



Green Business is Good Business:
Drivers & Examples in Retail

Justin Doak, Founder & Greentelling President

Ecoxera, a green retail strategy firm, develops programs and tailored tactics that guide retailers to smart, sustainable solutions yielding efficiencies and enhanced brand value.





Key Service Areas:

Building Efficiency & Green Operations

Smart Design & Construction

Product & Material Innovations

Greentelling™

triple
dog
dare
you.

go green

This new eco-era, requires a new approach.

Rethinking the way business is done – the tools exist.

Tactics vs. Strategy

AUGUST 27, 2009

Nearly 90% of firms have little to no executive level governance for environmental initiatives.

Exhibit 1			
Environmental Governance: Presence and Features			
The Company has...	Russell 1000 Firms Having Element	Percent also with Enterprise Level Environmental Policy	Percent of All Firms in Sample
an executive level committee with responsibility for CSR/EHS issues	125	21.2%	12.7%
a "C" level executive responsible for CSR/EHS issues	54	9.2%	5.5%

RESULTS in fragmented decision making and dependency on third-party systems for tactical/prescriptive practices vs. long-term strategic methodology

Making Sense of...

Green & Sustainability

Green vs. Sustainability

The Drivers

Practical Examples

Putting Green to Work for YOU

Fashionably thinner.



The Eco-Shape™ bottle with 15% less plastic. We can all make a difference.

Please Recycle ♻️

319711

Planning for a sustainable future



The Shape of Things to Come

Get a grip on our New Eco-Shape™ Bottle:

- 30% less plastic* than other brands which means it's easier on the environment
- New grip and lighter packaging is easier to hold
- Holds the same amount of water with less plastic

You get the pure, refreshing taste of Nestlé Pure Life, and the world gets less plastic, true to the environment and true to how you live your life.

*Based on comparable one-liter single-use plastic bottles.

Let's all make a difference. Please recycle.

Available soon at a retailer near you.



Every drop is green.

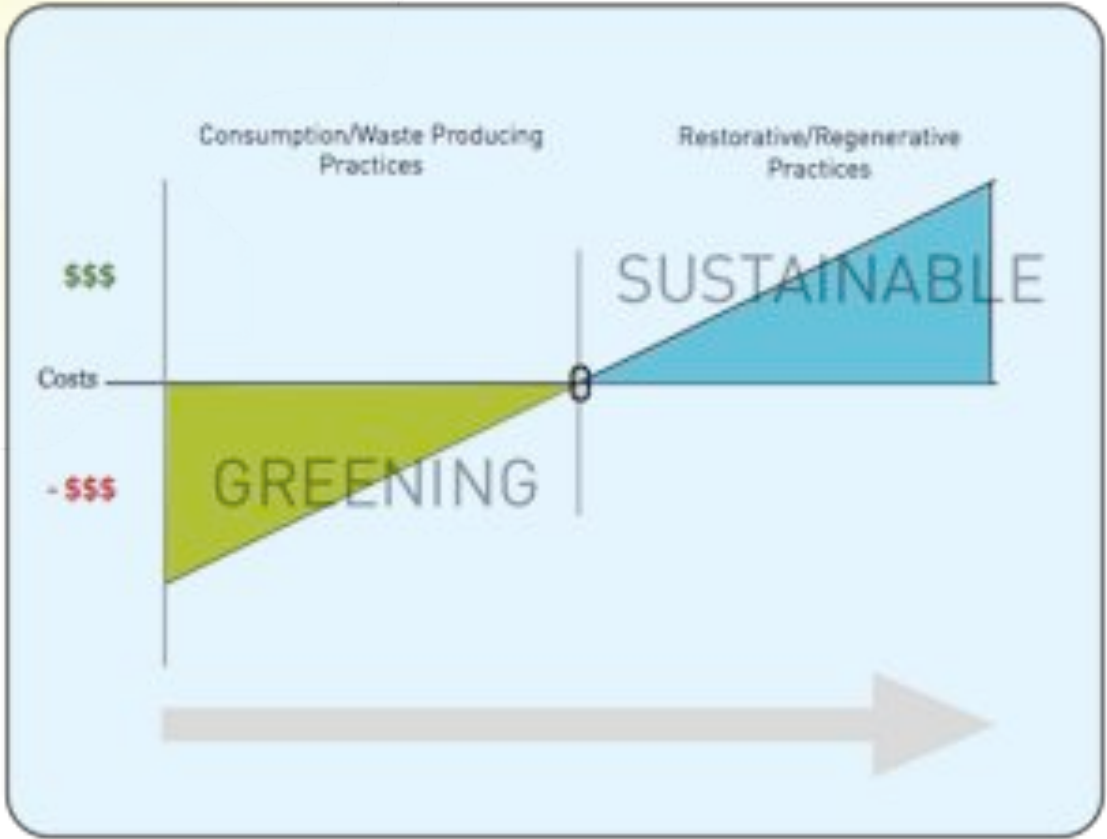


Is green. Saves green.

