



2008-2009
 Building Communities Educational Series:
 Sustainable Business Practices and
 Strategies

Brought to you by the Center for Community & Economic Development
 Co-sponsored by the Sustainability and Energy Teams
 University of Wisconsin-Extension

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Today's Presenter

Bob Willard

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Bob is a leading expert on the business value of corporate sustainability strategies. He has given hundreds of keynote presentations to corporate, government, university, and NGO audiences on the bottom-line benefits of sustainability strategies. He has authored two books, *The Sustainability Advantage* and *The Next Sustainability Wave*, and created a DVD of his presentation, *The Business Case for Sustainability*. His next book, *The Sustainability Champion's Guidebook*, will be released in spring 2009. He worked 34 years with IBM Canada, is on the faculty of the Sustainable Enterprise Academy, and serves on the advisory board of the Natural Step Canada. He has a PhD in sustainability from the University of Toronto. See www.sustainabilityadvantage.com for more information about him and his resources for sustainability champions.




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Sustainable Business Practices and Strategies

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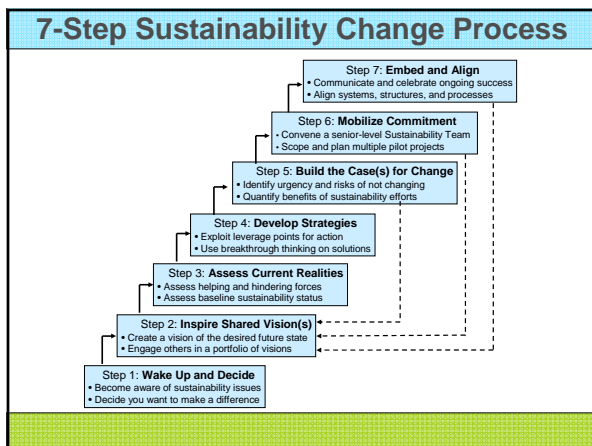
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Communicating the BUSINESS CA\$E for Sustainability





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Corporate Sustainability 3-Legged Stool

Sustainability = Sustainable Development (SD)
= Environmental, Social, Governance (ESG)
= Corporate Social Responsibility (CSR)
= Corporate Responsibility (CR) = Green
= Triple Bottom Line (TBL) = 3Es = 3Ps

