

In Search of... Sustainable Business

Earthshine Solutions is pleased to announce the launch of its Global Research Project “*In Search of... Sustainable Business*”. This influential Project seeks to influence and help businesses in their transition towards a sustainable, low carbon world. This groundbreaking project will promote greater awareness of the ‘art of the possible’ and the positive business case for change, through highlighting exemplar case studies from a range of sectors around the world.

“If we can make sustainable business easy to do and show how it can deliver financial as well as sustainability results, it becomes a ‘no brainer’” said Earthshine CEO, Mike Townsend, on launching the initiative.

Earthshine is pleased to be working with a number of high profile partners including WWF-UK, Tomorrow’s Company, Business Link and the European Supply Chain Institute. Lloyds Banking Group, Aviva plc, Skanska and Kingspan Insulation have signed-up as Sponsors.

Our Aim: Support the Transition

“There is much talk of business needing to become more sustainable, as we face a mounting range of drivers, including climate change, peak oil, legislation, reputational risk, increasing costs and so on. That businesses need to change is no longer the debate. The real issue is that businesses need to overcome the inertia to change if they are to move forward and make the necessary impact. To do this they need to understand in easy terms what they could be doing, how it will contribute to the bigger picture and that it will deliver a robust return,” continued Mike.

The Scope:

Over the last three years Earthshine has been developing models for what a sustainable business looks like, how it could operate and benefit, along with a framework to aid the transition to becoming sustainable. This fundamental R&D provides the starting point for this project; effectively, case studies from around the globe will be tested against the ‘models’, to provide a rich source of learning, along with guidance and toolkits to help organisations make the transition. This knowledge will be shared through an initial publication “*The Rough Guide to Sustainable Business*” (*Rough Guides, 2011*), the development and sharing of ‘open source’ toolkits, a programme of workshops and seminars, as well as on-line ‘community’ of transition organisations.

Our work will include:

- All aspects and dimensions of sustainability.
- Eventually all sectors will be explored, although initial priority areas include: Construction and the Built Environment, Energy, Industrials, Retail, Technology and Financial Services.
- A range of territories around the world are included, initially looking at UK, Europe and North America – we are establishing ‘Research Hubs’ in each of these zones.

- Consideration of the extended enterprise, from the large players right through the supply chain, with a strong focus on SMEs, as there is a real need to engage at all levels to make the necessary transition.
- Drawing together the general transferable lessons, as well as the context-specific ones.
- Production of guidance and toolkits.
- Development of an on-line community to share knowledge, case studies, learning, challenges and 'best practice' tools.

This first phase of the Project will be completed by the end of March 2010.

A Clear Difference:

We believe this project has a number of features that make it stand out:

- Holistic – a complete view of sustainability and impacts; carbon is not the only issue!
- Efficiency – many of the drivers behind carbon and other GHGs are the same drivers for other dimensions of sustainability, e.g. physical waste is also a result of the same processes that produce CO₂. We contend that it is more efficient for the organisation to measure, model and resolve these issues at the same time.
- Enterprise wide – not just a focus on large organisations, we aim to bring practical value to SMEs and the interface between the large players and their supply chains.
- Real change – not just what looks good, but learning from cases where real change in operations has taken place on the ground.
- Business focus – using the language of business, easy to understand and to do, cut through the noise & babble and enable companies to make good decisions and get on with it.
- Business case – clear and demonstrable results, with a focus on the financial and other benefits gained, cost benefits realised, ROI and payback.
- Joined-up approach – our intention is not to duplicate but to integrate; we are already working hard on this with our growing range of Project Partners.

Tobin Aldrich, Director of Fundraising, WWF-UK said *"The business choices we make today will shape our opportunities far into the future. Many companies are seeking advice and support to help respond to growing consumer demand for environmentally sound products and services and this project will make a significant contribution to enhancing business competitiveness while contributing to our vision of a One Planet Future"*

Ian Byers, Head of Marketing and External Affairs Lloyds TSB Commercial Finance Limited said *"We are delighted to be supporting this initiative. The opportunities in our emerging low-carbon economy will only increase, and businesses are looking for robust and credible advice and guidance to help them become more sustainable and profitable. This project is a welcome contribution"*

Case Studies: A Call to Action

We want to hear from organisations which have a compelling story to tell about how they are transitioning to a more sustainable, low-carbon world, working in close collaboration with their supply chain.

Specifically, we are interested in organisations who:

- May be part of long, complex and possibly global supply chains i.e. reliant on many partners for their success?

- Have attempted to integrate the commercial and sustainability agendas.
- May have already started the journey and want to accelerate change.
- Already made good progress and seen as a peer group leader.
- Have re-engineered processes to embed real change.
- Consider the business case for change.
- Have some learning to share on how challenges and barriers have been overcome.

If your company meets the above criteria then we would like to hear from you. For further information please contact:

- Mike Townsend mtownsend@earthshinesolutions.com or
- Jeremy Sumeray jsumeray@earthshinesolutions.com

About Earthshine Solutions:

Earthshine Solutions, established in 2006, is a dynamic consultancy focused on integrating sustainability performance into the DNA of an organisation to deliver “bottom-line” benefits and support the transition to a sustainable, low carbon world.

What We Do...

- **Carbon & Energy Management** – improve energy efficiency and transition to renewable energies
- **Lean & Green Operations** – improve sustainability impact of operations & supply chains
- **Business Winning** – enhance competitive advantage
- **Measurement and Reporting** – capture, articulate and publish company achievements
- **Scenario Modelling and Business Risk** – develop strategies to future proof organisations

WWF is:

- the world’s leading **independent environmental organisation**;
- a truly **global network**, working in more than 90 countries;
- a **challenging, constructive, science-based organisation** that addresses issues from the survival of species and habitats to climate change, sustainable business and environmental education;
- a **charity** dependent upon its five million supporters worldwide - some 90 per cent of our income derives from voluntary sources such as people and the business community.
- an organisation that **makes a difference**
- WWF helps businesses manage their environmental footprint while building sustainability into their brand, their customer and investor communications, and their engagement with government

About Tomorrow’s Company:

Tomorrow’s Company is a not-for-profit research and agenda-setting organisation committed to creating a future for business which makes equal sense to staff, shareholders and society. We focus on strong relationships, and clear purpose and values as the foundation of effective leadership and governance.

In our programmes we challenge business leaders around the world to work in dialogue with others to tackle the toughest issues. We promote systemic solutions, working across boundaries between business, investors, government and society.

We believe that business can and must be a ‘force for good’. This in turn requires a strengthening of stewardship by shareholders. We argue that the Age of Sustainability has begun, and that in the future success and value creation will come from recognising the ‘triple context’ – the links between the economic, social and environmental sub-systems on which we all depend, and the opportunities this brings.