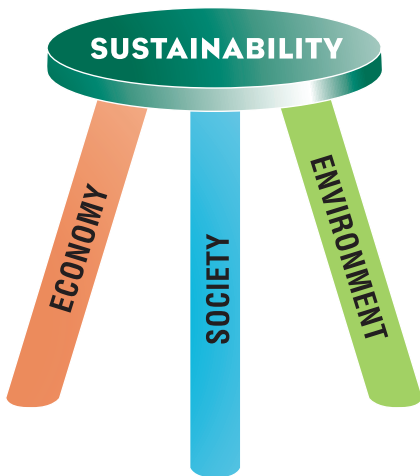
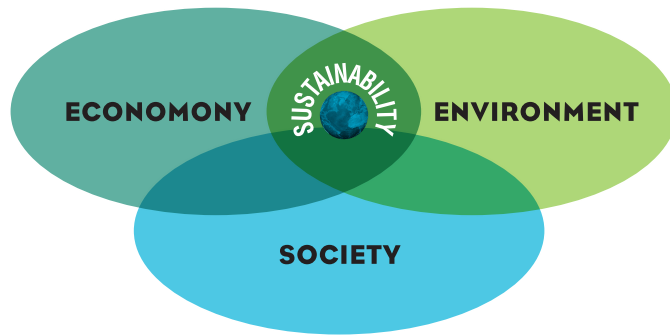


SUSTAINABILITY DEFINITIONS

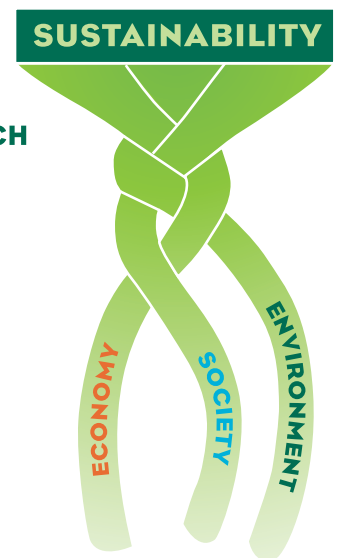
An important first step in developing a sustainability (or corporate social responsibility) strategy is to develop a common definition across the organization. The following are images which have different philosophical underpinnings in how sustainability is viewed. The illustrations can be used to help focus the organization's sustainability or corporate social responsibility framework.



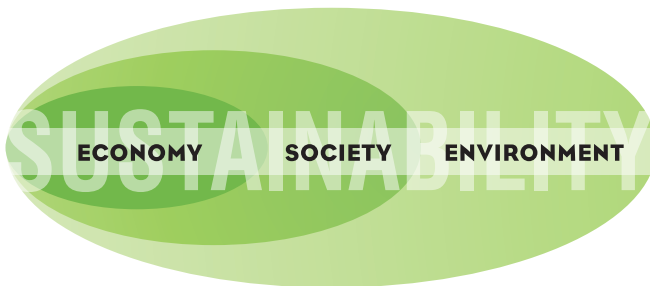
THREE LEGS OF THE STOOL



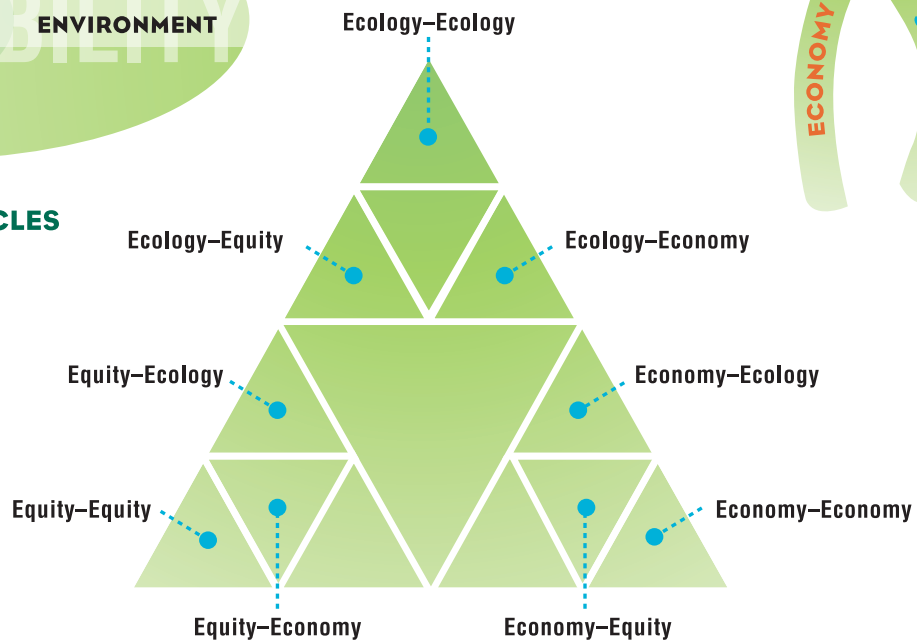
VENN DIAGRAM



BRAIDED APPROACH



EMBEDDED CIRCLES



FRACTAL TRIANGLE