



Sustainable Strategies For Tomorrow. Today.

## Sustainable Strategies provided by ERS, Inc. Summer 2005

- **In the Marketplace:** New data reported on business value of Corporate Responsibility from GRI companies; UN Global Compact companies data now available on annual disclosures to stakeholders.
- **World Resources:** Fortune 500 companies champion stronger government measures on global warming; Business and Industry Synthesis of the Millennium Ecosystem Assessment released.
- **ERS Highlights:** ERS presents sustainable development benchmarking study of 28 global companies; launches new CSR Products to help companies improve sustainable business performance.
- **ENFORM:** Metro Atlanta Chamber of Commerce hosts August 26 panel on 8 CSR strategies of leading global companies that generate business value; discuss how companies and other thought leaders approach stakeholder engagement.

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*"Character is like a tree and reputation its shadow.  
The shadow is what we think it is; the tree is the real thing."  
Abraham Lincoln*

### At ERS

#### Corporate Social Responsibility Benchmarking Summary

ERS was invited to speak at the June 2005 Conference Board meeting "The Promise and Challenge of Sustainable Development". Susan Graff, ERS Principal, shared the sustainable development learning from recent benchmarking of twenty-eight global companies in a panel discussion that also included senior managers from 3M, Caterpillar, and Dupont. The [CSR Benchmarking Study: Report Summary](#) published for the event is now available for your review and to share with colleagues. It contains case examples from leading companies including UPS, Procter and Gamble, and Citigroup. [Download now](#)

#### New CSR Products Help Companies Develop and Continually Improve Performance:

ERS has developed three new CSR products to help companies develop sustainable business strategies and continually improve performance: The CSR Feasibility Analysis, Program Development Toolkit, and Performance Assessment. All products feature The ERS Sustainability Scorecard™, a unique tool based upon significant research findings over the past fifteen years that show a positive association between CSR organizational competencies and shareholder value. The Scorecard generates a rank on the five major competencies demonstrated by companies with superior shareholder return.

- **CSR Feasibility Analysis** helps companies just getting started to plan a program and reporting (internal and external) that makes sense for their business and marketplace pressures.
- **CSR Program Development Toolkit** helps companies developing a CSR program plan and report on focus areas that improve sustainable business performance.
- **CSR Performance Assessment** is designed for companies that have implemented a program to continually improve. It enables these companies to easily assess their performance on CSR organizational competencies linked to business value, and compare their program to other leading global companies.

These products add value to our sustainability and CSR reporting service, which provides customized support appropriate to a company's reporting progress. **Phase I** is designed for companies that are producing a report for the first time. [More info](#)

For more information on our products and services, please contact **Laura Baum** at

### Did you know?

#### In the Marketplace:

A 2005 study of companies using the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines, 74 percent of respondents said their Corporate Responsibility behavior is driven by economic factors, while 53 percent said that it is driven by ethical considerations.

The UN Global Compact includes nearly 2,200 companies from more than 80 countries. A new Communication on Progress policy went into effect requiring participants to develop an annual disclosure to their stakeholders on implementation actions within two years of joining the Global Compact initiative. 98 percent of the 73 "Financial Times Global 500" companies produced Communications on Progress for their stakeholders, via annual "sustainability" or financial reports, or other key communications. These companies have a combined market capitalization of more than \$4.5 trillion. [More Info](#)

#### World Resource Update:

Fortune 500 companies including General Electric Co., Duke Energy Corp., and JPMorgan Chase & Co in recent months have championed stronger U.S. government measures on global warming to reduce industrial releases of carbon dioxide, with an eye towards potential profits i.e. nuclear and wind power and pollution control equipment [More Info](#)

The Millennium Ecosystem Assessment (MA), a four year effort by 1,300 experts from 95 countries, released the **Business and Industry Synthesis Report** July 12th which targets the previous MA results to business including "How MA Findings Affect Your Bottom Line" and perspective commentaries by business sector leaders. The study defines ecosystems in terms of the services or benefits people get from them, and finds that 60% of the ecosystems that support life on Earth are being degraded or used unsustainably. For example, scarcity of water supply will affect all businesses either directly or indirectly, just as increases in the price of petroleum affect the state of the global economy. [More Info](#)

#### Sustainability and CSR Events:

**August 26, 2005** [ENFORM](#) Eight Strategies for CSR and Approaches to Engaging Stakeholders, Atlanta, GA

**September 19-20, 2005** [Natural Leaders, Achieving Sustainability in the 21st Century.](#) P2AD and Multi-State Workgroup Meeting, Atlanta GA

[lbaum@envsource.com](mailto:lbaum@envsource.com) or call 404 231-5522.

November 1-4, 2005 [BSR 2005 Annual Conference](#): Questioning Assumptions: Changing Frameworks Washington, DC

November 9-11, 2005 [Greenbuild](#): Annual International Conference & Expo Atlanta, GA

## ENFORM

Save the date! The Metro Chamber of Commerce will host a discussion of the eight corporate social responsibility strategies of leading global companies with a focus on approaches to stakeholder engagement. A panel of speakers featuring The Coca-Cola Company, ERS, P2AD, and other corporations will discuss Friday August 26th from 8:30 to 11:30AM. For more information and to register for the event click [here](#)



Message from the Founder:

I founded ERS with a passion for helping companies gain business value from proactive environmental and social responsibility programs. I am constantly amazed at what happens when businesses engage the talent and innovation of their people and partnerships to manage sustainable development risks and opportunities of the 21st century. **It was business that pioneered the first industrial revolution for the benefit of society. I believe that same pioneering spirit - embodied in the talent, innovation, and resources of employees and relationships - will stage the next revolution.** And for the same reason: the desire to sustain a tradition of delivering customers high quality goods and services.

I hope you find this newsletter delivers relevant information that helps you in your quest for sustainable business strategies.

Please [write me](#) with your feedback; this is your newsletter.

Hope you enjoy the rest of your summer!

A handwritten signature in black ink that reads "Susan Coffey".

 FORWARD TO  
A FRIEND

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