

## Message from Susan Graff, Principal

With consumers and stakeholders voicing their concern for a more sustainable world, the momentum behind the green mega-trend is accelerating. State regulators and experts are beating a path to Washington. In my 13 years with US EPA and 12 years in academic and private sectors, never before has the gap between regulation and need for action been as large as it is today, particularly on climate change. Goal setting to reflect the values of your organization beyond meeting regulatory requirements has never been more important. The path to Washington is gathering momentum, and experts like Bob Kenney – ERS, and Dave Gustashaw – InterfaceRAISE are actively engaged with federal and state regulators.

Five years ago, “green” products attributes paid off in terms of operating expense reductions. Today, green sells. Recent studies indicate that 15% of consumers will consider paying more for a sustainability packaged product. In the meantime, the U.S. Lifestyles of the Healthy and Sustainable (LOHAS) marketplace has reached \$230 billion, with these consumers who believe “less is more” are voting for their value systems with their dollars.

The field is cluttered. Companies who win will understand the fact that social and environmental responsibility are inseparable in the eye of their key stakeholders – in understanding that sustainability is a ‘blue-green’ issue, to quote a thought leader in the mining industry. CEOs who empower the growth engines of their company to collaborate (particularly marketing and R&D) to shift innovation processes to products and services to design products with these attributes will see sustainable growth.

The ERS Sustainability Scorecard™ tells us that champions have emerged across business sectors, and ERS will make every effort working with our media partners to acknowledge the corporate leaders with sustainability champion awards over the next 12 months.



Susan Graff  
[sgraff@ers-global.com](mailto:sgraff@ers-global.com)

### Around ERS

**ERS addresses market need for Carbon Footprint Service. >>**

**ERS on the road >>**

**Paul Hawken speaks to ERS. >>**

**Robert Kenney celebrates 25 years of service >>**

**In the Marketplace >>**

**Resources In Focus >>**

### Upcoming Events

**CRO Conference: Corporate Sustainability Goes Mainstream September 12, Chicago, IL**

**USGBC: Greenbuild 2007 November 7-9, Chicago, IL**

### Attention:

Please update your records to include our new domain: [ers-global.com](http://ers-global.com) for our e-mail addresses and website.

Sustainable Strategies provided by ERS, Inc.

## Around ERS

### ERS Addresses Market Need for Carbon Footprint

ERS has expanded our performance measurement services to specifically address the growing need for companies to identify their carbon footprint – a specific measurement of greenhouse gas (GHG) emissions within a defined boundary. According to The Conference Board, 75% of companies are or are in the process of measuring the carbon footprint and 17% are evaluating doing so. These companies are being driven by major business customers and stakeholders along with pending government regulations.

You may ask why inventory GHG's? Some of the business reasons according to the GHG Protocol established by World Resources Institute (WMI) and World Business Council for Sustainable Development (WBCSD) include:

- Manage GHG risks and identify reduction opportunities
- Public reporting and participation in voluntary GHG programs
- Participation in mandatory reporting programs
- Participation in GHG markets
- Recognition for early voluntary action

To learn more about the ERS approach and the WRI/WBCSD Protocol, please visit the [ERS](#) and [GHG Protocol](#) websites.

### ERS On the Road

Over the past several months, ERS has traveled around the US to attend some of the top conferences on corporate sustainability.

### CRO: Corporate Responsibility Goes Mainstream, May 10th

ERS joined almost 300 other sustainability professionals in New York City for the Spring Corporate Sustainability Officer (CRO) Conference. This growing conference series from CRO Magazine highlighted the current trends in corporate sustainability management. The movement away from defensive strategies (compliance and risk management) toward offensive strategies (product innovation, new market segmentation) was an overarching theme in many of the presentations.

One key takeaway from this event was the numerous examples of innovation that have created savings for companies, and in most cases also creating a competitive advantage, reinforcing the offensive tactics that sustainability provides. The CRO conference covered topics from all areas of compliance and governance, however, the fall event promises to have a robust environmental sustainability discussion. ERS looks forward to the September 12th conference in Chicago, which promises to have a robust environmental sustainability discussion.