AMD

Harry D. Johnson
GREEN PLANS
Blueprint for a Sustainable Earth

We're Green!



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Green Business Strategy for Retail

Compliance

Changing Consumer Expectations

Savings

Competition

Stakeholder & Shareholder Expectations

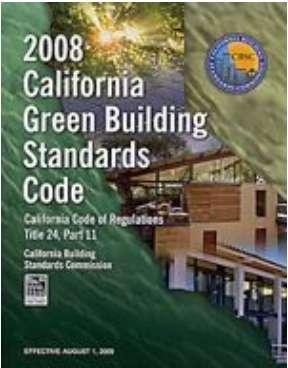


The Retail Industry's Pressure Points
Drivers of Green:

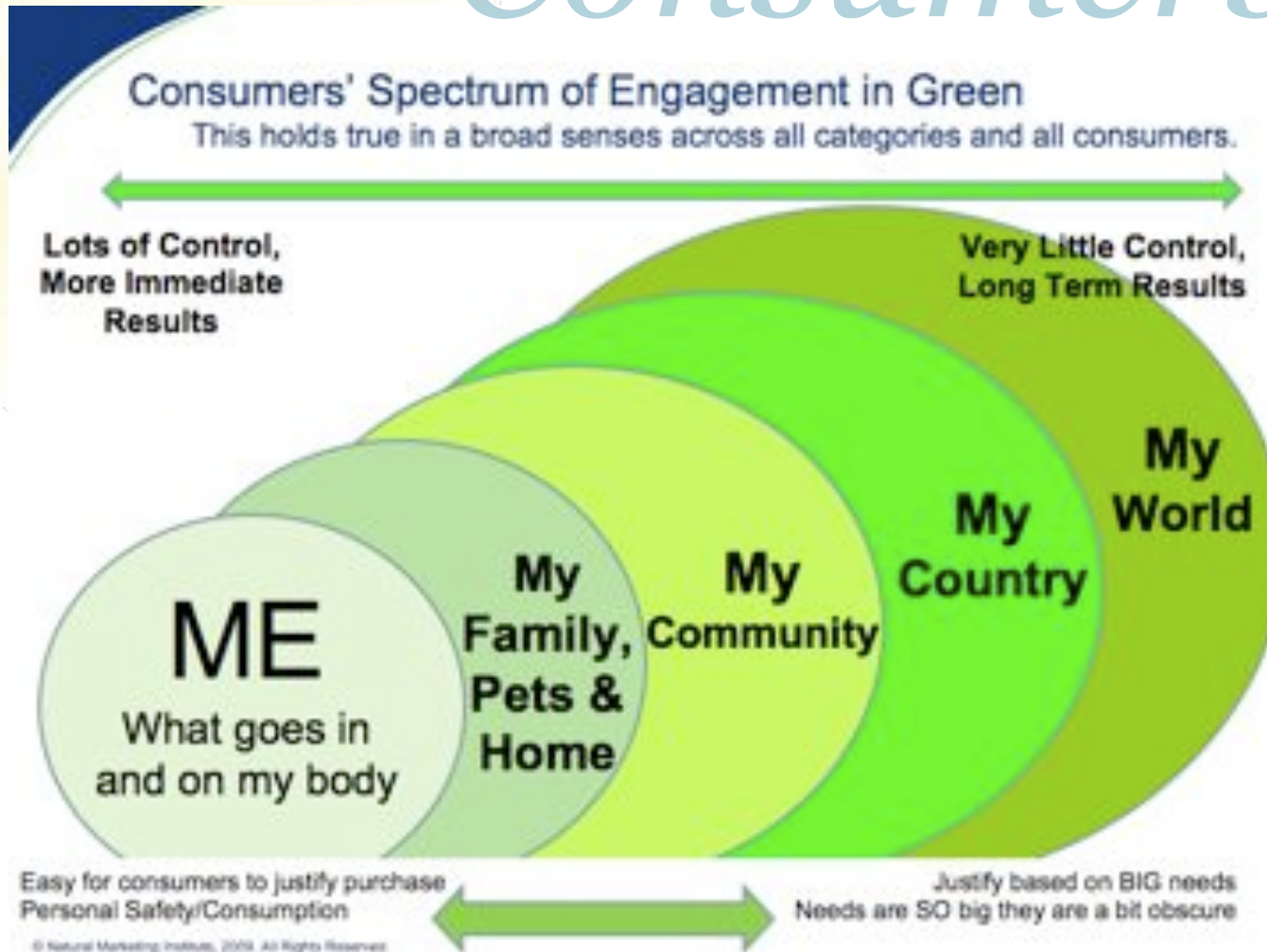
Greening Retail Drivers:

