

Businesses can act more responsibly for the environment if we all recognize the importance of being environmentally sustainable.



Two perspectives about business' social responsibilities:

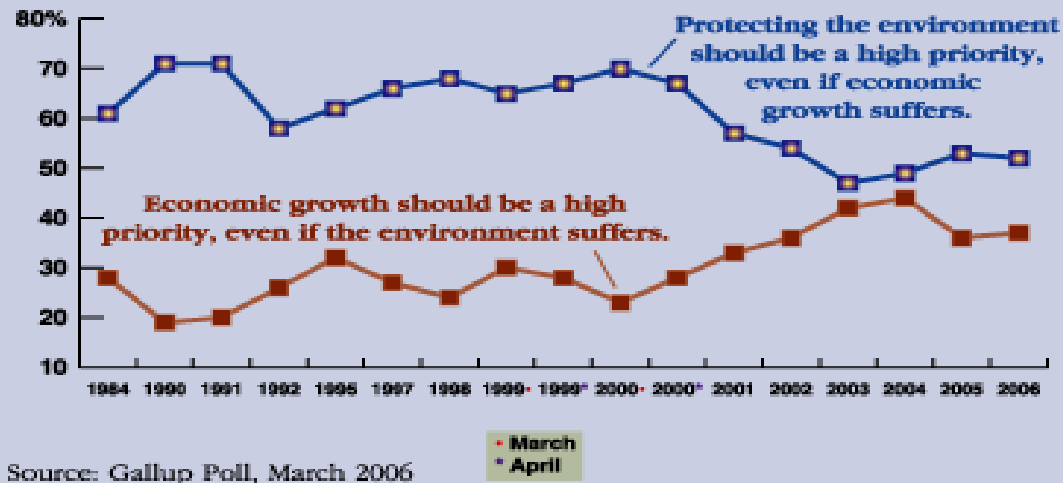
1. **Traditional perspective - providing jobs, paying taxes, and pleasing shareholders.**
2. **Alternative perspective –earning profits through sustaining environmental protection**



Public Support for Environment Is Up

Support for the environment is up after taking a big dip beginning in 2000. Pro-environment respondents outnumbered pro-economy respondents by 17 percentage points in 2005 and 15 points this year.

Percentages of Americans who agree with the following statements:



Source: Gallup Poll, March 2006





The fundamental shift toward environmental protection happened in **2005**, when Wal-Mart embraced energy efficiency and announced ambitious environmental goals.

Wal-Mart promised to buy 100% of its electricity from renewable resources, produce no waste and reduce GHG emissions by 20%.



Wal-Mart's efforts have two big implications:

First: Cultural implication that helps disprove the myth that environ all Hollywood stars. **Ordinary people can afford to be environmentally protective too.**

Second: Wal-Mart's entry into the sustainability market gives eco-awareness the *imprimatur* of the world's most economy-minded company.

A 2005 PricewaterhouseCoopers survey of chief executives in 43 countries found 87 percent of executives saying environmental sustainability is important to company profits

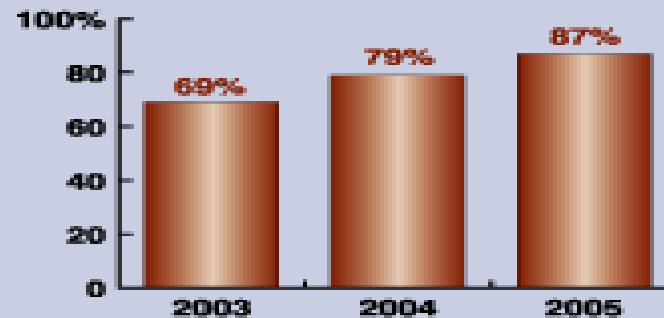


Most CEOs Support Sustainability

The percentage of corporate chief executives in 43 countries who support sustainability has increased nearly 20 percentage points from 2003 to 2005.

