Social Responsibility: Sustainability, Supplier Diversity, & Buy Local

Anthony Jenkins
Amazon Business
Socially Responsible Purchasing

Many organizations have goals to be more “socially responsible.” This often includes initiatives to make it easier to buy from small, diverse, or local businesses and discover products with sustainability certifications.

- Enhancing corporate social responsibility (CSR) is a priority for 68% of CPOs, 12% up from 2019*
- 63% of CPOs are formally measured on sustainability/diversity goals, 43% up from 2019*
- ~25% of the RFPs we reviewed in 2021 contained sustainability requirements explicitly called out
- Many organizations ask about social responsibility programs even if they are not contractual requirements

*Deloitte 2021 Global Chief Procurement Officer Survey
Empower socially responsible purchasing
Support your initiatives by making it easier to buy from small, diverse, or local businesses and discover products with sustainability certifications.

Contact us

Amazon Business embraces the Amazon-wide commitment to sustainability and seeks to enable businesses around the world to reduce their environmental impact and meet sustainability goals. Buying from Amazon Business means combining procurement expertise with tools to help organizations define, meet, and proactively measure progress against social responsibility and sustainability goals.

Promote local businesses
Boost the economic health of local businesses and save time for buyers by implementing organization-wide or departmental policies to highlight and prefer local sellers.

Learn about buying local

Make purchasing more sustainable
Streamline the process of discovering and purchasing products with sustainability certifications.

Learn how to buy more sustainable products

Increase supplier diversity
Simplify purchasing and reporting for your supplier diversity initiatives and empower small and diverse sellers.

Learn about supplier diversity
Utah & Amazon Business

- Utah Case study on AB
- State of Utah contract
- Climate Pledge Friendly trends
Success Stories: Sustainability
“We’re continually looking at ways to include more sustainable practices in our everyday work. With Amazon Business, we will be able to point internal buyers to products that are Climate Pledge Friendly.”

- Julia Braun, Senior Director of Strategic Vendor Operations, Smartsheet
Success Stories: Seller Diversity
Success Stories

“"I've never been able to capture diversity spend from credit card purchases before”
- HPE’s Diversity PM
Success Stories: Small and Local Sellers
“By intentionally purchasing locally on Amazon Business, Johns Hopkins has created significant opportunities for small and local businesses here in the city.”

- Crystal Burns, Small Business and Supplier Diversity Lead, Johns Hopkins University
Success Stories

Increased spend with local small businesses by 335%
Features

AB Account Admins set up policies to suggest small, diverse, or local sellers or products with sustainability certifications

Buyers discover suggested offers through search or filters

Organizations use Amazon Business Analytics to report on spend
Buy products with sustainability certifications
Other Initiatives

Amazon Certified Frustration-Free Packaging Programs
Same Product, Better Packaging

The product you selected is certified under our Frustration-Free Packaging Program. It's designed and tested to ship to customers in its own packaging without the need for additional Amazon packaging. Products in Frustration-Free Packaging offer more sustainable packaging that is right sized, reduces damage, is made of recyclable packaging materials and is easier to open.

- Designed to Reduce Waste
- Right sized and ships without Amazon packaging
- Lab Tested Protective Design
- Certified to minimize damage
- Recyclable Packaging Materials
  - 100% outside recyclable
- Easy to Open
  - No plastic clamshells, no wire ties

Delivery Times

Delivery Hours
We currently support delivery windows 6 hours or longer, and up to three closed weekdays.

- Monday - Friday
  - 09:00 AM
  - 03:00 PM
- Saturday - Sunday
  - Closed

Expand days

Amazon Day
Pick up to two preferred delivery days

- Monday
- None

Make Amazon Day your default delivery option and get up to 1% back on eligible items shipped with Amazon Day, up to the cost of your yearly Business Prime membership fee. Terms and Conditions apply.

Pallet Preference

- Deliver on pallets when available
  - Pallet delivery is not available for residential addresses.
Buy products from local sellers
Buy products from local sellers

$2+ billion
invested in Utah since 2010, including infrastructure and compensation to our employees

$2 billion
added into Utah's GDP thanks to Amazon investments

8,000+
full- and part-time jobs created in Utah—and we continue to hire (as of Q4 2021)

12,000+
indirect jobs supported on top of our direct hires in Utah (based on Input-Output methodology developed by the U.S. Bureau of Economic Analysis)

20,500+
small and medium business sellers and independent authors in Utah growing their businesses with Amazon

6,900+
charitable organizations that Amazon customers can support simply by shopping on AmazonSmile
Grow a culture of supplier diversity

Procurement leaders are building and expanding supplier diversity programs…

57% of procurement leaders have a formal diversity program in place

75% are planning an expansion of their diversity program

…but many are struggling to identify sourcing requirements and find certified suppliers.