Compliance

Carb 9

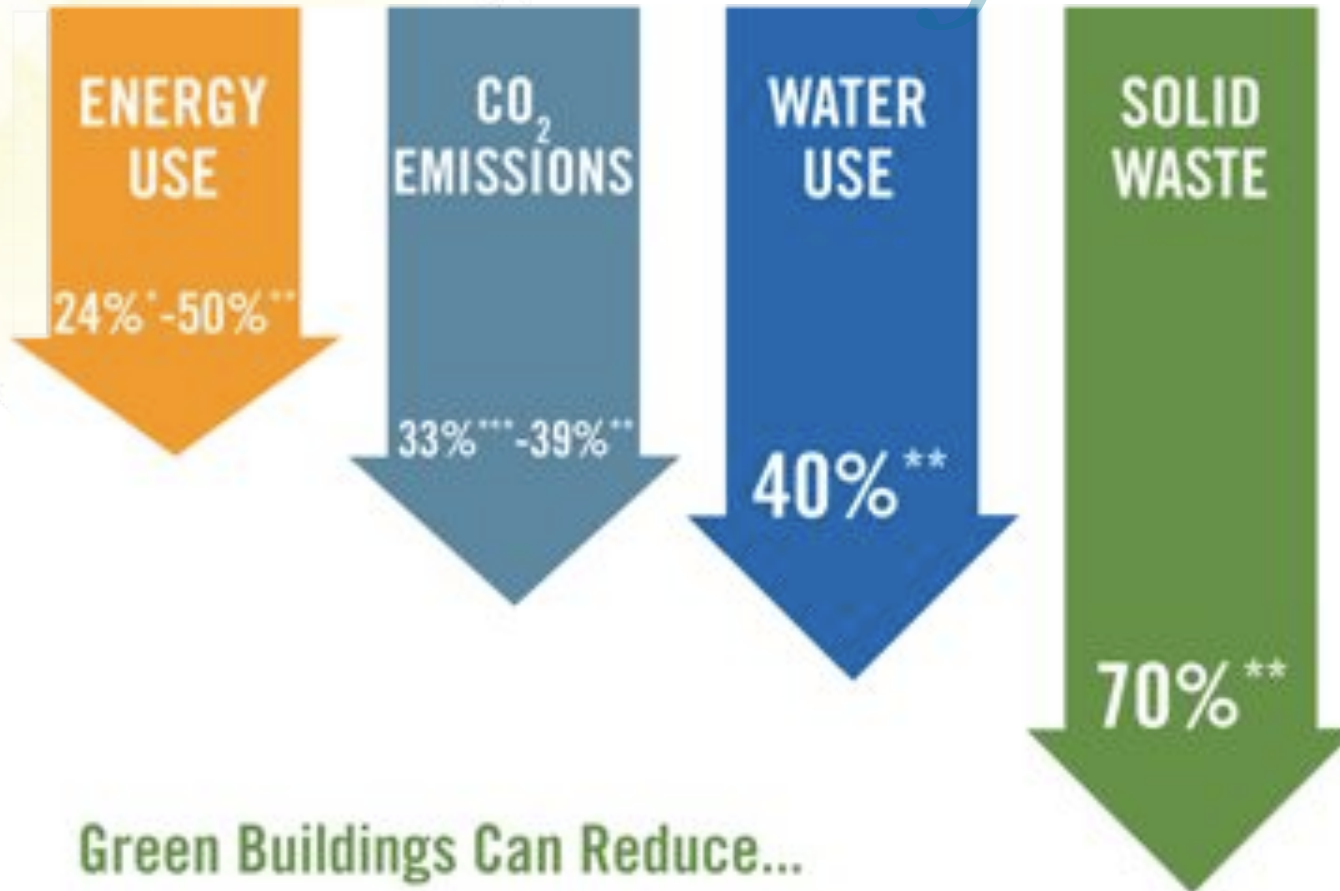


Consumers



Greening Retail Drivers:

Savings



Green Buildings Can Reduce...

