices are heard across decision making arenas, while bridging gaps between the public and private sectors. We are conducting focus groups, producing white papers to guide and inform and position papers in support of this transition towards a flourishing green economy and better lives throughout generations to come. Our methodology incorporates bringing together companies and corporations to enable them to influence the direction of the Energy Sector in Jordan.

- [Business](#)

EDAMA is a business-model association, established in 2009, with 96 members. **EDAMA**’s foremost goal is to promote members’ involvement in the green sector by recognizing and facilitating opportunities in that direction. We, at **EDAMA**, ensure that our members are fully aware of the services that are being provided by government authorities and other civil sector and NGOs, with the aim to support them into

excelling as key players in the green sector. We shall not deter nor spare any efforts in matching private sector companies with suitable services to their respective needs.

- **Networking**

EDAMA's networking events are major pillars through which **EDAMA** works as a hub and professional platform for stakeholders and experts to meet and discuss important matters pertaining to the Green Sector. **EDAMA** is therefore very much focused on bringing together Green Sector companies to mingle and network with members and vital target groups to promote and maximize cooperation and collaboration. **EDAMA's** Power Breakfast is one of its main and most popular events, due to its significant success. Each power breakfast hosts a large number of key stakeholders in the green industry who come together to discuss hot issues and topics of the hour.

- **Education**

EDAMA's Training Academy provides local and international certified courses that meet market needs. We are committed to bridging training gaps in the energy sector, by instilling required skills sets and competencies in areas of energy, waste, and environment; in addition to the provision of qualitative capacity building and introducing development programs to members and non-members. The Training Academy's mission is to host and provide quality educational courses and professional development opportunities related to the Energy, Water, and Environment (EWE) sectors in Jordan. Through the Academy, **EDAMA** aims to contribute to sector growth and help individuals and companies expand their knowledge base and areas of work. **EDAMA** recognizes the need to empower different actors in the market such as technicians, engineers, senior management, executives, and other vital players.

III. About This COE

The nature of EDAMA’s work with businesses and policy makers in the fields of Energy, Water and Environment makes it imperative to embed the United Nations Sustainable Development Goals (SDGs) into its strategy.

EDAMA continues to adhere with the responsibilities set under the United Nation’s Global Compact principles: Human rights, labor, environment, and anti-corruption by submitting the second communication on engagement report that present **EDAMA**’s practices and performance in achieving the UN’s Sustainable Development Goals (SDGs) with particular focus on promoting Jordan’s green growth and development in the EWE sectors that is achieved by actively involving international and national private and public sectors, as well as civil society and citizens.

The Reporting time frame is February 21st, 2022- February 21st ,2024

IV. EDAMA and the UN Sustainable Development Goals

EDAMA directly contributes to achieving the following SDGs:

SDG 7: Ensure access to affordable, reliable, sustainable, and modern energy for all.

SDG 11: Sustainable cities and communities.

SDG 17: Partnerships for the SDGs.

EDAMA's also indirectly supports the following SDGs:

SDG 5: Gender Equality

SDG 8: Decent Work and Economic Growth.





SDG 9: Industry, Innovation, and Infrastructure.




SDG 13: Climate Action.






Table 1 indicates **EDAMA's** contributions in achieving the UN's SDGs.





Responses are classified into internal and external actions. The internal actions are related to **EDAMA's** workplace and staff; however, the external actions are associated with **EDAMA's** projects and partnerships.

