



# *More Than Green*

*November 27, 2012*



Sustainability  
PUTTING OUR STAMP ON A  
GREENER TOMORROW

The Walmart logo, featuring the word "Walmart" in blue and the yellow six-pointed starburst icon, is enclosed in a black rectangular frame.

## Wal-Mart announces five-year plan to improve sustainability

October 25, 2012

**Wal-Mart Stores will give suppliers five years to meet new social and environmental compliance standards, under a four-part sustainability plan**

**By 2017, Wal-Mart projects to buy 70% of its goods sold in the U.S., including at U.S. Sam's Clubs, from suppliers that use the company's sustainability index to evaluate its products.**



## U.S. Sustainable Investments Rise to Record \$3.7T

Ehren Goossens

November 15, 2012

- **Hospitals, retirees, pensions, banks and religious institutions used sustainable and responsible investing (SRI) strategies for \$1 out of every \$9 invested in the U.S. at the end of 2011**
- **Environmental factors were most cited by money managers. Institutional investor assets guided by environmental concerns increased 43 percent from 2010, to \$636 billion.**



**The 2012 Sustainability  
Leadership Report**  
October 15, 2012

**Corporate executives now realize that incorporating Sustainability, Environmental, Social and Governance factors into their brand and communications practices is a requirement for successfully winning over key audiences. Ignoring or being less than transparent about these stakeholders' concerns may create substantial risk to the firm's reputation.**



**Tony Calandro**

**Sr. Vice President & Partner, VOX Global**

**Making the Pitch:**

**Selling Sustainability from Inside Corporate America**

**"Sustainability" was little more than an environmental buzzword in corporate America a decade ago. Today it is a way of doing business that many companies have embraced in principle and, increasingly, in practice. These companies understand that integrating social and environmental issues into their DNA benefits their bottom lines and long-term growth. For these businesses, "going green" is about dollars and cents.**



May 31, 2102

**As sustainability issues become more common in the boardroom and the volume of shareholder proposals related to those issues grows, the link between corporate sustainability performance and executive compensation is expected to become more important**



## What Does Sustainability Really Cost?

Kathleen Hoffelder

August 28, 2012

**Companies ranging from Clorox to Microsoft to the Coca-Cola Company are among 70 corporations testing the use of an integrated financial reporting model that combines tangible financial results with environmental, social and governance (ESG) factors.**



## Sustainability Is the New 'Quality' for 21st Century Companies

Bryan Sheehan  
October 9, 2012

**There are still many businesses of all sizes that have not yet begun to incorporate sustainability steps, or that have done so only sparingly. Such companies are missing out on chances to reduce business risk and improve business financial performance and strategic position.**