* Turner, C. & Frankel, M. (2008). Energy performance of LEED for New Construction buildings. Final report.
** Kats, G. (2003). The Costs and Financial Benefits of Green Building. A Report to California's Sustainable Building Task Force.
*** GSA Public Buildings Service (2008). Assessing green building performance: A post occupancy evaluation of 12 GSA buildings.

Greening Retail Drivers: *Savings*

Tax Incentives and energy rebates:
Need for operational efficiencies



- Energy Policy Act of 2005 - extended to 2013
- Emergency Economic Stabilization Act of 2008
- Local, State and Federal Tax incentives www.dsireusa.org

Greening Retail Drivers:

Competition

4 GREEN RANKINGS
THE 2009 LIST
 Our exclusive environmental ranking of America's 500 largest corporations.

Share: [EMAIL IT](#) [FACEBOOK](#) [TWEET THIS](#) [Digg IT](#) [Buzz IT](#)

Search for:

▼ **Rank** ▼ **Company** ▼ **Industry Sector** ▼ **Score** ▼ **2008** ▼ **2007** ▼ **2006** ▼ **2005**

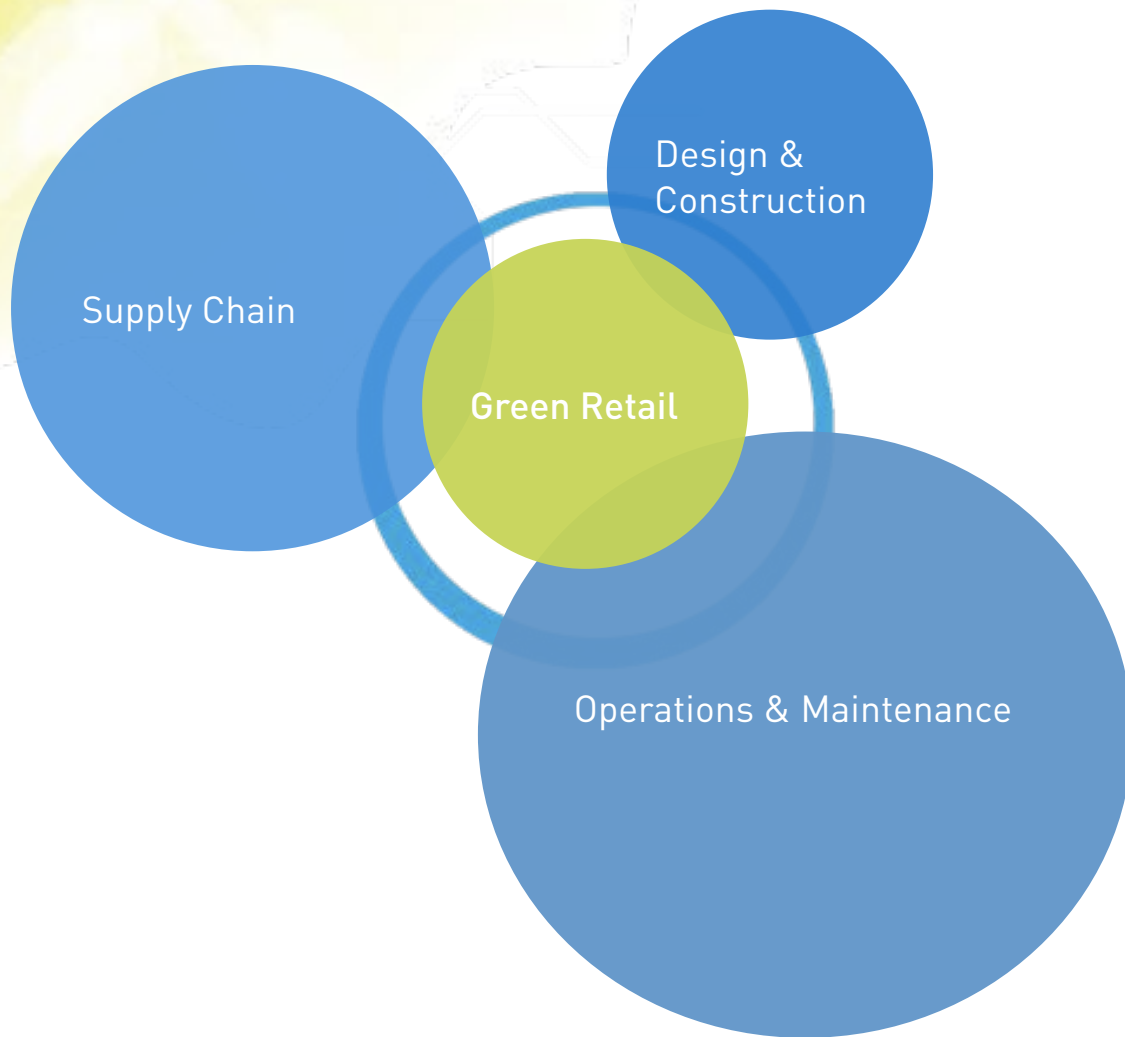
1.	Kohl's → "Has the largest solar power program..."	Retail	86.78	83.00	72.50	52.82
2.	Staples → "Along with other office supply companies..."	Retail	86.37	80.90	77.28	33.86
3.	Gap → "Its program to address income ahead..."	Retail	83.13	84.40	57.80	68.54
4.	J.C. Penney → "Shows environmental leadership in an industry..."	Retail	82.44	81.50	66.70	33.17
5.	Macy's → "Has installed solar panels on roofs..."	Retail	81.45	80.90	63.88	26.61
6.	Wal-Mart → "After a late start, has recently..."	Retail	80.38	88.20	41.08	100.00
7.	Best Buy → "A leader among retailers in implementing..."	Retail	80.33	70.60	57.03	44.88
8.	Whole Foods Market → "Is a leader among national supermarkets..."	Retail	79.73	68.50	66.58	60.61
9.	Limited Brands → "Fashion retailer follows the leader in environmental..."	Retail	79.54	66.30	66.65	33.25
10.	Target → "Big Box" retailer has programs in..."	Retail	79.47	82.30	66.20	41.18