CEOs who say environmental sustainability is important to profits

Percentage of CEOs



Source: PricewaterhouseCoopers



COST SAVINGS

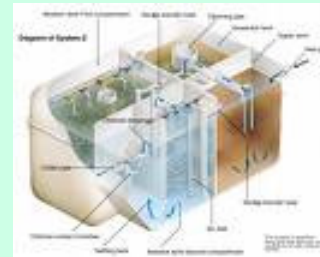
- This is the most obvious benefit of greening a business. For example, **Wal-Mart** expects to save **\$2.4 million** a year by shrinking packaging for one private-label toy line, **\$26 million** by cutting delivery-truck idle time and **\$28 million** by recycling plastic in its stores. **DuPont** has already saved more than **\$3 billion** by cutting energy use by 7 percent. **FedEx** is deploying hybrid trucks that reduce fuel costs by more than 33%.



DEVELOPING NEW PRODUCTS, AND SERVICES



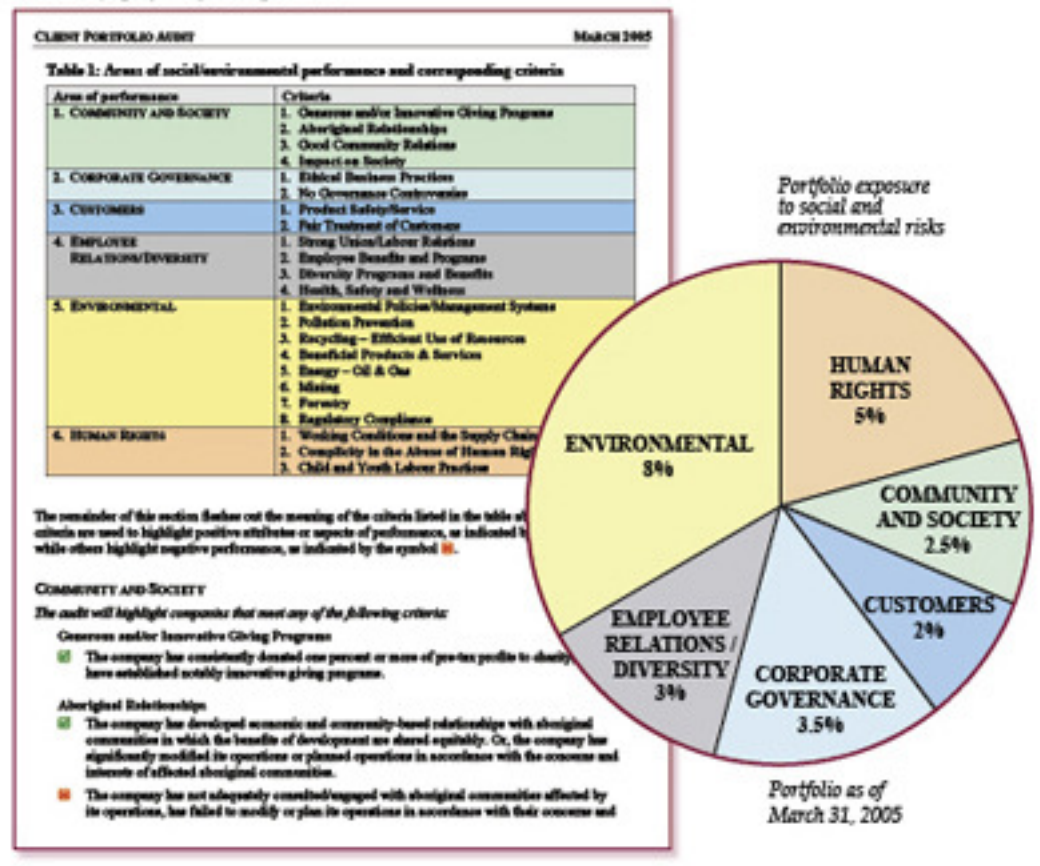
- Environmental improvement can be treated as a business: “green” companies initiate developing new products and services that address environmental challenges. General Electric will produce improved technology in solar energy, low-emission aircraft engines, and water purification. GE will invest **\$1.5 billion** in research and development in those technologies by 2010.



