

The Greening of Corporations

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- ▶ *“Humanity is responsible for ensuring that its environmental impacts are benign rather than catastrophic”*



Role of Environmental Management

- ▶ It offers research, opinions and actions on use and conservation of natural resources, protection of habitats and control of hazards
- ▶ Environmental management tries to identify factors affected by conflicts that rise between meeting needs and protecting resources.
- ▶ Tries to find a common solution, to achieve optimal utility and optimal allocation of resources.

How Companies Address Climate Change?

- ▶ Influencing political decisions on global-warming-related regulations (Kyoto Protocol)
- ▶ Decision to invest in researching and implementing new energy technologies and energy efficiency measures
- ▶ Transportation be changed from being powered by fossil fuel energy to electrical energy
- ▶ Adapt to renewable resources accordingly to the type of industry they are related
- ▶ Funding environmental programs

Examples of Eco-Friendly Companies

- ▶ ExxonMobil
- ▶ Microsoft, Apple, Google
- ▶ Patagonia
- ▶ Starbucks
- ▶ Go Lite



ExxonMobilTM

Starbucks

- ▶ Stores have focused on **building to LEED standards (Leadership in Energy and Environmental Design)** while also becoming one of the largest purchasers of renewable energy in their sector.
- ▶ At the farm level, they have worked with Conservation International to include climate-smart agricultural practices.
- ▶ Member of multiple environmental policies such as: RE100, Business for Innovative Climate Change and Energy Policy, Corporate Renewable Energy Buyer's Principle.

Go Lite

- ▶ So far, 67% of its materials used to produce their clothing and outdoor equipment are EPMs (Environmental Preferred Materials) but it's aiming for 100%
- ▶ Materials used: Recycled nylon and polyester, instead of newly-produced petro-chemical-based fabrics and parts.
- ▶ Ranked number 3 on companies which are good for the environment.



New Belgium Brewing

- ▶ Beer Company: monitors and records all of its energy use, waste production and emissions and recycles. Reuses or composts more than 75% of the waste it produces in manufacturing.
- ▶ Makes bikes and a Prius available to employees
- ▶ Ranked number 4 on companies which are good for the environment.



Environmental Friendly Policies Implemented

- ▶ **Kyoto Protocol** (Reduce gas emissions)
- ▶ **RE100** (Global initiative of **influential businesses** committed to 100% renewable electricity, working to massively increase demand for - and delivery of - renewable energy.)

Some of the companies committed to this program are: IKEA, Starbucks, Bloomberg, BMW, Coca Cola, GM, HP, H&M.

- ▶ **Corporate Renewable Energy Buyer's Principle:** Fifty-one corporate signatories developed these principles to promote progress on resolving the challenges they face when buying renewable energy

References

- ▶ <http://link.springer.com/journal/267>
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- ▶ <http://blogs.ei.columbia.edu/2016/03/04/what-five-tech-companies-are-doing-about-climate-change/>
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