

## Sprinkles Bakery and social responsibility

Emily and Hazeema were preparing to open Sprinkles Bakery at the beginning of year. Sprinkles concentrates on providing healthy and tasty baked goods. Hazeema, an avid baker since childhood, has studied food chemistry in college, and has developed exceptionally flavourful products that use no refined sugar and contain only fresh, healthy ingredients. The business is also trying to be ethically and socially responsible. Hazeema and Emily have designed the following socially responsible business plan that outlines how they will achieve their goals in each of the following areas:

### Legal responsibility

- Sprinkles Bakery is familiar with all relevant laws and acts, and obeys them. These include labour laws, tax laws, anti-discriminatory hiring policies, the Persons with Disabilities Act, the Accessibility for Ontarians with Disabilities Act, all of the relevant environmental protection acts, and other government rules, laws, and regulations.
- Sprinkles Bakery has applied for all relevant permits and licenses.
- Sprinkles Bakery wants to become a leader in social responsibility and goes beyond the letter of the law to do more than the regulations ask for. For example, the company has established a code of ethical conduct, which it uses to evaluate the ethics and corporate social responsibility of all of its suppliers. Sprinkles will not do business with any company that falls short of meeting these standards.

### Economic responsibility

- Sprinkles Bakery will be financially responsible: paying taxes and attempting, where possible, to self-finance, reducing debt and related interest charges.
- Sprinkles Bakery is dedicated to manufacturing very high-quality products and providing exceptionally high-quality service.
- Sprinkles Bakery will always be able to support the nutritional claims it makes about its products with independent research and scientific analysis.
- Sprinkles Bakery will always pay invoices when due and take advantage of any discount terms whenever possible.
- Sprinkles Bakery will provide wages that are higher than competitors to ensure that their employees are well trained and economically comfortable.

## **Ethical responsibility**

- Sprinkles Bakery will concentrate on doing the right thing and is exceptionally concerned with its ethical behaviour.
- Sprinkles Bakery will be extremely proactive in environmental issues, instituting energy-saving practices, waste management programs, recycling initiatives, and other environmental programs for the bakery and the retail store.
- Sprinkles Bakery will donate all items remaining in the store at the end of the day to the local food bank.
- Sprinkles Bakery will supply bread to the local school lunch program.

## **Leadership responsibility**

- Sprinkles Bakery will strive to become known as a small business that can act as a leader in the field of corporate social responsibility and ethical behaviour in the community.
- Sprinkles Bakery's main principle is "the greater good" for the community and the world. The organization wants to consider as many different stakeholders as possible: investors, suppliers, community members, employees, and customers.
- In all that it does, Sprinkles Bakery will try to demonstrate its commitment to its values and use them as a driving force for the operation and management of its business. It rarely publicizes its efforts to enhance its reputation.

## **Sprinkles Bakery plans to make a healthier community**

- At Sprinkles Bakery, every person we hire will be trained in the nutritional values of our products, and the importance of good nutrition in day-to-day eating. We will provide a one-week training course on the nutritional aspects of our products and test our new hires before confirming their employment. Training and tasting will be an ongoing activity at Sprinkles Bakery.
- We will reach out to our customers to offer monthly nutritional training classes at the bakery, with beverages and treats provided. We will use these meetings as an opportunity for us to receive customers' feedback and input into the quality and taste of our products, and the operation of our business.
- Sprinkles Bakery has printed a list of its products and their nutritional values in chart form. We have included this chart in a brochure called "Health and Flavour" and will use the brochure in an outreach program to help parents and caregivers provide nutritious lunches children will love. Sprinkles has contacted the local school board and will speak to parent-caregiver-teacher groups around the city about the "Health and Flavour" lunch campaign.

- Sprinkles Bakery plans to make a happier community.
- Sprinkles Bakery will use one percent of its profits to support charitable organizations that improve the quality of life in the community, such as the symphony orchestra, the local theatre companies, and other arts organizations.
- In addition to cash donations, Sprinkles Bakery will donate food to local food banks, school lunch programs, and homeless shelters. We have designed a bread-of-the-month club card that entitles the bearer to one special loaf of bread each month. These cards make good gifts. Sprinkles will also donate them for prizes in local silent auctions.

## **Sprinkles Bakery plans to make happier employees**

- Sprinkles Bakery will hire employees who believe in nutrition and enjoy baked goods. We believe that each employee is an ambassador for our business, both at work and in the community. We will provide our employees with paid leave time to visit schools, senior centres, or other institutions to speak about nutrition and provide samples from the bakery.
- Every one of our employees must spend a few hours each week assisting Hazeema in the bakery to learn how the products are made and what's in them.
- Every employee who stays with Sprinkles Bakery for one year will be eligible to join our profit-sharing plan. We will use 10 percent of our profits each year to establish our own employee pension fund, in addition to the government pension plan. The more we earn, the higher the contribution to the fund.
- We will hold a staff meeting each week and pay employees to attend. We will use this time to collect input from the employees regarding their thoughts on what we should make and any problems they see or foresee, and as a collective goal-setting time. Employees will have an opportunity to name any new product they suggest, and there will be a bonus plan for suggestions.

## **Sprinkles Bakery plans to make happier customers**

- Each employee must understand the importance of the customer. Each staff member must be friendly, informed, flexible, and considerate. Customers will be invited to participate in our once-a-month nutritional training class and feedback meeting. Our "Health and Flavour" brochure contains all the research on the nutritional content of each product in the store, and we make sure that customers have access to it.

## **Sprinkles Bakery plans to make a greener world**

- We will use organic ingredients where possible.
- We will encourage customers to reuse their plastic containers by providing a discount for people who reuse their containers. We will maintain a “Green Honour” wall with pictures of customers and employees who have suggested good green ideas.
- We will compost.
- We will give away all the unsold baked goods at the end of the day to the food bank.
- We will keep the heat and air conditioning at a minimum, encourage employee carpooling, pay for public transit, if necessary, use energy-efficient light bulbs, and try to reduce our energy consumption in every way possible.
- We will discourage bottled water consumption on the premises.