Greening Retail Drivers:

Stakeholders



Consumers
Investors
Shareholders
Employees
Communities
Key publics



The Retail Footprint:

A retailer has three distinct environmental footprint areas - buildings, operations and product and materials. To deliver green programs that yield the best results, Ecoxera has organized its expertise to serve these key areas so that relevant sustainability programs deliver the results that the commercial market demands. Ecoxera also provides communication and marketing guidance to leverage environmental initiatives and build brand equity in the eye of key publics.

**Existing Brands:
Early Green Adopters**

Operations &
Maintenance

Design &
Construction

Green
Retail

Product & Supply
Chain

- Big Box**
- Outdoor Apparel**
- Banks**
- Quick Service Restaurants**
- Department**

Example 1

Plumbing Fixture Spec Change:

Faucet revision cost neutral

Aerator @ \$7/each

Smart irrigation controller cost neutral

Result: 100,000,000 gallons of water saved over lease term

Green Retail Examples: Design & Construction



Example 2



Rainwater & Condensate Collection:

Green Retail Examples: Design & Construction



Example 3



Solar PV Program

Third party ownership and installation, no cost to owner

Fixed electricity rate for 20 years (risk mitigation tactic)

Produces most electricity during "demand" charge hour

In California, demand charge reduction saves 15% - 30% of total electric bill

Green Retail Examples: Design & Construction



Example 5

Green Retail Examples: Design & Construction

Replacing plywood used for corner protection w/recycled content guards

Eliminated \$1,000,000 of plywood from annual construction budget

A product the customer never saw

Set the retailer up for the LEED Forestry Stewardship Council (FSC) credit



Validation: Certification and Performance:
Relevant Certifying Programs for Design & Construction



Operations & Maintenance

Design & Construction

Green Retail

Product & Supply Chain



**Existing Brands:
Early Green Adopters**

Operations &
Maintenance

Design &
Construction

Green
Retail

Product & Supply
Chain

Big Box

Department

Grocery

Hotels

Quick Service Restaurants

Example 1

Remodel Carpet Recycling Program:

63 stores @ 7500 yards/location

950 tons of carpet recycled

Avg cost \$3475 about \$1800 to recycle, balance to transport

Saved about 6-7 dumpsters / location = \$2400 to \$4200 saved

Essentially cost neutral, but diverted 950 tons of carpet

Green Retail Examples: Operations & Maintenance



We want it back.

