

## Message from Susan Graff, Principal

While national regulation on climate change is likely tabled until next year, growth-oriented companies remain in high gear to capture the white hot market for authentic green products and services. ERS Global is responding with new ways to promote best practices.

For the last eleven years, we have developed innovative approaches and implemented measurement systems to capture performance improvement. We've shared these findings in published reports and conference presentations at CRO, the Conference Board, and other international meetings. While there is no substitute for in-person collaboration, I strongly believe we need to advance web-based communities for sharing sustainability best practices. To that end, I'm pleased to announce The Sustainability Scorecard™ methodology, our performance index for helping companies build a robust internal framework, and our Best Practice Data Base are now available on the web (<http://www.ers-global.com/sustainabilitychampions.htm>). As the year progresses, we will add additional resources to this data base. We will also convene our third national workgroup to apply industrial ecology principles to enhance the index for 2009 measurement.

As the CEO or Chief Sustainability Officer of your company, what should you do? Managing changes in production processes to move away from mining materials and energy from the earth's crust will be critical. Seek innovations that mine the landfills, shipping docks, and construction sites within your business ecosystem. Scan your environmental footprint and set clear goals for your most significant opportunities for improvement. Establish verifiable data that will withstand scrutiny of customers and key stakeholders. Set strong, practical internal standards for sustainable business practices that assure you have a system in place.

And don't forget this is all about people. Grab their heart. Move the contest for sustainable products and services out of the task force conference room and into the hearts of line management and employees. People connect to sustainability by taking actions where they live, work, and play. People don't check these values at the door. The results for companies like Unilever, one of the world's largest consumer brand companies, Skanska, a leader in commercial construction, and Blue Circle, now part of the largest cement manufacturer in the world, were amazing. In today's utility dollars, we're talking documented savings of over \$1M per facility. When head and heart are aligned, cost savings and productivity take off.

Best wishes for a great summer.

Susan Graff  
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[Georgia Chamber's 3rd Annual Environmental Conference: August 27-29, Savannah](#)

[Corporate Responsibility Officer \(CRO\) Conference: September 10, Chicago](#)

[Women's Network for a Sustainable Future \(WNSF\) Luncheon: Hosted by ERS Global, September 17, Atlanta](#)

## Around ERS

### Richard McWhorter Joins ERS Global's Management Team

Richard McWhorter brings over 20 years of management experience leading professional services, operations and sales for Fortune 100 industry leaders, including BellSouth Telecommunications, First Tennessee Bank and Deloitte Consulting.

As Executive Vice President at ERS Global, he serves as the senior leader responsible for stewarding high quality delivery of ERS Global services. Richard's passion lies in assessing business processes and leveraging innovative technology to maximize bottom-line performance, particularly cost savings and operational efficiency. He has deep expertise in information technology, establishing best practices, data management and benchmarking.



Richard founded and led BellSouth's Applied Technology Group focusing on leveraging information technology to drive business process improvement. With Deloitte, Richard served as a key leader in the East Region CRM Practice, founding and leading the CRM Marketing Competency and focusing on implementations across multiple industries including Telecommunications, Financial Services, Media and Communications and Manufacturing. Serving as Senior Vice President for HomeBanc Mortgage Corporation, he led HomeBanc's transition into internet based loan origination, automated underwriting and introduction of applied technology to the sales process.

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

### Susan Graff awarded Georgia Tech Alumni Achievement Award

The Georgia Tech School of Public Policy awarded Susan Graff, ERS Global CEO, the 2007-2008 Alumni Achievement Award. This award is given each year to a Georgia Tech alumnus who has distinguished themselves in their field. Susan was given the award for her impactful leadership on environmental sustainability in both the public and private sector. At the Annual Awards dinner, she delivered a message to faculty, students and fellow alumni that science policy professionals who can analyze and implement multi-disciplinary solutions to today's sustainable development challenges are in high demand. Susan has been asked to participate in a Georgia Tech working committee to examine the current curriculum and create a new curriculum that prepares students to enter the corporate sustainability field.

## ERS Global Speaks at Industry Water Seminar

Trey Gibbs, ERS Global project leader, will be presenting July 17 at 2:50 PM on sustainability of water resources with The Center for Ethics and Corporate Responsibility, a program of the J. Mack Robinson College of Business at Georgia State University. This event, Water – Corporate Responsibility for a Precious Resource in Peril, is part of the Center’s Summer Seminar series at the Georgia Aquarium.

Trey will be joining Ciannat Howett, Director of Sustainability, Emory University and Randall Childers, Senior Director of Engineering, Hyatt Regency Atlanta for a Best Practices Panel discussing solutions for water savings with business and industry. This one-day conference will bring together experts to highlight the challenges of water supply and describe solutions being developed by industry leaders. Trey Gibbs will present a strategic analysis and case examples of water saving opportunities from the firm’s recent work with industry. ERS Global is a nationally recognized leader in environmental footprint analysis – an approach that quantifies significant impacts of a firm’s operation on the environment.

Featured speakers will also include David Orr, renowned sustainability expert, City of Atlanta Mayor Shirley Franklin, and presenters from The Coca-Cola Company, Georgia Environmental Protection Division, The Pacific Institute, The Carpet and Rug Institute, Dalton Utilities, Georgia Agribusiness Council and other organizations. For information on how to register click [here](#).

