



Message from Susan Graff, Principal

This has been an exciting year for those of us working in the field of corporate sustainability. At no other time in the past decade have I personally seen this level of effort. We are witnessing a groundswell in awareness, commitment, and level of engagement among U.S. corporate executive teams. In fact, McKinsey reports that environmental and social sustainability is a top issue on the minds of CEOs. I believe much of the credit for progress goes to leaders in the business community.

This trend is particularly reinvigorating as we at ERS celebrate 10 years of helping clients create business value through proactive environmental and social responsibility strategies.

I am continually amazed at the results that are achieved when businesses engage the heads and hearts of their employees to focus on specific challenges and opportunities of sustainable development relevant to their business. Businesses pioneered the first industrial revolution for the benefit of society, and I believe that same pioneering spirit will stage the next revolution for a bigger reason: *the desire to continue the tradition of delivering high quality goods and services to not only today's customers, but tomorrow's children.*

I hope you find this issue of Sustainable Strategies delivers relevant information to help you in your quest toward sustainable business strategies. As you see in our World Resources section, there is much we need to stay alert to. On behalf of our whole team, thank you for allowing us to support you on this quest.

Please [write me](#) with your feedback. As always, I look forward to hearing from you.

All the best,

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In the Marketplace

Wal-Mart sees the world through new Lenses, the future of hybrids cars, 20 companies changing the world (for the better!), and LaGrange, GA uses energy from its landfill. [More...](#)

Around ERS

We share client breakthroughs and welcome a new team member. [More...](#)

World Resources Update

Significant Developments in 2006

Two miles thick and broad enough to blanket an area the size of Mexico, the Greenland Ice Sheet is shrinking. Climate experts have started to worry that ice caps are disappearing in ways that computer models have not predicted. The result could be a rise in sea level of 23 feet, drastically disrupting the global climate. [More...](#)

Ocean dead zones or areas where oxygen deprived sections of the world's oceans make marine life uninhabitable are commonly the result of pollution. Over the last five years an annual dead zone off the coast of Oregon, causing massive deaths of crab and fish, is said to be the result of global climate changes resulting from changing wind patterns. [More...](#)

In a new TIME/ABC News/ Stanford University poll, 85% of respondents agree that global warming is happening. Of those polled, 87% believe the government should either encourage or require lowering of power-plant emissions. 85% think something should be done to get cars to use less gasoline. [More...](#)

Upcoming Events

Business for Social Responsibility (BSR) 2006 Annual Conference - Innovative Strategies - Measurable Impacts, Nov. 7-10, New York, NY

GreenBuild 2006 International Conference and Expo - Nov. 15-17, Colorado Convention Center, Denver, CO

CERES conference April 25-26, 2007, Boston, MA



In the Marketplace

Wal-Mart is Part of a Promising Trend

Wal-Mart has been making headlines, as chief executives Lee Scott and Doug McMillon have begun to view the world through new lenses and see that being a steward of the environment can add what all businesses strive for: increased business value. Wal-Mart has embraced the idea of sustainability and has begun aggressively incorporating sustainable practices into its operations and massive supplier network.

Better yet, the publicity generated by Wal-Mart's environmental mission is creating excitement and an invigorated public dialogue about sustainability strategies and their success. The scope and scale of Wal-Mart's business presents great potential to effect positive change.

Wal-Mart's transformation is the result of many influences, one of which is their collaboration with Interface and InterfaceRAISE. For more information on their relationship, read our case study: [InterfaceRAISE and Wal-Mart: Sharing a Journey that Could Transform the World.](#)

According to an ERS May 2006 polling of Wal-Mart's largest global suppliers, Wal-Mart is taking their commitment to sustainability very seriously. 77% of suppliers surveyed believe Wal-Mart is "committed, seeing this as a key long-term growth strategy."

[Contact us](#) for more information on [InterfaceRAISE](#).
[Learn more](#) about Interface and sustainability.

Hybrid Cars are Here to Stay

A research alliance composed of [General Motors, BMW, and DaimlerChrysler plans to invest over \\$1 billion dollars](#) in the development of new hybrid transmissions. Insiders say it will leapfrog the market-leading technology now offered by Toyota.

SustainableBusiness.com Lists Top 20 Companies Changing the World

Each year **SustainableBusiness.com** determines the Top 20 publicly traded companies that showcase growing or leading the journey of sustainability. Twelve leading social and environmental investment analysts nominated companies, and four of them served as final judges. [View the complete list of the 2006 SB20: Companies Changing the World \(for the better!\)](#)

LaGrange's Garbage is Golden

In 2001 Interface Inc. was searching for alternative fuel sources for their petroleum intensive carpet manufacturing process and sought out LaGrange, GA officials about [converting the landfill's decomposing trash into a clean energy source](#). The project was completed last year and the city expects to turn a profit in just five years. Thanks to a contract with Interface and another manufacturer nearby that uses the gas, LaGrange has already banked \$300,000 in revenue in the first year.

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Around ERS

Recent evaluation shows that high performing companies are moving from implementation to integration of sustainable strategies. This move is characterized by moving beyond a focus on internal company operations to alignment of the distribution value chain (suppliers, contractors, and customers). This conclusion is supported by the benchmark average of high performers as measured by the ERS Sustainability Scorecard™.

High performing companies were identified based on global sustainability reputation, indices and sustainable management competencies linked to shareholder value. The sustainability indices included leadership in the Dow Jones Sustainability World and FTSE4Good. Reputation polls included Fortune's list of the World's Most Admired Companies, Financial Times list of the World's Most Respected Companies, and The Harris Reputation Quotient.

[Contact us](#) to find out more.

Client Breakthroughs on the Path Toward Sustainability

Fortune 60 **Caterpillar** recently released its first ever [report on sustainable development](#). According to Chairman and CEO Jim Owens, "by allowing sustainable development to drive our work, we can better meet customer needs, differentiate ourselves from the competition, and drive profitable growth."

Global sustainability pioneer **Interface, Inc.** is formalizing a [corporate sustainability resource center](#) in response to increased requests of leading corporations seeking to learn first-hand how to innovate sustainable products and services. This new resource center, InterfaceRAISE, is helping a select group of client partners and their supplier networks drive business value through sustainability education, cultural transformation, and innovation. **ERS** is supporting InterfaceRAISE as a consultancy services partner to provide corporate sustainability education, industry benchmarking, and project management support.

ERS Welcomes Karen Seeh to our Project Management Team

Karen brings 10 years of experience to ERS in the public, private, and non-profit sectors. Her expertise encompasses social marketing, multi-stakeholder partnerships, pollution prevention, environmental management information systems, total cost accounting, and research and analysis on a range of sustainability topics. She has worked for the US EPA Design for Environment Program consulting to the printing industries on issues of clean technology substitution and also for Ariel Research Corporation consulting to EHS and product safety managers on issues of global regulatory compliance. Most recently, Karen has been applying her diverse background towards strategic planning for international development initiatives and social entrepreneurship ventures. Karen holds an MBA in International Business and Sustainable Enterprise from the University of North Carolina - Chapel Hill.

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