Table 1 EDAMA's Responds to UN Sustainable Development Goals

Response Goals	EDAMA's Action		Chapter of the Report
	Internally	Externally	
 Goal 1. End poverty in all its forms everywhere	-	<p>-SIRCLES main objective is the promotion of <u>social inclusion and fight against poverty</u> by providing underprivileged NEETS and women with marketable skills.</p> <p>-NUFFIC project aims to provide trainings and certifying <u>Jordanians and Syrian refugees</u> coming from neighboring camps and hosting communities.</p>	<p>Environment</p> <p>Principle 7 Principle 9</p>
 Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture	-	<p>SIRCLES <u>organic compost</u> is planned to be utilized for landscaping and agriculture.</p>	<p>Environment</p> <p>Principle 7</p>
 Goal 3. Ensure healthy lives and promote well-being for all at all ages	<p>-Facilitated <u>remote- working</u> to the staff during the pandemic.</p> <p>-Upgraded the category of the <u>medical insurance</u>.</p>	<p>Developed and disseminated “<u>Physical and mental health of wellbeing</u> “and” <u>Effective working from home</u>” brochures and videos through BBBC Project.</p>	<p>Human Rights</p> <p>Principle 1</p> <p>Environment</p> <p>Principle 8</p>
 Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	<p>Capacity building activities to EDAMA's staff.</p>	<p>-SIRCLES and NUFFIC projects provided trainings <u>to both genders</u>.</p> <p>-An <u>Educational Field Trip</u> to PSUT and UJ students to GJU's solar power plant.</p>	<p>Labor</p> <p>Principle 6</p> <p>Environment</p>

			Principle 7 Principle 9
 <p>Goal 5. Achieve gender equality and empower all women and girls</p>	<p>-The percentage of EDAMA’s female staff is 44%.</p> <p>-The percentage of EDAMA’s female board members is 22%.</p> <p>-Both female and male employees get equal pays.</p>	<p>-SIRCLES prioritize <u>single mothers without economic income and women in gender violence situation.</u></p> <p>-NUFFIC provide trainings to <u>women and girls.</u></p> <p>-EDAMA’s partnership and workshops with WiRE.</p>	<p>Labor</p> <p>Principle 6</p> <p>Environment</p> <p>Principle 7 Principle 9</p>
 <p>Goal 6. Ensure availability and sustainable management of water and sanitation for all</p>		<p>Developed and disseminated “<u>Efficient use of water</u>” brochure and video through BBBC Project.</p>	<p>Environment</p> <p>Principle 8</p>
 <p>Goal 7. Ensure access to affordable, reliable, sustainable, and modern energy for all</p>		<p>-NUFFIC project aims to train, equip, and trainees by enabling them to build their capacities to perform activities related to <u>Solar PV module cleaning, site housekeeping and entrepreneurial skills.</u></p> <p>-Developed and disseminated “<u>EV Cars in Jordan</u>” brochure and video through BBBC Project.</p> <p>-The transition towards smart metering project aims to standardize the <u>smart meters</u> that would support the re transition through opens the door for <u>grid innovative solutions.</u></p> <p>-Boosting Renewable Energy build-up as a contribution to Jordan’s post-Covid recovery Project aims to develop guidelines that fill the gaps towards <u>green economy in the RE sector.</u></p>	<p>Environment</p> <p>Principle 8 Principle 9</p>

 <p>Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>		<p>-SIRCLES aims to hire 8 Trainees till the end of the project in the pilot composting plant.</p> <p>-NUFFIC project aims to equip 45 trainee out of 45 trainees with the PV cleaning kits to enable them to join the labor market and start their own business.</p>	<p>Environment</p> <p>Principle 7 Principle 9</p>
 <p>Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>		<p>SIRCLES and Med4Waste facilitate new governance models for integrated & efficient urban waste management (WM) policies across the Mediterranean, with particular emphasis on organic waste & circular economy (CE)</p>	<p>Environment</p> <p>Principle 7 Principle 8</p>
 <p>Goal 10. Reduce inequality within and among countries</p>		<p>NUFFIC and SIRCLES projects provide trainings to migrants especially Syrian Refugees, coming from neighboring camps and hosting communities.</p>	<p>Environment</p> <p>Principle 7 Principle 9</p>
 <p>Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable</p>		<p>EDAMA's Projects aim to reduce the adverse per capita environmental impact in order to make Jordanian cities more sustainable.</p>	<p>Environment</p> <p>Principles 7,8, & 9</p>
 <p>Goal 12. Ensure sustainable consumption and production patterns</p>		<p>Developed and disseminated the brochures, posters and videos through BBBC Project about the following topics:</p> <p>EV Cars in Jordan.</p> <p>Efficient use of resources and wastes reduction.</p>	<p>Environment</p> <p>Principle 8</p>

