

Marion Institute, Inc.

(Marion, MA)

Natural Capital Institute

Total Award: \$100,000 over 1 year

To support the Natural Capital Institute's "Corporate Accountability Program" (CAP), a project of the Marion Institute, Inc. CAP provides direct consultation and guidance to the top tier of corporate management, bringing awareness of the true social and environmental costs of corporate activities, motivating leaders to account for these costs, and facilitating the implementation of the systemic tools necessary to eliminate or internalize those costs. Several prominent corporations with a sincere desire for fundamental change have engaged NCI. Through CAP, the Natural Capital Institute believes it can achieve a complete culture change in one or more of these corporations. CAP's strategy is to 1) provide the highest quality background research on the company's activities; 2) build trust and buy-in with individuals at the company's highest levels; 3) aid in the understanding of the company as a system that has significant social and environmental impacts; 4) provide the tools necessary for transformation within existing economic constraints.

Program Contribution Breakdown:

\$35,000 Environment/Contemplative Practice: *Goal I, Objective I, Strategies 1 & 2*

\$25,000 Health Program: *Objective I, Strategy 1; Objective II, Strategies 1 & 2*

\$40,000 Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*