



FLOURISHING FOR THE FUTURE

COLLABORATING WITH CUSTOMERS TO BE A FORCE FOR GOOD FOR PEOPLE AND PLANET!

PROJECT OVERVIEW:

In 2021 we **INVITED OUR CONSULTANTS** to join us in completing **ACTS OF SOCIAL AND ENVIRONMENTAL IMPACT** to ensure **PEOPLE AND PLANET FLOURISH FOR THE FUTURE**. To gamify and bring this giving campaign to life, Arbonne partnered up with fellow B Corporation, XOCIAL, to **TRACK CUSTOMER ACTS OF ALTRUISM** that support our mission of sustainable and healthy living. For Arbonne's annual Flourishing for the Future Award, consultants completed challenges centered on the **5 STAKEHOLDER PILLARS IN OUR SUSTAINABILITY COMPASS**. To hold us accountable, **WE MEASURED OUR COMMUNITY'S TOTAL IMPACT** against our Sustainability Compass and the United Nations Sustainable Development Goals.

ARBONNE INVITES YOU
TO JOIN US IN

Flourishing for the Future

We're proud to partner with social, a fellow B Corp™, to track our collective positive impact for the Flourishing for the Future Award.

HOW DOES THE CHALLENGE WORK?

There will be **FUN CHALLENGES** related to the **5 PILLARS** of the Arbonne Sustainability Compass:

1. COMPANY GOVERNANCE
2. EMPLOYEE WELFARE
3. CUSTOMER WELFARE
4. COMMUNITY IMPACT
5. ENVIRONMENTAL IMPACT

HOW CAN YOU GET INVOLVED?

2 WAYS:

1. Earn points by completing challenges (more completed challenges = more points!)
2. Share your challenges on social media using the hashtag **#FLOURISHINGFORTHEFUTURE** on Facebook and Instagram to help expand our impact

AUDIENCE: OUR CONSULTANTS & CUSTOMERS

o Flourishing for the Future Award is an annual engagement/partnership between Arbonne and the field to participate in activities that bring to life our mission of sustainable healthy living, our sustainability goals and the Groupe's mission of reconnecting to nature. Consultants who complete the most acts of altruism will be awarded with the Flourishing for the Future Award at our annual conference, Empower Live. This program was designed to engage with our field to educate on sustainable living best practices and to motivate our customers to join us on our sustainability goals through how they run their own business and live their daily lives.

LONG TERM IMPACT

IN THE NUMBERS:

- 44 Acts of Sustainable Healthy Living
- 97 Acts for Climate Action (UN SDG)
- 184 Acts for Good Health & Wellbeing (UN SDG)
- 45 Acts for Life Below Water (UN SDG)
- 100 Acts for Life on Land (UN SDG)
- 89 Acts for Responsible Consumption and Production (UN SDG)



IMPACT BY SUSTAINABILITY COMPASS:

268 ACTS FOR POSITIVE ENVIRONMENTAL IMPACT

Plastic Free Challenge .

Meatless Mondays .

Earth Month .

147 ACTS FOR POSITIVE COMMUNITY IMPACT

Support for the foundation .

[See all challenges here >>](#)

TIMING:

- Annual program with monthly challenges and themes; Earth Month, Plastic Free July etc.



INVESTMENT:

- This program hinges on the investment of human resources. Our teams facilitate the partnership with the field and XOCIAL. The field is our largest human resource and through this partnership we work directly with them to adopt more sustainable lifestyles into their business and their daily lives.
- Our financial investment lies in the contract for the XOCIAL portal, along with associated costs as well as the awards for the consultants.



Certified



®

Corporation

ARBONNE IS PROUD TO BE A CERTIFIED B CORPORATION:

B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose.

B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

2021

GOALS