## ERS Global Carbon Footprint Presentation Available on the Web

Laura Baum presented “Determining Your Company’s Carbon Footprint” at the Georgia Pollution Prevention Assistance Division’s (P2AD) Annual Green Retreat in March. This event gathered P2AD partners for a deep dive on carbon offsets, regulations, and business impacts. Experts from the World Resources Institute (WRI), Georgia Forestry Commission, Georgia Environmental Protection Division (EPD), and ERS Global made presentations on these topics. Laura said, “It was refreshing to gather with old friends and make new acquaintances while discussing such a timely topic.”

The P2AD Partnership for a Sustainable Georgia fosters environmental leadership and recognizes the superior environmental performance of partner companies. It is also a stepping stone to the US EPA National Performance Track Program. In exchange for implementing a system to reach beyond compliance goals, partners receive priority in regulatory compliance issues, access to information and networking, free technical assistance, and recognition.

[Click here to see all the presentations.](#)

[Learn more about the Partnership for a Sustainable Georgia](#)

## ERS Global Environmental Footprint Services

When companies are ready to take action and begin their sustainability journey, ERS Global is often called upon to provide the measurement so that management may begin. These initial baseline evaluations create a starting point for understanding goal setting and performance measurement. Climate change has catapulted greenhouse gases into the media headlines and brought an extreme focus for many executives to understand their company's carbon footprint and risks. In response, the requests for evaluations with a focus on Greenhouse Gas inventories and carbon footprints have been steadily growing here at ERS Global over the last year. The CEOs and Directors of Sustainability we talk to are prudent to want to know these emissions, but a baseline evaluation should not solely look at carbon emissions.

We continue to recommend a broad environmental footprint - a scan of the whole system's waste, energy, air emissions, water, compliance, etc. Experience has shown us that many companies have other environmental impacts that provide more savings and/or faster implementation timeframes than carbon.

The value of the ERS Global Evaluation is that impacts and opportunities of the whole system are captured and prioritized to find immediate action and savings for our clients.

[Click here to learn more about the ERS Process.](#)

## UpComing Events

### July Web Salon: Energy Audits & Environmental Footprints – Actionable Evaluations for your Company

Don't miss ERS Global's next Web Salon - a monthly interactive conversation of sustainability best practices. With oil at over \$130 a barrel, companies are looking to make the most out of the energy they use. Join engineers Bob Kenney and Laura Baum for a discussion on two actionable evaluations - energy audits and environmental footprints – as they share best practice methods and results of client case studies. One client identified \$57 million in energy savings throughout their global operations.

**Topic:** Energy Audits & Environmental Footprints – Actionable Evaluations for your Company

**Date:** Thursday, July 10

**Time:** 1-2 Eastern Standard Time (12-1 pm Central; 11-12pm Mountain; 10-11 Pacific)

**Register:** This will be a limited space forum to ensure that everyone can participate in the discussion. Please reserve your spot by Noon, Friday June 27th by emailing Charlotte Sutphin at [csutphin@ers-global.com](mailto:csutphin@ers-global.com).

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## In the Marketplace

### The Carbon Disclosure Project to Release Sixth Annual (CDP6) Questionnaire Results

On behalf of investors with over \$57 trillion in combined assets, The Carbon Disclosure Project (CDP) gathers information from the world's largest corporations on their climate change strategies and greenhouse gas emissions. Through this action the CDP facilitates a dialogue between shareholders and corporations regarding the implications of climate change. With the company's permission, CDP makes the response publicly available on their website to aid the work of policymakers and others. The CDP website remains the world's largest record of corporate greenhouse gas emissions data, and has become the standard for carbon disclosure methodology and process.

The most recent questionnaire (CDP6) responses were due May 31st and will be publicly available the week of September 22nd.

[Click here for more information on the Carbon Disclosure Project.](#)

### FTC Responds to Mounting Concerns about Greenwash

In response to mounting concerns about greenwash, the Federal Trade Commission (FTC) has accelerated regulatory review of its environmental marketing guidelines last revised in 1998. While the next review was scheduled to begin in 2009, FTC says it is re-assessing the guides now "to ensure they reflect today's marketplace."

As part of the Green Guides review, the FTC is holding a public workshop series. The first two workshops covered Carbon Offsets and Renewable Energy Certificates (RECS) and Building and Textiles. A third public workshop focusing on Green Packaging Claims is scheduled for July 15th. The newer and tougher environmental marketing guidelines are expected from the FTC by the end of the year.

[Click here for more information about the FTC Green Guides Review and Workshop Series.](#)

### Climate Change Legislation Update

Over 100 pieces of climate based legislation have been introduced during the 110th Congress and both of the presidential candidates have stated their intentions to implement market mechanisms, like a mandatory cap and trade program, to ensure US emission reductions. However, given the leading legislation on this issue - the "Warner – Lieberman" bill, S. 2191: America's Climate Security Act of 2007 - was recently pulled from the Senate floor there is no expectation for a national emission strategy legislation action until after Spring 2009 when the next administration launches its initiatives. The Warner–Lieberman bill, and others will make another appearance then, with the projected 2012 implementation period. While companies should be preparing for this possible mandatory carbon starting line, there is ample time for other initiatives that could be reducing costs and impacts in the interim.

[Click here for more information.](#)

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