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# Mission & Guiding Principles

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A group of approximately 25 people, including men, women, and children, are posing for a group photo on a white bus. The bus has "South Mountain" written on its side. Some people are standing on the ground in front of the bus, while others are sitting on the roof or leaning out of the windows. The background shows a grassy field and a clear sky.

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# Mission

Our worker-owned triple-bottom-line company is an evolving model for the emerging regenerative economy.

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# Guiding Principles

*To conduct our business as follows:*

## PEOPLE & COMMUNITY

- Create long-term, stable, meaningful jobs with living wages and exemplary benefits.
- Support our families in every possible way.
- Nurture a culture of learning, cooperation, teamwork, and fun.
- Encourage individual creativity, health, opportunity, and fulfillment in the workplace.
- Share our expertise widely for the benefit of other businesses, organizations, and communities.
- Pursue affordable housing opportunities which help to preserve community.
- Strengthen our local economy.
- Establish enduring and respectful relationships based on trust.
- Deepen our understanding and practice of employee ownership and workplace democracy.

## PLANET & ENVIRONMENT

- Aim for company zero energy short term, and company zero waste long term.
- Practice environmental stewardship in all that we do.
- Advance the architectural expression of high-performance building.
- Facilitate responsible energy use in our work and renewable energy use in our region.
- Embrace regenerative principles: move from “Do no harm” to “Revive and restore.”

## PROFIT & PRACTICE

- Provide a superb experience for our clients from the beginning to end, and beyond.
- Embrace new ideas with a bold and flexible approach.
- Seek projects that are consistent with our values.
- Grow only with purpose.
- Concentrate our endeavors on Martha’s Vineyard.
- Practice internal transparency and open book management.
- Fully combine beauty, craft, and science in our projects.
- Produce work that will be loved and admired for generations.
- Honor craft and those who practice it.
- Base our business decisions on long-term thinking.
- Be consistently profitable.



ARCHITECTURE. BUILDING. ENERGY.  
[SOUTHMOUNTAIN.COM](https://southmountain.com)