

# Businesses Taking Action

This survey is intended to measure the environmental and social action taken by your company, and to encourage future commitments. Please answer each question to the best of your ability not all questions need to be answered. Answers will be posted on SOCAN's website. For additional information, visit the project explanation at (<https://socan.eco/project-explanation/>).

Estimated time for completion: 30 minutes

Business name

Ruby Slipper Designs

Brief description of the products and/or services you provide

Website Design, Branding, Online Marketing

Contact information

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Environmental Action

## 1. How do you strive to measure and reduce your businesses environmental impact?

- An environmental management program covering waste generation, energy usage, water usage, and greenhouse gas emissions
- A greenhouse gas emissions (carbon) footprint assessment
- Waste, energy, or water audits
- A written policy regarding environmental stewardship with specific goals, actions, and targets for the future
- We do not have methods in place to measure environmental impact
- Other:  
Our company has 6 contractors. We work virtually. I'm the owner and a SOCAN Master Climate Protector. I offset our energy usage via Carbon offsets, drive an EV, and am aware of waste generation, energy and water usage, and GHG gas emissions.

## 2. If you selected any of the above options, please provide information on the results of measurement, and identify your plans for improvement

We strive to reduce our GHG through the knowledge provided via the footprint assessment.

### 3. How does your company measure and manage Green House Gas (GHG) emissions?

- Tracking renewable energy vs non-renewable energy consumed
- Tracking electricity, water and/or heat consumed
- Measuring the impact of company vehicles
- Measuring fossil fuels used on-site
- Measuring lifecycle emissions of products or services sold
- We do not have any mechanisms to measure our carbon footprint
- Other: Since we don't have a building office, we measure our personal GHG emissions.

If you selected any of the above options, provide information on what you measure and the results

In 2020, I switched from a Prius to a Bolt EV.

4. Does your company set emission reduction goals? If yes, describe goals and efforts taken to meet them

We do not yet, but are happy to do so.

5. Have any public commitments been made to reduce emissions? If yes, identify commitments and actions taken to meet them

Great question and we want to do more! We post on our social media about carbon offsets, about the HIGH impact of the web industry (servers are as polluting at the airline industry), and I have helped run 4 Ecochallenges a year, where people are invited to participate to reduce their GHG.

6. Does your business take any of its energy from renewable resources?

Wind energy

Solar energy

Geothermal Energy

Hydropower

Bioenergy

We do not use any forms of renewable energy

Other:

As an Ashland, OR, resident, we are extremely fortunate that our electricity is generated by hydropower.

**Provide information on how your company interacts with the supply chain**

Examples include but are not limited to the following questions. All questions do not need to be answered

7. Do you buy from local suppliers (within 100 miles of business) when possible?

- Yes
- No
- Unsure

8. If you answered yes to the above question, how much of your product is locally obtained?

- 0-20%
- 20-40%
- 40-60%
- 60-80%
- 80-100%
- Unsure

### 9. Do you prioritize suppliers that go through a third-party certification?

A certification must be independent (governed by a third party), transparent, standards-based, and have a verification process. Examples of these type of products are: Cradle-to-Cradle certification, Fair Trade certification, Global GAP, Forest Stewardship Council (FSC) certified, Green Seal, Marine Stewardship Council (MSC) certified, USDA Organic, CAFE, Rainforest Alliance, Bcorporation

Yes

No

Other: .....

### 10. Do you have policies in place to ensure a living wage along the entire supply chain if products are purchased from outside the United States?

Yes

No

Other: .....

### 11. Provide any other relevant information regarding supply chain management:

Interesting questions for a largely online business. Our "supplies" are computer hardware equipment, and that is NOT coming from a local source - largely Asia. Tech hardware quickly becomes obsolete. We recycle our "ewaste" through programs at Best Buy, but it's quickly becoming apparent that those programs are NOT working well. This definitely is an area of concern.

## 12. How does your product or service preserve or restore the environment?

Our our output - websites - are digital. Our printing services (business cards, brochures, etc) are much less than they used to be, so paper consumption down.

## Social Action

### 1. How do you ensure employee satisfaction?

- Employee feedback mechanisms
- Health and safety protection policies
- Employee support provided regarding COVID-19
- Job flexibility
- Strong company culture
- Other: .....

### 2. What is the monetary difference between your highest paid executive and your lowest paid employee?

\$8000 / year between the president and our highest paid contractor.

### 3. How do you work to improve workplace diversity and inclusivity?

A company majority-owned or -led by individuals who belong to a minority race, underrepresented community, or gender

Prioritizing suppliers from underrepresented communities

Employee training in any of the following areas: Diversity, Equity, Inclusion, Community Engagement, Leadership, Accessibility

Discounts for BIPOC community

Partnering with organizations focused on social justice work

Other:

Our company is primarily female, and we have both Black and POC contractors on our team. <https://www.rubyslipper.com/about/> We also have a Diversity, Equity and Inclusion statement <https://www.rubyslipper.com/diversity-equity-inclusion/> and as a response to the BLM movement, we feature Black-owned tech companies - our article is getting MASSIVE traffic and the businesses are earning clients as a result. YES!  
<https://www.rubyslipper.com/black-owned-marketing-agencies/>

### 4. How have your company's priorities regarding social/environmental justice evolved over time? How do they continue to evolve to meet the needs of future generations?

These are high priorities. The Ecochallenges I help run have a large social justice component <https://ecochallenge.org/take-action/global-ecochallenges/> and I recently got involved in a new organization - SOARB - Southern Oregon Anti-Racist Businesses - where business have a checklist of specific actions to take in order to ensure they are upholding and promoting anti-racist practices.

### 5. How do your products or services improve the quality of life of the community?

A large focus of our web work is with non-profits. We help by getting their messages out to the community via their website and social media. Clients include: Health Care Coalition of Southern Oregon, Healthy Start, Head Start, La Clinica, Southern Oregon Goodwill, Siskiyou Opioid Coalition, Options for Helping Residents of Ashland. Our most rewarding work is collaborating with these mission-driven organizations.

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### 6. How does your company give back to the community? How are employees encouraged to give back?

Identify events, organizations, non-profits, or other forms of activism that your company has supported over the last three years:

On a personal level, my family is involved in a monthly trash pick-up, we donate to the Neighborhood Food Project, I run 4 Ecochallenges a year, donate funds to local organizations (significantly during the recent fires), publicly promote Black-owned businesses in the US, and publicly promote environmental causes. At our next team meeting, we will share actions each team member is taking for community service.

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Add any other relevant information regarding the environmental and social performance of your company that the questions failed to address

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Anything else you would like to add in regards to this survey or the project itself

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Thank you for participating! Does SOCAN have permission to make your answers public?

Yes

No

Please send the logo that you would like us to use on our website to [gabriela@socan.eco](mailto:gabriela@socan.eco)

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