



# OluKai Sells Comfortable Shoes While Promoting The “Doing Good” Movement

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Image Credit: Getty Images

OluKai is a luxury lifestyle brand. The company is committed to building a unique and better class of products that blend quality with modern performance while leaving the planet a little better than they found it. They believe that sustainability and positive living is less about a philosophy and more about making better, deliberate choices every day. It’s about your actions, and inspiring the actions of others. OluKai is also a B-Corporation.



What’s a B-Corporation? Individually, B Corps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability, and aspire to use the power of markets to solve social and environmental problems.

Collectively, B Corps lead a growing global movement of people using business as a force for positive change. Through the power of their collective voice, they intend to make a better world and they see establishing prosperity for all as a means to that end.

Certified as a B Corps in January 2014, OluKai works in parallel with 1,000+ other Certified B Corps across 33 nations and 60 industries to serve as examples and promote social and environmental improvements by changing the ways in which business is conducted. Together B Corps intend to create change across all communities and economies by being positive forces for “*doing good.*”

OluKai heritage of good works stems from Hawaii's cultural value system. Since inception, the Irvine, California-based firm has willfully adjusted its policies and procedures with the ideas of "*Malama*" – to take care of, to serve and to honor, to protect and watch over the places and people in which they do business – in mind.

By changing its business practices to meet higher standards of social and environmental performance and accountability, OluKai has made the greatest impact in the following areas:

- **Environment:** Product uses 50% of the waste and pollution of other shoe products and they have encouraged more than 25% of their significant suppliers to implement environmental initiatives aimed at reducing emissions.
- **Community:** Over 75% of employees have participated in paid service days
- **Workers:** 100% of non-executive workers participated in bonus plan and the company's employee feedback process incorporates the measurement and tracking of social goals.

To close, OluKai and B Corps businesses, like them, demonstrate that you can sell good stuff, while doing good things for your workers, the community and the world. I hope other companies join the calling and work to purposefully make the world a better place to work and live. Be sure to reach out, if you need some help getting your company aligned with the "*doing good*" movement.