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Earthshine is pleased to announce a new online community for businesses interested in integrating sustainability principles to improve the top line, bottom line and help save the planet at www.globalsustainablebusiness.org

The aim for the site is to share the outputs from our groundbreaking Global Research Project *"In Search of... Sustainable Business"* and to develop a network of people and businesses looking to connect, share and learn about the benefits and challenges of becoming more sustainable. Membership is free; enabling access to a developing portfolio of case studies, best practice information, forums and blogs, as well as latest news and events on the Global Research Project. This initiative is very business focussed, demonstrating what can be done to improve the top line, bottom line and help save the planet.

"There are lots of good initiatives and projects out there, but we aim to join up the dots and go further in exploring how to make sustainability really work and prove the business case," says Mike Townsend, CEO of Earthshine. *"We've got some great stories up on the site already; some well known names, some emerging businesses, but each offering a fresh insight and something to inspire. The best performers can demonstrate up to 40% reduction in operational costs and significant increases in margins, as well as doing their bit for the planet. We want to help spread this message and engage with businesses, large and small, interested in advancing the most fundamental challenge of our time."*

Tobin Aldrich, Director of Fundraising with WWF-UK comments *"Achieving the scale of change needed is a massive challenge. Business is critical to this and every type of business has a role to play. This project is a very practical way to spread the growing body of experience of sustainable business practices and the successes, but also the challenges and setbacks as well, in a way that is relevant to all sizes of company in all sectors."*

Ramon Arratia, Sustainability Director, InterfaceFLOR (EMEA) offers his support: *"Probably the most important lesson from Mission Zero, our pledge to eliminate our impact on the environment by 2020, is that if a petrochemicals-based company like Interface can do it, any company can. Achieving sustainability can take many forms depending on your type of business, sector or circumstances, but we think some of the lessons we have learned about engaging employees, creating a sustainable culture and embracing transparency at product level can be applied everywhere. That's one of the reasons why the Global Sustainable Business community is so important, because it enables organisations to share their experiences and learn from one another."*

End.

About Earthshine

Earthshine was established in 2006. Since then we have been working with organisations to integrate sustainability principles & business best practice to deliver bottom-line benefits and support the transition to a sustainable, low carbon world. Our core services include Sustainable Proposition Development, Carbon & Energy Reduction, Lean & Green Operations, Sustainable Sourcing, Measurement and Reporting, Scenario Modelling and Business Risk Management.

We are proud to be partnering with WWF, Business Link, Tomorrows Company, ESCI Carbon Council and Sustainable Business magazine. The customers we are working with include Aviva, Bovis Lend Lease, DWP, Elliott Thomas, Lloyds Banking Group, Skanska, Logicap, Simply Green, Wilson James, Zero Carbon Company, Coca Cola, etc. Our Head office is in London (UK) and we are expanding our operations to North America with a presence in Toronto.

About the Global Research Project

Earthshine established a major not-for-profit global research project in 2009 to help businesses accelerate the transition to a sustainable, low carbon world by improving awareness of best practices and the positive business case for change. We are pleased to be partnering with European Supply Chain Institute, Tomorrow's Company and WWF-UK.

Essentially, we are looking to share learning and inspire businesses, large and small, in all sectors around the world to become more sustainable through the demonstration effect. This means capturing best practice case studies, proving the business case, providing insight on what they did, how they did it and the pitfalls to avoid. Simply put, if we can make sustainability easy for business to do show and it also delivers financial results, it becomes a 'no brainer'. There are a number of key outputs being worked on:

- **Case studies** – around 60 cases from UK, America, Europe, Russia, Africa, Middle East, Asia and Australia.
- **Research reports** – capturing and sharing the learning from companies around the world.
- **Best practice toolkits** – sourced from around the world, codified with easy to use templates.
- **Web site/on-line community** – to engage businesses, share learning, resources and enable benchmarking (www.globalsustainablebusiness.org).
- **The Rough Guide** – we will be publishing "*The Rough Guide to Sustainable Business*" (forthcoming).
- **Articles, events and workshops** – to share and disseminate the findings and outputs.
- **Measures of success:** KPIs to establish the impact of the project.

There are a number of other good initiatives and projects out there, but we believe this projects stands out for a number of reasons:

- **Beyond carbon** – all dimensions of sustainability are included, enabling businesses to enhance their impact and deliver a more efficient business case.
- **Real business impact** – an integrated approach, aligning sustainability principles with business best practice to deliver market share, profitability and save the planet!
- **Pragmatic engagement** – a focus on real business issues to get more businesses engaged, e.g. managing energy risk and reducing operational costs.
- **SME engagement** – we include large organisations and their supply chains; real collaboration is needed to make it work and deliver a real impact.
- **Inspire real change** – we go further and deeper than most case studies to explore how businesses make sustainable business practices work, the challenges they overcome, what they learn and the business impact.
- **Robust learning** – case studies are benchmarked against best practice models and capability profiles for how a sustainable business can operate '*top to bottom*'.
- **Carbon neutral** – the carbon emissions arising as a result of the project are recorded and strategies deployed to ensure the project is carbon neutral.

Contacts

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