Economy - Profits
Growth, Jobs,
Taxes
Products
Services



Environment - Planet
Eco-efficiencies
Eco-effectiveness


Equity - People
Employees
Community / Culture
World

Smart Business 3-Legged Stool

Asset Management

Financial
Capital

Built
Capital



Natural
Capital


Human
Capital

Social
Capital

Sustainable Value Creation

5-Stage Sustainability Journey

4. Integrated Strategy
Enhanced business value

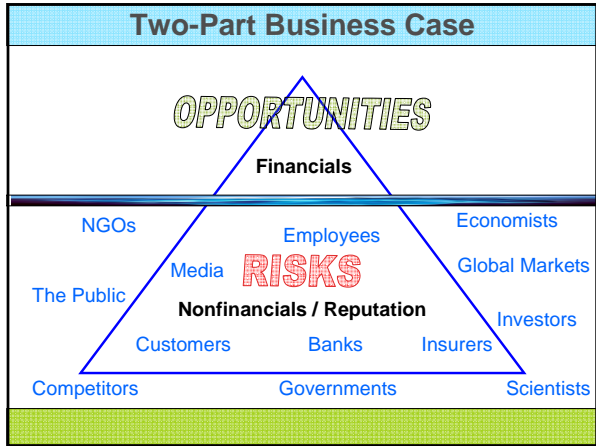


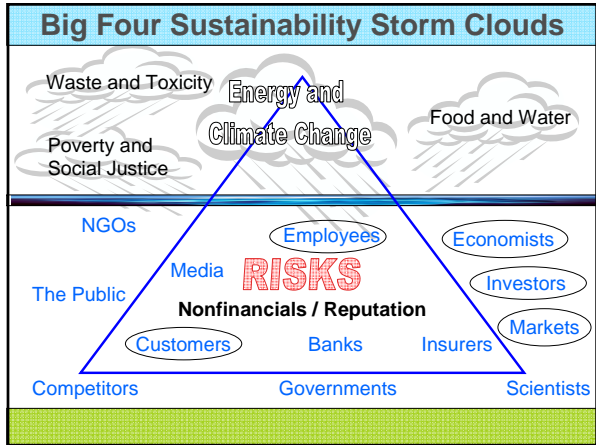
5. Purpose/Passion
Values-driven founder / CEO

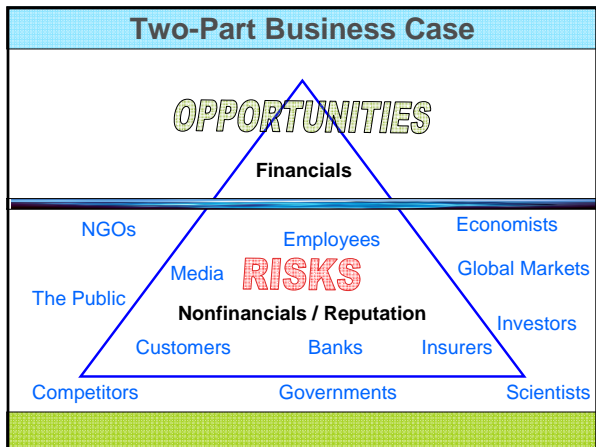
2. Compliance
Regulatory enforcement

3. Beyond Compliance
Eco-efficiencies /
PR crisis /
Regulatory threat

1. Pre-Compliance







One More Goal ... or an Enabling Strategy?

Profit		Innovation
Share price		Speed to market
Growth		New markets
Revenue		Talent wars
Customer care		Productivity
Expense savings		Motivation
Competition		Brand image
Market share		Managing risks
Leadership		Compliance
Governance		Supply security

Typical SME Company Benefits

Revenue	\$4,000,000
Profit	\$200,000 (5% of Revenue)
Workforce:	50 (43 + 7 Managers)
Avg. Employee Salary	\$25,000
Avg. Manager Salary	\$55,000

Potential profit increase: +66%

- + Energized employees + Improved corporate image
- + Competitive advantage + Positioned for the future



Potential Improvements

1. Reduced recruiting costs -1%
2. Reduced attrition costs -2%
3. Increased employee productivity +6%
4. Eco-efficiencies: savings in energy, water, materials, waste handling -10%
5. Increased revenue / market share +5%
6. Lower insurance & borrowing costs -5%

