

**"Sustainable Strategies For Tomorrow.  
Today."**



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

**Winter 2005**

- **In the Marketplace:** FTSE, GRI, and Most Respect Companies List Updates
- **World Resources:** Industrialized Countries & Hunger; UK Reports Progress on Greenhouse Gas Reduction
- **Engaging NGOs** Provides Business Value
- **2004 Highlights:** Caterpillar CSR Benchmarking, Sara Lee Performance Measurement & Reporting, GA DNR-Private Sector Partnership, Improving City of Atlanta's Infrastructure
- **ENFORM:** Metro Atlanta Chamber of Commerce hosts vital business forum on corporate citizenship issues

---

**"You can't build a reputation on what you're going to do."**

*Henry Ford*

---

## **At ERS**

### **From Our Stakeholder Engagement Services Team:**

According to the World Bank, there are now tens of thousands of non-governmental organizations (NGOs) around the world. NGOs often have a significant impact on business operation and government activity. A stakeholder engagement process identifies business risk and opportunities from NGOs and other stakeholders.

[More info](#)

### **2004 Project Highlights**

#### **From the ERS CSR Team:**

Caterpillar CSR Benchmarking of Global Corporate Leaders [More info](#)

ERS Implements Sara Lee Global EMS and Performance Measurement System

ERS Designs Innovative Partnership:

EPA and GA DNR Join Forces to Encourage Sustainable Georgia Businesses & Communities

[More info](#)

#### **From the ERS Environmental Services Team:**

ERS Joins Shaw/Aim JV and Wins Atlanta A/E contract

## **Did you know?**

### **World Resources Update:**

That in the US, 36.3 million people (including 13 million children) experience hunger or the risk of hunger. This is roughly 12 percent of the 293 million people in the U.S. (July 2004 estimate)

[More info](#)

United Kingdom continues to reduce greenhouse gas emissions (has met Kyoto Protocol target of a 12.5% reduction from 1990 levels...)

[More info](#)

### **In The Marketplace:**

FTSE4Good's announces new criteria for Supply Chain Labor Standards.

Shaw/AIM JV was awarded a multi-year contract by the City of Atlanta to provide a full range of integrated environmental management services; ERS providing site assessment, land use, and stakeholder outreach support. [More info](#)

[More info](#)

GRI reporters to 603 - GRI achieves their goal of obtaining 600 reporters by the end of 2005, a full year early.

[More info](#)

## ENFORM

The Metro Chamber of Commerce, P2AD, Coca-Cola, Skanska and ERS convened four insightful and thought-provoking ENFORM events this year. Topics included Sustainability Values & Visioning, CSR reporting, and Corporate Social Investment with presentations by Arctic explorer Robert Swan, The Coca-Cola Company, Georgia Pacific, The Home Depot, Georgia Pacific, Southern Company, Vulcan Materials, and the ERS CSR Project Team. Obtain copies of available corporate presentations or join our mailing list for future events at <http://www.enform.info>

2004 Financial Times Most Respected List: GE is 1st, Microsoft 2nd for 6 years in a row, followed by Toyota, IBM, Coca-Cola, Dell, WalMart, Citigroup, P&G, HP.

### Environmental and CSR Events:

March 13-17, 2005 [Food Industry Environmental Council](#), Savannah, GA

April 11-14, 2005 [National Environmental Partnership](#), Chicago, IL



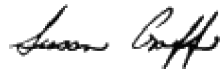
Message from the founder:

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 continue 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 and ideas; this is "your" newsletter.

Happy New Year from ERS!



This email was sent by: **CRM Essentials, LLC**  
12460 Crabapple Lake Rd. Suite 202-417 Alpharetta, Georgia, 30004 USA

Go [here](#) to leave this mailing list or [modify](#) your email profile.  
We respect your right to privacy. [View](#) our policy.