ENHANCE COMPANIES' REPUTATIONS WITH INVESTORS



Indicators page of PortfolioEdge Audit



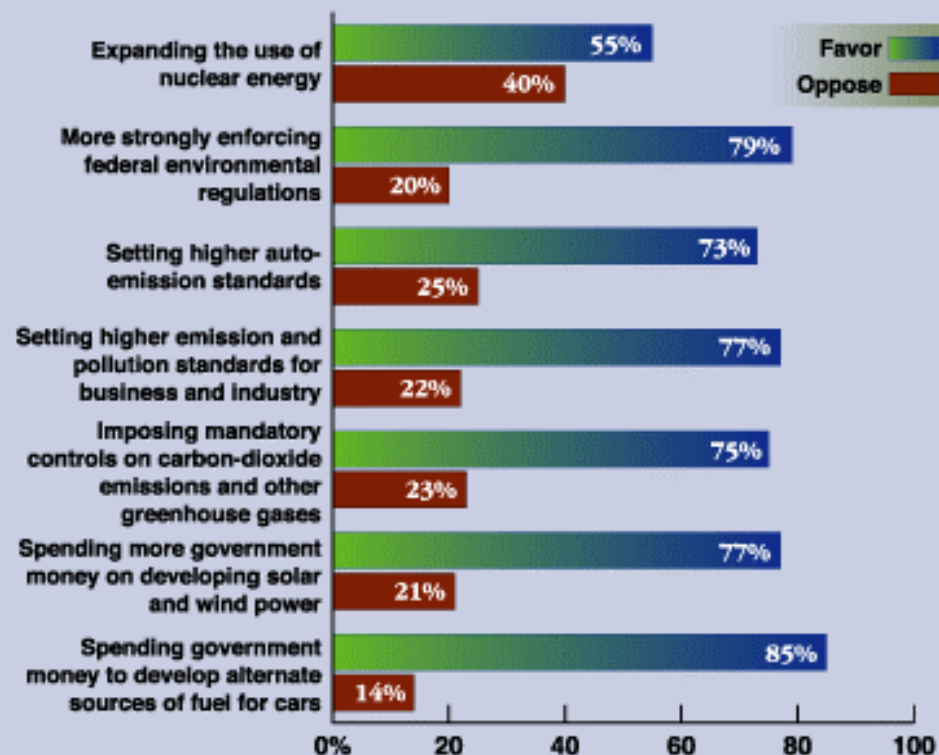
- Environmental initiatives enhance a company's reputation with investors, regulators, and communities. **37%** of SRI investors consider a company's environmental records. In recent years, investors' proposals have addressed the environment more than any other issue in recent years.

ENCOURAGE A COMPANY'S REPUTATION for CONSUMERS

Public Strongly Favors Action on Environment

Americans strongly favor environmental initiatives by both industry and government to cut pollution and increase energy efficiency.

Do you generally favor or oppose:



Source: Gallup Poll, 2006

- Being “green” can encourage a company’s reputation for its consumers. **73** percent of consumers buy earth friendly products. Now people are more concerned about organic and natural food.



STAY COMPETITIVE

- For example **Toyota** with its widely popular **Prius** hybrid. By “going green” Toyota stays competitive in the international market among such rivals as Ford, General Motor etc. Today, the Prius is so popular that Toyota expects to sell millions of hybrid cars and SUVs worldwide by 2010.





“Down the road, forward-looking businesses will have a healthy, sustainable work force, clean water, and quality of life that will enable them to have good employees and more customers.

We can't run a successful business in a failed world.”

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Margery, Kraus. Personal Interview for CQ Researcher. October, 2006