		Reduction of using single-use-plastics. Efficient use of water.	
 Goal 13. Take urgent action to combat climate change and its impacts		Held a power breakfast event” Challenges of Climate Change in Jordan” with the MoEnv and other official parties in the sectors of environment and energy.	Environment Principle 7
 Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development			
 Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss			
 Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels			



Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

-Projects' Donors:

ENI CBC Med (EU).
EDUSYRIA Program (NUFFIC) (EU).
CIPE.
GIZ.
British Embassy Amman.

-Partnerships:

MoEnv.
GAM.
GJU.
PSUT.
WiRE.

[Environment](#)

Principles 7,8, & 9

V. The 10 UN Principles

1. Human Rights

[Principle 1: Businesses Should Support and Respect the Protection of Internationally Proclaimed Human Rights.](#)

In the workplace:

- Providing safe and healthy working conditions by:
 - Facilitated remote-working to the staff during the pandemic.
 - Upgraded the category of the medical insurance.
- Ensuring non-discrimination in personnel practices.

In the community:

- Working to protect the economic livelihood of local communities.
- Fostering opportunities for girls to be educated to empower them and also helps a company to have a broader and more skilled pool of workers in the future.
- Providing decent work, produces quality goods or services that improve lives, especially for the poor or other vulnerable groups, is an important contribution to sustainable development, including human rights.

[Principle 2: Business Make Sure That They Are Not Complicit in Human Rights Abuses.](#)

- Transparency and accountability in business practice.

2. Labor

[Principle 4: The Elimination of All Forms of Forced and Compulsory Labor.](#)

In the workplace:

- Make available employment contracts to all employees stating the terms and conditions of service, the voluntary nature of employment, the freedom to leave (including the appropriate procedures) and any penalties that may be associated with a departure or cessation of work.
- Write employment contracts in languages easily understood by workers, indicating the scope of and procedures for leaving the job

[Principle 5: The Effective Abolition of Child Labor.](#)

- Adhere to minimum age provisions of national labor laws and regulations.

[Principle 6: The Elimination of Discrimination in Respect of Employment and Occupation.](#)

In the workplace:

- Qualifications, skills, and experience are the basis for the recruitment, placement, training, and advancement of staff at all levels.
 - Gender equity and empowerment as the
 - The percentage of EDAMA's female staff is 44%.
 - The percentage of EDAMA's female board members is 22%.
 - Both female and male employees get equal pays.
- Keep up-to-date records on recruitment, training and promotion that provide a transparent view of opportunities for employees and their progression within the organization.

- EDAMA's staff were provided with the needed capacity building activities as follows:

Table 2 Conducted Capacity Building Activities

Capacity Building Activity	Number of Attendees from EDAMA's Staff
Jordan Energy legislative and regulatory Framework	3
Advanced Technical Training (ATC) by RES4Africa Foundation	9
Business Writing Skills	10

3. Environment

[Principle 7: Businesses Should Support a Precautionary Approach to Environmental Challenges.](#)

i. **“Supporting Circular Economy Opportunities for Employment and Social Inclusion -SIRCLES” Project** funded by the EU-ENI CBC MED Program aims to:

- Promote a cross-border network and establish local mechanisms involving public, private, and civil society sector, that will assist unemployed women of all ages and NEETs of 18–24 years at risk of exclusion in Aqaba, Jordan through supported employment schemes in circular economy jobs in the hotel, food retail and household sectors.
- Deliver a training program for NEETs and women focused on developing soft and hard skills related to biowaste management and entrepreneurship, combining theoretical and on-the-job methods, and using digital tools.
- Implement circular biowaste management pilots that will create 8 new jobs and will serve as a platform to foster sustainable circular economy employment serving as training platforms, even after the project ends, for an emerging sector that is foreseen to create more opportunities in the future.
- To close the loop of the organic carbon, compost will be applied to the soil, preferably on an agricultural land. High quality compost is an opportunity to foster best environmental practices in farming. Hence, training on organic farming practices will be introduced in almost all the pilots, both in new farming sites of different sizes (with plots facilitated by the agreement with farmers that already do organic farming who agree to be trained in this regard).

