Green Enterprise: Why Businesses Go Green

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Overview

• Anecdotes
• Competitive Advantage and Risk Management
• Preparedness/Resilience
• Cost savings or avoidance
• Corporate and/or Personal Philosophy
• Some bottom lines: Opportunities for PD 16
Anecdotes

- Coca-Cola: Make Every Drop Count (water)
- Samsung & Staples: E-Stewards Campaign (electronics)
- Hasbro, Mattel, Lego: (play equipment)
- Johnson & Johnson: “Care to Recycle” (plastics)
Anecdotes, cont.

Sure Harvest (food metrics aimed at growers)

2020 Legacy of Good Campaign

“The Sustainable Paper Company” (paper)

Engaging Smart Mobs

Payment for Ecosystem Services
Ceres Climate Declaration

www.climatedeclaration.us
Benefits Realized

– Risk Management
– Competitive Advantage/resource efficient production
– Better stakeholder relations leading to stronger brand identity
– Reduced reputation risk
– Ability to attract stronger workforces that value companies with strong sustainability profiles
– Preparedness/Resilience
Preparedness/Resilience

- **Resilience** is the capacity of a system to absorb disturbance and reorganize while undergoing change so as to still retain essentially the same function, structure, identity, and feedbacks
  - Latitude
  - Precariousness
  - Resistance
  - Panarchy
Some Bottom Lines

• Lessons from Burt’s Bees, Coca Cola: Start Sooner with “Lean and Green Management”

Authenticity makes a difference... always.
Opportunities for PD 16

• Greening our economy is highly relevant to a region that seeks to attract new businesses and keep existing businesses in the region, by making existing businesses more competitive, more prepared for disasters and resource scarcities, and more resilient.

• Conversely, it is unlikely that new businesses -- especially younger, trendier startups -- will want to locate in a region that is not known for valuing sustainability.