

Level	A Measure of Integrity Scorecard	Corporate Target?	Corporate Reality?	What do Stakeholders See?	What do Stakeholders Want?
+7	REGENERATION: We want to be regenerative (restore what has been lost). We'll make decisions thinking about future generations				
+6	SUSTAINABILITY: We're looking to achieve positive financial, environmental + social return...on a sustainable basis				X
+5	POSITIVE SOCIAL, ENVIRONMENTAL & ECONOMIC IMPACTS: Make money and improve society, ecology & the environment.				X
+4	BE RESPONSIBLE: Do as little harm as possible.	X			
+3	BEYOND COMPLIANCE: Think about the spirit, or intention, of laws and policies.				
+2	COMPLIANCE: Laws are essential...no ifs, ands or buts.		X	X	
+1	STRICT COMPLIANCE: Strictly comply with the minimum legal requirements			X	
Core Organizational Value being Scored = Sustainability					
-1	SITUATIONAL NON-COMPLIANCE: Technical non-compliance with laws okay to achieve perceived fairness; to right a wrong			X	
-2	RATIONALIZE NON-COMPLIANCE: If others fail to comply with this law or rule, we won't put ourselves at a disadvantage by complying.				
-3	AVOID CRIMINAL PROSECUTION: Don't do anything that is criminal!...but don't worry about technical compliance with all laws and rules				
-4	COST-BENEFIT ANALYSIS: Selectively comply with laws on a jurisdiction x jurisdiction, project x project basis ; assess probability of getting caught				
-5	OUTSOURCE THE DIRTY WORK: Avoid being caught with the dirty hands				
-6	EXPLOIT: Cover up violations of law				
-7	SURVIVE: Do whatever we have to ...to keep this company afloat, keep your job, \$\$\$				