## Sustainability Is the New 'Quality' for 21st Century Companies

Bryan Sheehan

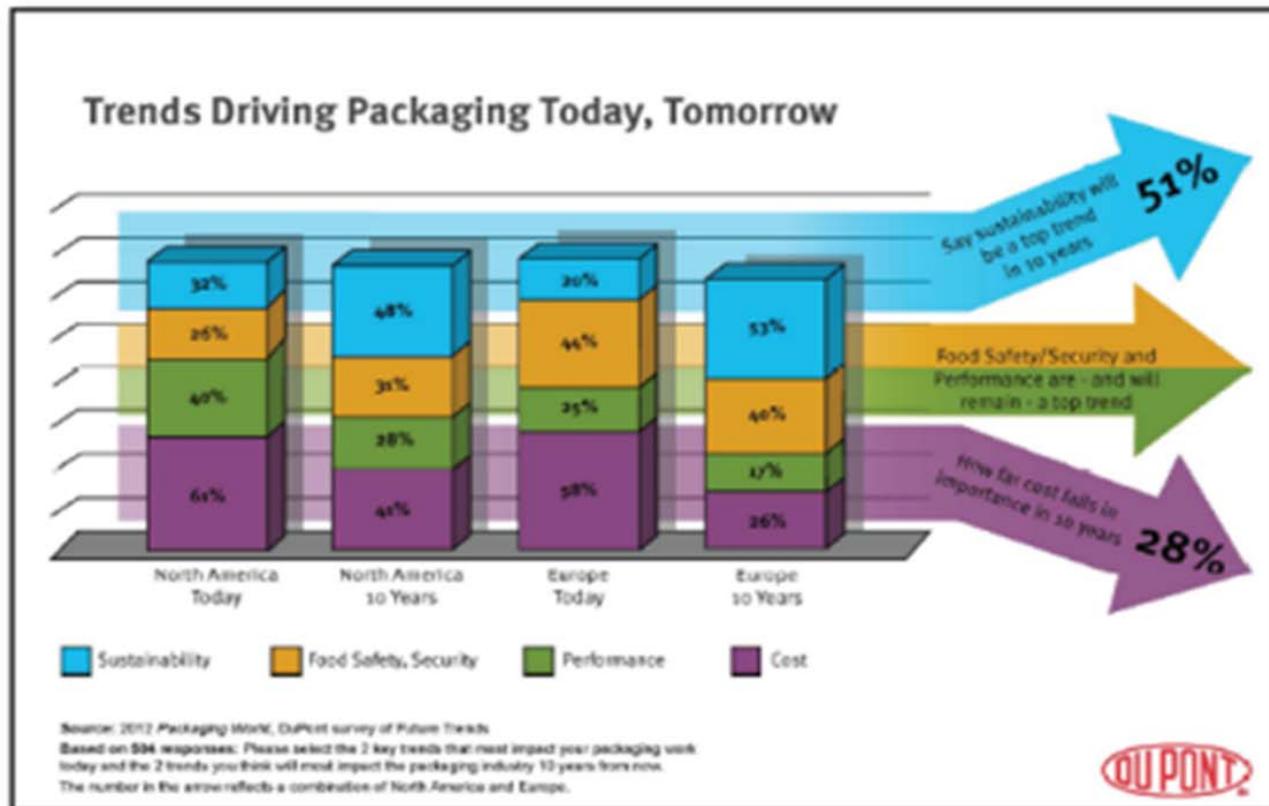
October 9, 2012

**The companies that are leading the way in obtaining the greatest business value from their sustainability programs are those that recognize that, for the 21st century company, sustainability is mission-critical**

## Sustainability to Dominate Packaging Industry in 10 Years

October 26, 2012

**Question: Please select the two key trends that most impact your packaging work today and the two trends that you think will most impact the packaging industry ten years from now.**