ii. **The Power Breakfast: Challenges of Climate Change in Jordan.**

This event comes within the framework of the Kingdom's preparations to prepare an official working paper on Jordan's preparations to participate in the United Nations Climate Change Conference (COP26). The workshop was held in cooperation with MoEnv, and it was attended by experts representing various official bodies, international and private bodies, touched on the most critical economic, water, and environmental challenges facing the Kingdom as a result of climate change and the mechanisms for overcoming these challenges and turning them into opportunities that are reflected in sustainable economic development.

iii. The Educational Field Trip to GJU's Solar Power Plant in cooperation with WiRE.

The trip aimed to introduce Anwar Solar Energy Project to group of engineering students from the UJ and PSUT.

Anwar Project symbolizes the core idea of GJU that adapts the applied approach in teaching and training, besides the focus on sustainable development, where professors, engineers, technicians, and students participated at all stages of the project from the planning phase ending with operation and maintenance phases. The executing company "Firas Balasmeh Foundation for Control Systems" introduced the project from a technical and operational aspects.

Principle 8: Undertake Initiatives to Promote Greater Environmental Responsibility.

i. **"Mediterranean Dialogue for Waste Management Governance - Med4Waste"** Project funded by the EU-ENI CBC MED Program aims to:

- Building on and improving existing knowledge to foster capitalization of social innovative, integrated, and efficient practices from public, private and social sectors in waste management across the MSB, with special focus on waste prevention, circular economy practices and on the organic component.
- Offering guidance and training for public administrations and relevant private and social stakeholders, to apply transferring actions and exploitation measures and to support planning, adapting, and readdressing of waste management plans, policies and other management actions and normative drivers (regulations, financial plans, service contracts).
- Supporting dissemination of key results and increase awareness among key stakeholders, promote cross-border and cross-sectorial networking, and foster long-term commitment of decision and policy makers to promote an environmental, socio-economic, and institutional transition towards green growth in MSB.

ii. **"Building Back Better Post Covid-19 -BBBC"** Project funded by the British Embassy Amman aimed to raise awareness of environmental and sustainability issues that were highlighted by the COVID-19 pandemic that require behavior change among the community. The project would be the first step towards creating more resilience to not only the shock of the Corona Virus but any future shocks our society might encounter. **EDAMA** provided scientifically sound and simple information to encourage environmental-friendly actions, with particular focus on those positive behaviors learned during the pandemic and lockdown period. The project also promoted correct disposal of pandemic related PPEs and ultimately issue guidance for waste management of pandemic related items within residential, institutional, and commercial buildings.

The project was divided into two components:

Component 1 – Building back better post-pandemic awareness campaign that focused on 6 main topics: EVs in Jordan, efficient use of resources and wastes reduction, reduction of using single-use-plastics, efficient use of water, physical and mental health of wellbeing, effective remote-working.

The awareness campaign was performed in the forms of guideline technical brochures, posters, and videos that were shared on EDAMA's social media accounts.

Component 2 – Pilot scale solid waste management program that included developing a waste treatment guideline, distribution of bins for COVID contaminated waste accompanied with awareness brochures in five locations: British embassy Amman, MoEnv, GAM, PSUT and **EDAMA** as well as awareness sessions for waste pickers and building managers of MoEnv, GAM, and PSUT.

Principle 9: Encourage the Development and Diffusion of Environmentally Friendly Technologies.

i. “Increasing Employability of Syrian Refugees and Underprivileged Jordanians through Training on Solar PV Module Cleaning and Site Housekeeping” Project funded by the EU – EDUSYRIA Program (**NUFFIC**) aims to train, equip, and sustain 45 Syrian and Jordanian trainees by enabling them to build their capacities to perform activities related to Solar PV module cleaning and site housekeeping and in entrepreneurial skills.

ii. “Transition Towards Smart Metering” Project funded by CIPE aims to promote potential business for EDAMA’s members through conducting advocacy efforts for standardizing the smart meters that would support the RE transition through opens the door for grid innovative solution that could be achieved post smart metering transition such as storage batteries, smart grids etc.