**Sustainable Strategies provided by ERS, Inc.**

**Conference Board:  
Sustainable Development: The Next Twenty Years, May 31st**

In Washington DC some rather astounding statistics about China opened the conference. Dr. Hoballah, Chief Sustainable Consumption and Production Branch of the United Nations Environmental Programme, shared that China Consumes the following worldwide resources: 26% of the crude steel, 47% of the cement, 37% of the cotton, 32% of the rice produced. At current consumption rates, China & India are expected to be consuming one planet's worth of resources by 2030.

**Ethical Corporation:  
Climate Change Strategies & Environmental Communication, June 5th-7th**

In Boston, ERS gathered with implementers and executives of leading companies in climate change strategy and those who are seeking to beginning or improve in this area. One of the key takeaways was the increasing number of companies answering investor questions on the topic of climate change, identify specific risks to their business, and asking that these risks be kept between the company and the investors according to The Carbon Disclosure Project – an NGO that sends out an annual questionnaire on behalf of investors representing \$41 trillion.

All of these conferences had a strong showing of high level executives from diverse industry sectors, which shows the breadth of concern over sustainability in the US marketplace

**"Blessed Unrest" at the Carter Center**

Accomplished environmental writer Paul Hawken visited with ERS, InterfaceRAISE, Emory University, and local industry VIPs at a private reception at the Carter Center on May 23, 2007. Hawken was in Atlanta as part of his book tour for his new release *"Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw It Coming"*.

After the reception, Paul spoke about how his research has uncovered over one million Non-Governmental Organizations [NGOs] that are rising to fulfill the environmental and social justice needs of citizens around the globe. The estimated one hundred million people involved in this movement make it the largest social endeavor in history, outside of religion. Hawken's discussion brought to light in my mind the opportunity of collaboration with these NGOs who are rising up to fulfill humanities needs.

Indeed many companies are beginning to find value in floating on the rising tide of environmental and social justice concerns in society. The new markets, brand enhancement and product innovations created to meet these concerns will be a growing revenue source in the coming decades.

- Trey Gibbs, ERS Project Manager

[Click here to learn more about Paul Hawken and his latest book "Blessed Unrest"](#)

**Sustainable Strategies provided by ERS, Inc.**

## **At ERS, Experience Matters: Robert Kenney Celebrates 25 Years of Service**



ERS takes pride in surrounding ourselves with experts in the field of sustainability. Robert Kenney, an Associate of ERS, brings over 25 years of experience to our team. He provides subject matter expertise that links strategic planning to performance measurement services. Robert's areas of expertise include corporate policy analysis and strategic planning; EHS management systems development, implementation and auditing; site assessment and remediation; acquisition and divestitures; and project management.

Robert is a registered professional engineer in four states and also is certified through the through the American Academy of Environmental Engineers. In addition to his engineering credentials, Robert is a registered lead environmental auditor.

Robert obtained a MS degree from Florida State University, in ground water modeling, and holds a BS from Georgia Institute of Technology in Civil Engineering.

[Click here for more information on the rest of the ERS team.](#)

## **In the Marketplace**

### **Multi-state Group to Develop Greenhouse Gas Emissions Standards for Measurement**

The Climate Registry came into existence in May of 2007 with a group of charter members from over 30 U.S. states, Canadian provinces, and tribal nations. The states represent more than 70% of the U.S. population with state governments of both political parties agreeing on the protocols laid forth in the Principles and Goals. The group seeks to establish consistent and transparent procedures for the measurement, tracking, auditing, and reporting of greenhouse gas emissions across various sectors of government and industry. By establishing these methods under the current voluntary conditions would make the transition to mandated accountability that much smoother.

[Click here to learn more on the Climate Registry](#)

## **Resources In Focus**

### **A Shift from Philanthropy to True Engagement of Stakeholders**

The topic of sustainability was of major relevance at the annual TED (Technology, Entertainment, and Design) Global conference. An invitation-only gathering that took place in Tanzania this year to shed light on efforts to change the plight of the poorest countries on the Earth. It's postulated by some that the largely monetary aid that the world has sent to Africa has negatively altered the incentive structure of its' people. Instead there is a call for shifting resources to aid encouraging entrepreneurialism and building business as a means of bringing nations to a higher level of development.

[Click here to learn more on the TED conference.](#)

**Sustainable Strategies provided by ERS, Inc.**