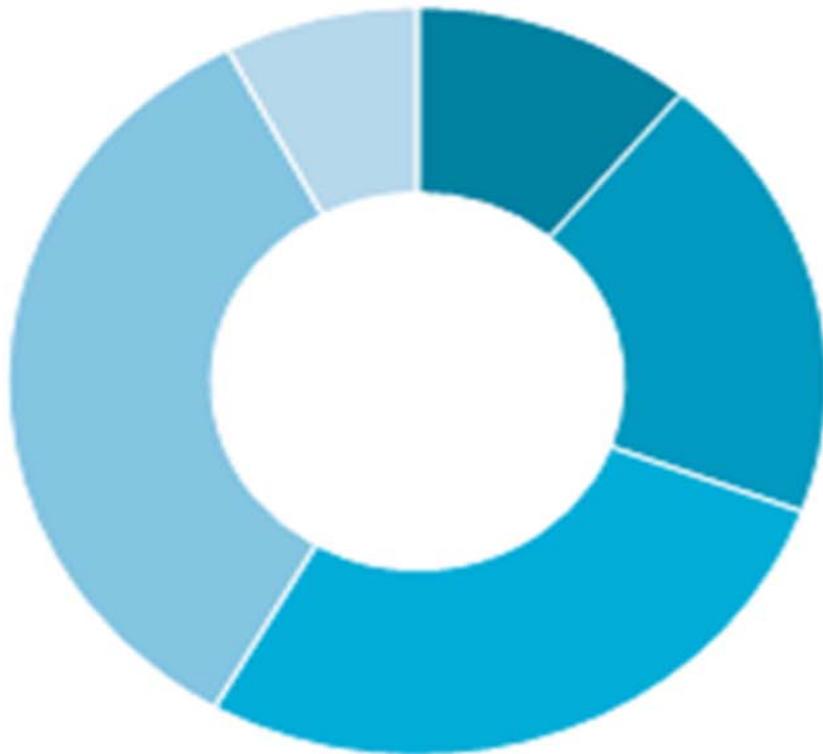


**Euromonitor Global Market Research Blog**  
**How do Consumers select Products & Services**  
**March 12, 2012**





**Euromonitor Global Market  
Research Blog**  
**Sustainable Products & Services**  
March 12, 2012



■ 1 - Not at all willing to pay more

■ 2

■ 3

■ 4

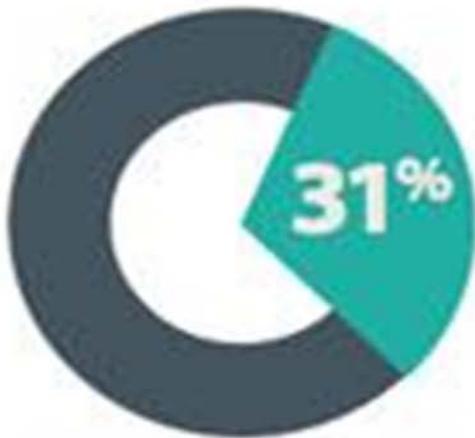
■ 5 - Very willing to pay more



## Survey Shows Americans Want To See Corporate Social Responsibility Results October 25, 2012

Americans say they are more likely to buy from a company that:

**PURPOSE**



Talks publicly about its CSR purpose/mission  
(e.g., 'Innovating Healthy Products,'  
'Nourishing Lives')

**RESULTS**



Talks publicly about its CSR results  
(e.g., 100% natural and nontoxic products,  
100,000 children vaccinated against disease)



## Survey Shows Americans Want To See

### CSR Results

October 25, 2012

- **86 percent of consumers are more likely to trust a company that reports its CSR results**
- **82 percent say they are more likely to purchase a product that clearly demonstrates the results of the company's CSR initiatives than one that does not**
- **40 percent say they will not purchase a company's products or services if CSR results are not communicated**

**If Sustainability is truly this important an issue, what are the next steps for the Postal Industry?**

## **Branding for Sustainability** **The Rules of Achieving Market Success**

### **Rule 1 – Authenticity: Aligning Promise with Practice**

Success = complete integration of sustainability strategy and brand strategy, aligning external consumer promises with industry practices.

### **Rule 2 – Commitment to Quality**

An industry is not the sole owner of its brand. It shares this ownership with its customers, partners, vendors and other stakeholders – all engaged in shaping the brand's perception in the marketplace.

Success = creating opportunities for continued improvement of what your industry offers and your ability to successfully communicate the benefits of your products and services.

### **Rule 3 – Brand Experience: Telling a Compelling Story**

Success = empowering your audiences, creating a community, leading a movement, affecting change – all while delivering on the triple bottom line economic model: achieving business growth and economic prosperity that is good for people and the planet.

## **Going Paperless Doesn't Mean Going Green, The New York Times Proves**

**There's nothing particularly green about the massive data centers that store the internet's data, The New York Times revealed this past weekend after in-depth investigation. Data centers waste electricity and spew pollutants in a way that "is sharply at odds with its [the information industry's] image of sleek efficiency and environmental friendliness," the lengthy but clearly written "Power, Pollution, and the Internet" says.**

## **The 5C's of Sustainability Branding**

**Marc Stoiber**  
**October 22, 2012**

### **The original 5C's**

**Consumer-Facing** - Not sure what to do first? Look at what the consumer is looking at.

**Competitive** - To compete, brands must innovate

**Core** – Tying sustainability to a brand's core business is another way to ensure it resonates with consumers.

**Conversational** - Sustainability branding is more effective as a two-way conversation, rather than a one-way announcement.

**Credible** - Sustainability strengthens brands. But green washing, even if unintended, can do a brand serious harm.

## **New C's for 2012** **Marc Stoiber**

**Collaborative** – The London Olympics were a symbol of the new coming-together of sustainable brands.

**Certified** – Sure, there were certification programs in 2010. But today, more companies are going further, forming creative partnerships with NGOs

**Quiet** – OK, it isn't a C. But it sounds like one. Companies are treating sustainability as the right thing to do across operations, supply chain and governance, not a remarkable (and often short-lived) product feature. Seeing more sustainability built in, and less sustainability talk.

**An example of Collaboration involving an issue of  
Certification**

**Go to the Video**

## Next Steps

- **Work together as an Industry (via MTAC?)**
- **Understand our customers (individual consumers and companies) Sustainability expectations.**
- **Consider adopting a set of industry standards to meet customer needs**
- **Communicate our efforts – tell our story**