

Environmental	
Category	Considerations
Climate change & pollution	Does the company have a stated commitment to emissions reduction ? What is the firm doing to combat climate change ? Does the firm participate in carbon crediting /offset programs? Has the company been cited for excessive pollution ? Does the company have an emissions reduction program?
Energy efficiency & waste management	Has the firm employed energy efficient design or retrofits in its buildings? Does the firm participate in E-Waste recycling programs? Do the operations require heavy use of chemicals ?
Water use & management	Where does the company get its water ? Have they installed smart filling stations and efficient fixtures? Does the company operate in water-stressed areas?
Land use & management	Are company facilities designed to minimize damage to the surrounding habitat ? Does the company actively participate in greening or reforestation efforts? Does the company encourage alternative methods of transportation to and from work; if so, does building design facilitate these methods?

Social	
Category	Considerations
Stakeholder relations	Are customers treated as key stakeholders in the company? Do minority shareholders have an outlet to voice opinions regarding company operations? Are fair labor standards enforced? Do workers have representation in order to bring concerns to management?
Value chain management	Does the firm's supply chain reflect adequate working conditions and respect for human rights? Does the company hold suppliers to stated ethical and moral standards? Does the company have any outstanding litigation over its products; are the products generally safe? Are suppliers practicing sustainable production methods?
Community Impact	Is the firm engaged with local non-profits to combat social issues in the community? Does the company donate a share of profits to advocate for impact issues? Does the company make an effort to hire and promote employees from the surrounding community ?
Local/California business?	In what city is the firm located ? Is the business located in the San Jose-San Francisco Metropolitan Statistical Area ? Is the business located in California ?

Corporate Governance	
Category	Considerations
Diversity	Are the workplace and board comprised of people from diverse backgrounds and ethnicities? Does the board have a roughly equal number of men and women?
Compensation	What is the ratio of executive pay to worker pay? Is executive compensation based on identifiable metrics? Are employees receiving equal pay for equal work?
Accountability & audit quality	Does the company employ a large number of special purpose vehicles and other off-balance sheet entities? Does the audit clearly stake risks to which the firm is exposed?
Cyber/Information Security	Does the company have a stated cyber/information security policy ? Has the company been hacked in the last 3 years? What corrections/improvements have been made to prevent future hacks ?
Transparency	Are internal discussions about the company kept hidden, or does the company routinely publish information for public consumption? Are the firm's financials easily understood? Is the firm readily accessible and do they respond to requests for comment?