Centre for Social and Sustainable Innovation Communiqué
February 12, 2015

Feel-good supply chain
Sustain is the world’s first non-toxic, Fair Trade condom. Made from non-GMO latex from sustainable rubber plantations in India, they’re certified cruelty-free and vegan.
Started by Jeffrey Hollender, who also founded Seventh Generation, and his daughter Meika Hollender, the company’s a BCorp that gives ten percent of pretax profits to women’s reproductive health care.

Good chocolate
In 2014, 30 percent of Hershey cocoa was independently certified by UTZ Certified, Fair Trade USA and Rainforest Alliance Certified™. This is reaching the firm’s sustainable sourcing goals faster than expected - 100 percent of its cocoa supply from certified and sustainable cocoa farms by 2020 - so now it’s set a new goal of 50 percent certified cocoa by the end of 2015, a year ahead of the original schedule.

Peak chocolate
Major manufacturers such as Nestlé must create a business model that includes cocoa farmers if we’re to avoid a shortfall in chocolate in the next five years. According to How can we avoid peak chocolate in The Guardian on Feb 4, 2015, poor farmers will switch to more lucrative crops unless a lot of things change. The Earth Security Index Report has more details about the global industry and its interconnections with other risky sectors.

How business turned a bunch of medieval martyrs into a brilliant marketing tool.
Valentine was a popular name, and the Roman Catholic church alone has eleven martyred Saints Valentine.
In the 14th century, Geoffrey Chaucer made the connection with courtly love (don’t ask me how; apparently he was happily married), and then in the 19th century, marketing got in on the act.
In the UK, just under half of the population buy Valentines - around £1.3 billion yearly on 25 million cards, flowers, chocolates and other gifts.
In the 1980s, the diamond industry got in on the act.
In the US, 190 million valentines are sent each year, but when the cards made at school are included, the total goes up to a billion. The average valentine’s spending has increased every year in the US, from $108/person in 2010 to $131 in 2013.

Power position
First comes love, then comes the realization that we are navigating life’s journey with another person who may have different thoughts, feelings, and beliefs than us. How do we deal with having differing viewpoints from our romantic partners? Four new studies reveal how having power affects your willingness to walk in your partner’s shoes.

Reminder
Feb 13 – tomorrow! – is Winter Bike to Work Day! Saddle up, folks. Commit to bike or walk and you are eligible for a draw prize!