



CORPORATE ECOFORUM RESEARCH SERIES



CEF INSIGHT 2009

Best Practices and Thought Leadership
from the 2009 Annual Meeting

M.R. RANGASWAMI

P.J. SIMMONS

AUGUST 2009

Preview

TABLE OF CONTENTS

INTRODUCTION	1
THOUGHT LEADERSHIP.....	2
LONG-TERM STRATEGIC CONSIDERATIONS	2
JUSTIFYING AND PRIORITIZING ECO-EFFORTS	5
JUMPSTARTING ECO-INITIATIVES	6
DRIVING INNOVATION	7
BEST PRACTICE RECOMMENDATIONS BY BUSINESS AREA.....	8
BUILDINGS & FACILITIES	8
GREENHOUSE GAS EMISSIONS TRACKING	9
EMPLOYEE ENGAGEMENT	11
GOVERNMENT RELATIONS	12
INFORMATION TECHNOLOGY	13
MARKETING	15
PARTNERSHIPS	16
PRODUCTS	17
SUPPLY CHAIN	18
INNOVATORS & DISRUPTORS	20
ENERGY	20
INFORMATION TECHNOLOGY	20
WATER	21
TRANSPORTATION	22
MATERIALS AND BUILDINGS	22
ABOUT THE AUTHORS	23
ABOUT THE CORPORATE ECO FORUM	24

Preview

INTRODUCTION

The Corporate Eco Forum 2009 Annual Meeting drew more than 200 members to San Francisco to produce practical, actionable insights on business environmental strategy and execution. Representing more than \$3 trillion in combined revenue, the companies in attendance included market leaders from a wide variety of industries, including Clorox, Deutsche Bank, General Electric, IBM, Levi Strauss & Co., Microsoft, PG&E, Sprint, 3M and the Walt Disney Company (see full list of CEF members on page 24).

The theme of the 2009 meeting, “Driving Eco-Opportunity in Challenging Times,” prompted senior executive attendees to focus on the practical questions of the moment: What are the most promising ways to drive cost savings? What should our other priority eco-investments and activities be? How can we tap into emerging best practices and avoid costly missteps?

The recession has caused some companies to cut back on budgets and staff; these businesses argue that short-term survival issues must come first. Yet a large number of companies are staying the course or even expanding eco-efforts, recognizing that their long-term survival may very well depend on getting sustainability right.

CEF Insight 2009 highlights top-line ideas and best-practice recommendations shared by members during the meeting. Importantly, many of these insights and recommendations reflect the opinions of individual members—not necessarily group consensus; as such, we hope this report helps to advance the debate and pinpoint areas needing deeper investigation and knowledge exchange.

The contents are organized in three parts: (1) “Thought Leadership” contributions grouped by topic (such as Long-Term Strategic Considerations and Driving Innovation); (2) “Best-Practice Recommendations” grouped into specific functional areas (such as Marketing, Buildings & Facilities, Supply Chain and Government Relations); and (3) an annotated list of the “Innovators & Disruptors” that presented their green products and services at CEF.

The insight assembled in this report draws on the input of a broad cross-section of senior business practitioners who attended the 2009 Annual Meeting—CSOs, CIOs, CMOs, CTOs, Supply Chain VPs and more—and a select group of invited thought leaders from the investment, academic, consulting and nonprofit worlds. Note that most CEF sessions were conducted on a not-for-attribution basis; as such, this report only attributes comments to individuals or companies when made during “on-the-record” plenary sessions.

ABOUT THE AUTHORS

M.R. Rangaswami, Founder, Corporate Eco Forum

M.R. Rangaswami is embarking on a new journey with the establishment of the Corporate Eco Forum. His objective is to be a catalyst for Global 500 corporate executives to aggressively challenge and advocate eco-strategies. M.R. intends to bring the same energy and enthusiasm in this emerging space as he has in his career as a 25-year veteran of the software and technology industry and co-founder of the Sand Hill Group. M.R. has been an active participant in the meteoric growth and success of the enterprise software business, including executive positions with Oracle and Baan. As host of the largest and most prestigious software executive conferences, M.R. tackled the industry's pressing issues and helped further the industry's vision. As publisher of the prestigious SandHill.com website, M.R. has brought a unique perspective to the trade media and established a reputation as both a critic and an enthusiast.

Contact M.R. at mr@sandhill.com.

P.J. Simmons, Chair, Corporate Eco Forum

P.J. has worked for more than 15 years as a trusted sustainability analyst, strategist and bridge-builder. After serving as a researcher on environmental affairs at the National Security Council (1993-1994), he founded and directed the Wilson Center's Environmental Change & Security Program, the Carnegie Endowment's Managing Global Issues program and the Rockefeller Brothers Fund's U.S. in the World program. Publications include Washington D.C.'s *The Greener Business Guide*, *Managing Global Issues: Lessons Learned* and *U.S. in the World*. P.J. served twice as the Clinton Global Initiative Deputy Chair for Energy & Climate Change. He is currently Director of Strategy at Saatchi & Saatchi. P.J. received his B.A. in political science (summa cum laude) from Tufts University, his M.A. from Johns Hopkins School of Advanced International Studies, was a Fulbright scholar and holds a Certificate in Conservation Biology from Columbia University. He is a life member of the Council on Foreign Relations.

Contact P.J. at pj@corporateecoforum.com.

Preview



ABOUT THE CORPORATE ECO FORUM

The Corporate Eco Forum (CEF) aims to synthesize pragmatic, best-practice insights on eco-strategy execution and ROI for senior executives from Global 500 corporations. An initiative of the Sand Hill Group, the CEF is highlighted by an invitation-only annual meeting for industry leaders. Through the cross-industry and cross-functional annual meeting, research program, industry reports and ongoing networking activities, CEF helps operationalize strategies, stimulate innovation and promote collective understanding of eco-approaches that increase business success. Find out more at www.corporateecoforum.com.

CORPORATE ECO FORUM MEMBER COMPANIES

Alcoa	Exelon Corporation	Peabody Energy
Arcelor Mittal	FedEx	Pepsico/Frito Lay
Autodesk	Fidelity Investments	PG&E
Aviva Group	General Motors	Procter & Gamble
Bayer	Harrah's Entertainment	Sabre Holdings
BP	Hewlett-Packard	Sanmina-SCI
BT	IBM	SAP
Clorox Company	Intel Corporation	Sprint Nextel
Coca-Cola Company	Intuit	Stonyfield Farm
Cisco Systems	Jones Lang LaSalle	SunGard
Darden Restaurants	Kaiser Permanente	Sybase
Dell	KPMG	Symantec
Deloitte	Kroger Company	Tata Consultancy
Deutsche Bank	Lanxess	3M
Dow Chemical	Levi Strauss & Co.	Transocean
Duke Energy	Microsoft	Walt Disney Company
Ecolab	Motorola	Warner Bros. Entertainment
Entergy	Northrop Grumman	Wells Fargo
Ernst & Young	Oracle Corporation	

COPYRIGHT 2009 CORPORATE ECO FORUM

The information contained herein has been obtained from sources believed to be reliable. The Corporate Eco Forum disclaims all warranties as to the accuracy, completeness or adequacy of such information. The Corporate Eco Forum shall have no liability for errors, omissions or inadequacies in the information contained herein or for interpretations thereof. The reader assumes sole responsibility for the selection of these materials to achieve its intended results. The opinions expressed herein are subject to change without notice. Reproduction of this report in print or electronic form is strictly prohibited without written permission from the Corporate Eco Forum.

Report editorial and design by Point by Point Publishing www.point-by-point.com.

Please print double-sided on recycled paper.

Preview