The project has two components:

Component 1 - Policy Review by: mapping out business stakeholders, identifying policies and regulations associated with best practices, developing policy white paper to highlights international best practices, smart metering technical specifications, private business opportunities and integrated grid innovative solutions post achieving the smart meters transition such as (storage batteries, smart grids etc.).

Component 2 - Dissemination of Policy Paper Outcomes by conducting focus groups, awareness, and capacity building sessions for: sector legislators, regulators, and policy makers, businesses active in the RE sector like developers, EPCs, contractors, reseller, vendors, financial institutions (central bank, commercial banks and financing firms, RE fund).

iii. “Boosting Renewable Energy build-up as a contribution to Jordan’s post-Covid recovery” Project funded by GIZ aims to develop guidelines that contribute to the green recovery by providing stakeholders with the tools and the skills to help them implementing quality work and enhancing their performance and reliability. The overarching objective is filling the capacity gaps towards green economy creating local jobs and empowering communities which will be achieved by developing a guideline of Jordan EPC and O&M best practice guidelines, reports on innovate solutions in digitization, storage & mobility and a paper addressing covid-19 recovery to Jordanian policy makers. These guidelines and reports will be launched and disseminated through three capacity building workshops and an online event.

VI. Future Actions

The following actions can be adapted in order to enhance the sustainable practices of **EDAMA** both internally and externally.

1. Internal Actions

The main goal is to measure and reduce **EDAMA**'s carbon footprint and set a target to achieve Net-Zero that would be achieved by implementing the following practices:

[Power and Water Savings](#)

- **Lighting**
 - Switching some of the old light bulbs to LED lights.
 - Installing motion sensor lights in low-medium traffic rooms such as restrooms, corridors, and kitchens.
 - Changing the walls color into a lighter color and high-gloss sheen so day line is more easily reflected off the walls and less artificial light is necessary.
- **Electricity**
 - Replacing the current air conditioners with inverter ACs or portable ACs.
 - Consider solar power systems.
 - As most of the office power is consumed by machines that are off but still plugged-in program like Surveyor that automatically powers down these machines.
- **Water**
 - Attach aerators to hand-washing faucets.
 - Install low-flow toilets.

[Office Supplies and Stationery](#)

- Buying re-manufactured ink and toner cartridges.
- Using digital business cards.
- Using recycled paper and environmentally friendly paper made of bamboo, hemp, or organic cotton.
- Bring in plants to improve indoor air quality.

[Office Polices](#)

- Creating a paper recycling routine by setting recycling bins throughout the office, contacting a local recycler and appointing a team member to set out the recycling, take questions, and communicate with the recycler.
- Recycle old computers or donate them to local charities and organizations who provide disadvantaged students and families.
- Make the team greener by encouraging environmentally friendly habits such as taking bikes to work, setting zero-waste days, and awarding employees that adapt green practices.
- Reducing paperwork and paper billing as possible

- Eliminate waste in printing (wasted printable space) by using software programs like GreenPrint and EcoPrint2 that identify and alter the user of areas of waste in printing and recommend how to eliminate it.
- Encourage **EDAMA**'s employees to volunteer in campaigns of green causes.

2. External Actions

- Carrying out projects that solve current environmental challenges in Jordan.
- Do business with green businesses that follow a sustainable approach such as software companies, food and beverage brands, shipping carriers, hotels, etc.
- Building a network of “zero-waste facility” with **EDAMA**'s members.
- Hosting charitable contributions that support the environment such as donating a percentage of the proceeds to environmental programs, setting up fundraiser to promote eco-conscious initiatives, planting trees, cleanup campaigns, etc.