... yielding a profit increase of +66%

REPUTATION



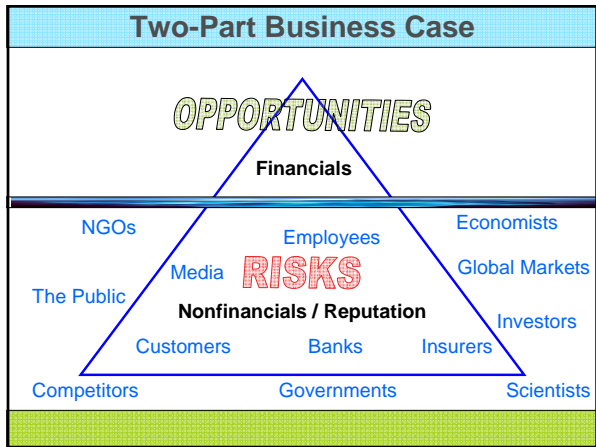
Green Building Business Case

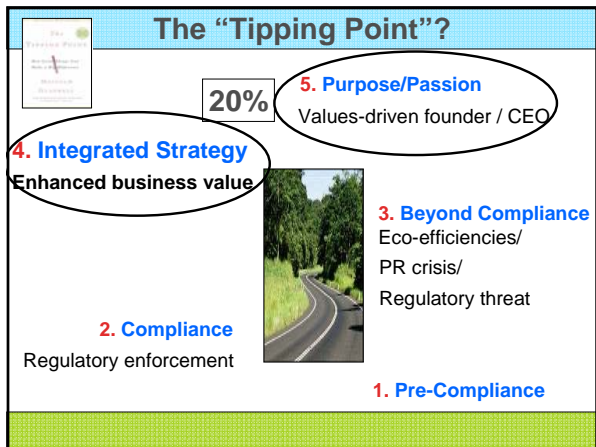
Figure 3
Financial Benefits of Green Buildings
Summary of Findings (per ft²)

Category	20-year Net Present Value
Energy Savings	\$5.80
Emissions Savings	\$1.20
Water Savings	\$0.50
Operations and Maintenance Savings	\$8.50
Productivity and Health Benefits	\$36.90 to \$55.30
Subtotal	\$52.90 to \$71.30
Average Extra Cost of Building Green	(-3.00 to -\$5.00)
Total 20-year Net Benefit	\$50 to \$65

Source: Capital E Analysis


"Green Building Costs and Financial Benefits,"
Gregory H. Kats, Massachusetts Technology Collaborative, 2003

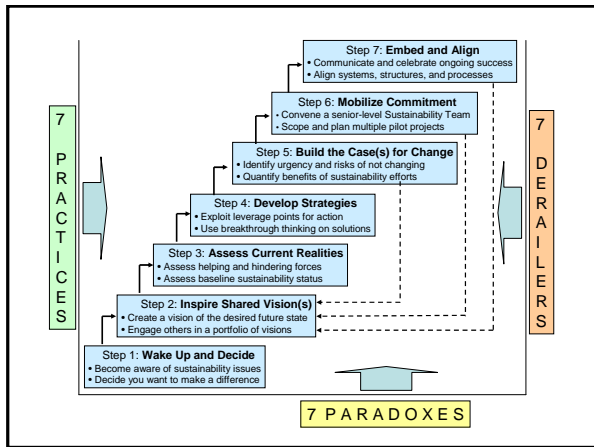


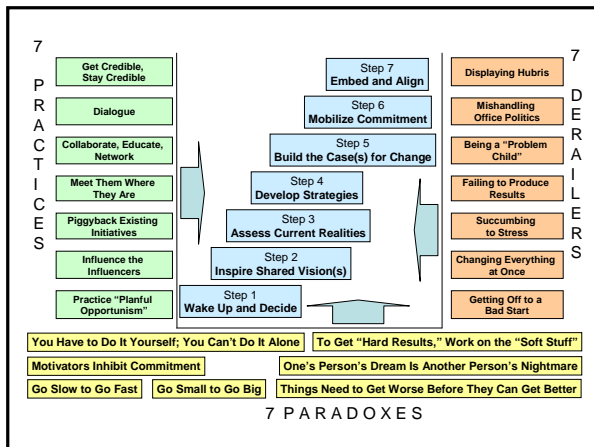


In Summary ...

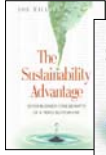
Sustainability is **smart business**
Business language applies
Important stakeholders' expectations are rising
New market forces & risks are in play
Relevant to existing business priorities
Can protect & enhance company value
Many willing, helpful partners
Opportunity for leadership ... by example







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Questions?

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Next session

March 17, 2009, 11:30 - 12:30 P.M., C.T.
Green Collar Jobs: Sustainable Work in a Low Carbon World

Presenters: Gary Green, Department of Rural Sociology, University of Wisconsin-Madison, and Andrew Dane, University of Wisconsin-Barron and Chippewa and Sarah White, COWS

Will future jobs be increasingly "green?" If so, what makes a job or an industry green? Is a green job a good job? What constitutes this "green economy" that we hear so much about these days? This session explores the nature of green collar jobs and their implications for business and community development. It looks at links with environmental concerns, efficiency considerations, and workforce (and employment) development in terms of education and skills requirements.

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