

Benefits to Companies Addressing Sustainability

Cost Savings

- Increasing the energy efficiency of existing offices and warehouses
- Recycling eliminates unnecessary and often costly waste streams
- Reductions in resource use (paper, water, electricity, oil)
- Replace carbon-intensive actions with sustainable alternatives when appropriate (video conferencing vs airline travel)

Risk Mitigation

- Avoid future regulation from climate change and environmental pollution
- Keep up with competitor actions
- Political fallout from inaction on sustainability and climate change
- Enhance reputation with environmental groups and media
- If public company, stave off public shareholder fights with investor advocacy groups

Increased Revenues

- Price premiums for “green” products
- Grab market share as environmentally-conscious consumers become more mainstream

Driving Innovation

- Establish new markets for “green” products and services
- Reducing wasteful production methods and harmful product attributes establishes company as industry leader
- First-mover advantage in environmental consumer market

Employee Alignment

- Sustainability initiatives facilitate recruitment and retention of employees
- Employees are a great source of potential cost-savings measures
- Increased employee satisfaction leads to productivity gains
- Need to synch CEO mission with on-the-ground actions
- Younger workers are particularly engaged on sustainability