55% of procurement leaders lack specific strategic sourcing requirements

40% struggle to find qualified, diverse suppliers

Source: 2020 Gartner Procurement Research Poll.
Achieve your diversity spending goals with Amazon Business

Simplify purchasing and reporting for your supplier diversity program and empower the communities your organization supports.

Search by certification type

Buy from certified sellers

Track and report on spend

Search by certification type

Buy from certified sellers

Track and report on spend
Find and guide buying with certified suppliers

Choose from a wide list of seller certifications and create buying policies for one or multiple certification, including:

- Small Business
- LGBT Business Enterprise
- Minority-Owned Business
- Women-Owned Business Enterprise
- Woman-Owned Small Business
- Economically Disadvantaged Women-Owned Small Business
- SBA-Certified Small Disadvantaged Business
- SBA-Certified HUB Zone Firm
- SBA-Certified 8(a) Firm
- Veteran-Owned Small Business
- Service Disabled Veteran-Owned Small Business

“Diversity certifications and search filters offered by Amazon Business, and its potential to help increase our diversity spend, was a huge selling point to adopt Amazon Business for Motorola Solutions.”

- Rosa Botello, Head of Supplier Diversity, Motorola Solutions
Admin Experience

Select the policy you want to add

**Seller policies**
- Boost specific sellers, flag or prohibit by tax or debarred specs

**Order policies**
- Control orders with approval limits

**Product policies**
- Boost, flag or prohibit products to buyers

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### Prefer brands
Choose the brands that will show first in buyers' search results
- [businessprime]

### Prefer list
Preferred Lists are shared with your organization. The items are shown first in similar organization's spending.
- [businessprime]

### Prefer products with sustainability certifications
Encourage buyers in your organization to purchase more sustainable products

#### Preferred products with sustainability certifications
Encourage buyers in your organization to purchase more sustainable products

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<thead>
<tr>
<th>Policy name</th>
<th>47/80</th>
<th>This policy applies to</th>
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<tbody>
<tr>
<td>Prefer items with sustainability certifications</td>
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<td>This group and its subgroups (17)</td>
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</table>

### Add notes for admins

Message for buyers:

This product is part of the Climate Pledge Friendly program. You're encouraged to buy this product over other alternatives.
Buyer Experience

Preferred by your organization

Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 3 Ream (1,500 Sheets) - 92 Bright, Made in the USA

Visit the Hammermill Store

Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 3 Ream (1,500 Sheets) - 92 Bright, Made in the USA

Price: $35.16
| Sustainability Certification Category | Sustainability Certification Type | Policy Domain                                                                                                                                 | Item Quantity | Item Subtotal |
|--------------------------------------|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------................|---------------|---------------|
| Climate Pledge Friendly              | ENERGY STAR Most Efficient      | Preferred sellers that certify compliance with Section 889, Preferred small and diverse sellers                                                | 1             | $43.96        |
|                                      |                                 | Preferred sellers that certify compliance with Section 889, Preferred small and diverse sellers                                                | 1             | $12.95        |
|                                      |                                 | Preferred sellers that certify compliance with Section 889                                                                                                                                                 | 1             | $234.99       |
|                                      |                                 | Preferred sellers that certify compliance with Section 889, Preferred small and diverse sellers                                                | 1             | $14.95        |
|                                      |                                 | Preferred small and diverse sellers                                                                                                                                                                         | 1             | $7.49         |

<table>
<thead>
<tr>
<th>Seller Name</th>
<th>Seller Credentials</th>
<th>Seller City</th>
<th>Seller State</th>
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<td>The Minerva Project</td>
<td>Registered Small Business, 889 certification</td>
<td>Irvine</td>
<td>California</td>
<td>92618</td>
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</table>
Resources

- Social Responsibility overview
- Sustainability
- Supplier Diversity
- Buy Local
- Black Business Accelerator

Points of Contact
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