

## **The Rough Guide to Sustainable Business** *More Thought, More Action, More Profit*

London 20 January 2010: Earthshine Solutions announces commissioning of ***The Rough Guide to Sustainable Business*** from leading publisher Rough Guides.

The book forms part of the Earthshine Solutions global research project “*In Search of Sustainable Business*” which aims to inspire and support businesses as they implement strategies to take advantage of the emerging opportunities in a low-carbon economy. A community of transition companies will be developed as part of the global project to build networks and encourage change.

Suitable for everyone interested in making a difference, ***The Rough Guide to Sustainable Business*** will help accelerate the transition towards a sustainable, low carbon world by promoting greater awareness of the ‘art of the possible’, highlighting exemplar case studies from around the world and the positive business cases for change. There will be a plethora of examples of businesses that have started the journey to a sustainable low-carbon future, together with hints, tips and insights that business leaders want to share.

The ***Rough Guide to Sustainable Business*** will help businesses get their sustainability strategies and priorities in order and to separate the facts from the myths. The guide will use the language of business, making sustainability easy to understand and to do, cutting through the noise & babble and enabling companies to make good decisions and get on with it.

*“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. If we can make sustainable business easy to do and it delivers financial as well as sustainability results, it becomes a ‘no brainer’”* said co-author, Mike Townsend.

Andrew Lockett, Reference Director of Rough Guides says: *“There’s a lot of talk, but apparently so little real change. This guide will give guidance to readers they can apply in their workplace and their own businesses and how to make more money. The authors will show how to avoid the pitfalls, overcome the challenges, and how to get started, together with signposts to further information resources. This guide complements the already published Rough Guides to Ethical Living, Green Living and Climate Change, taking our publishing into a new and vitally important area.”*

Jeremy Sumeray, co-author says *“What inspires many people to innovate and change their business products and processes is by seeing others change. We are working with 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 and **The Rough Guide to Sustainable Business** will be the ideal way to share what they have learnt and how challenges and barriers have been overcome”*

Earthshine are currently scouring the world for exemplar case studies of sustainable business practice and would be delighted to hear from businesses large and small interested in this project and who may be engaged in making a real difference in this important arena.

For further information please contact

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## About the Authors

**Founder & CEO,  
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### PROFILE

**Mike Townsend** is the CEO of **Earthshine Solutions** and a business transformation leader with over twenty years experience in developing businesses, delivering operational savings in a range of sectors. Originally a civil engineer he has developed “best in class” performance systems for a range of organisations including: Norwich Union (Aviva) Insurance, Barclays Bank, BAA, British Airways, The Home Office, and Gazeley Properties. He is also currently vice chair of the Environmental Industry Commission’s Carbon & Environmental Management Committee.

**Marketing Manager  
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**Jeremy Sumeray**  
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### PROFILE

**Jeremy Sumeray** is a marketing and strategy consultant with extensive experience in both B2C and B2B markets. 10 years in the food and drink industry with Diageo and Allied Domecq were followed by 12 years in the construction products industry with Lafarge. Jeremy recently completed a secondment to the Department for Business, Innovation and Skills where he brought his business experience to bear on the development and launch of the UK Sustainable Construction Strategy.

## About Earthshine

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

### About Rough Guides:



An award-winning CoolBrand®, passionate for telling it like it is, Rough Guides is a leading travel content provider with more than 700 travel guides, gift-books, maps, phrasebooks, bespoke custom publishing guides and digital products, including eBooks and mobile applications. With accurate, up-to-date information and informed, contemporary writing, Rough Guides also produces books on a range of subjects, from the bestselling *Rough Guide to Pregnancy and Birth* to zeitgeist books such as the *Rough Guide to iPods, iTunes, and Music Online*. For more information visit [www.roughguides.com](http://www.roughguides.com). Make The Most Of Your Time On Earth™