EDDOWIX

US PATENT 7,357,971 TO RECYCLE 800-609-3HAW

Example 2



Perimeter Lighting Schedule Change:

Reduced perimeter lighting reduced 1 hour/day (on at 9:00 am vs. 8:00 am)
Saved \$1000/yr/location = \$1,000,000 company-wide

Green Retail Examples: Operations & Maintenance



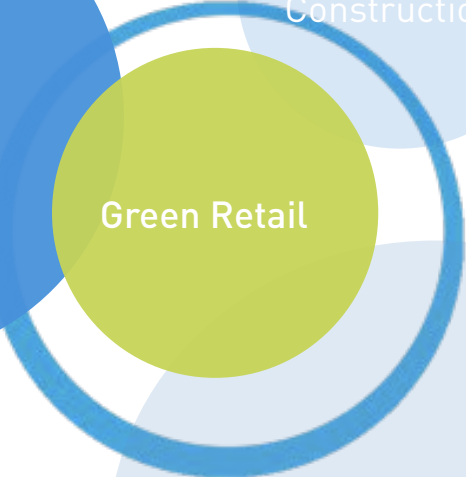
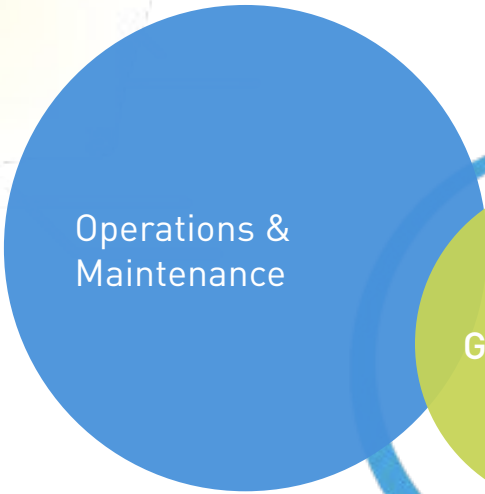
Example 4

Exterior Signage switch to LED
Virtually eliminated freight damage
Reduced energy operating costs by 20%
Triples lamp life
Better performance in cold weather
Cost neutral

Green Retail Examples: Operations & Maintenance



Validation: Certification and Performance:
Relevant Certifying Programs for Operations & Maintenance



**Existing Brands:
Early Green Adopters**

Operations &
Maintenance

Design &
Construction

Green Retail

Product & Supply Chain

Grocery

Electronic

Apparel

Pharmacy

Spas

Automotive

Manufacturers

Example 1

Interface FLOR®

Waste-Reduction: Product manufacturer who was able to produce revenue through waste reduction strategies

Green Retail Examples: Product & Supply Chain



Green Retail Examples:
Product & Supply Chain

Example 1

Interface **FLOR**[®]

To date has made over \$300 million dollars through waste to profit networks saving while reducing their carbon footprint and saving over 100 million tons of carpet from going to landfills

Green Retail Examples: Product & Supply Chain

Example 2



Carbon Labeling and Alternative Material Sourcing: As a retailer, Timberland understood that through sustainability - could improve product as well as reduce environmental footprint

Our Footprint Notre Empreinte

Environmental Impact Impact sur l'environnement	
Energy to Produce: (per pair)* Énergie utilisée (par paire)*	3.1 kWh
Renewable energy (Timberland owned facilities): L'énergie renouvelable (sites appartenant à Timberland):	0%

Community Impact Impact sur la communauté	
Hours served in our communities: Nombre total d'heures données :	119,776
% of factories assessed against code of conduct* % d'usines évaluées pour leur conformité au code de conduite :*	100%
Child labor: Main-d'œuvre enfantine :*	0%

Manufactured Fabriqué à	
Shingtak, China Shingtak, Chine	

* metrics based on global footwear production for 2008
* informations fondées sur production totale de chaussures en 2008

FOR MORE INFORMATION VISIT WWW.TIMBERLAND.COM/CSRREPORT
POUR PLUS D'INFORMATIONS : WWW.TIMBERLAND.COM/CSRREPORT



Example 2



Green Retail Examples: Product & Supply Chain

Result - improved product performance and the ability to communicate product's carbon footprint in a meaningful way to its customer - adding brand value

Green Retail Examples: Product & Supply Chain

Example 3



Carbon Labeling and Alternative Material Sourcing: As a retailer, Dell understood that through sustainability - could improve product as well as reduce environmental footprint



Green Retail Examples: Product & Supply Chain

Example 3



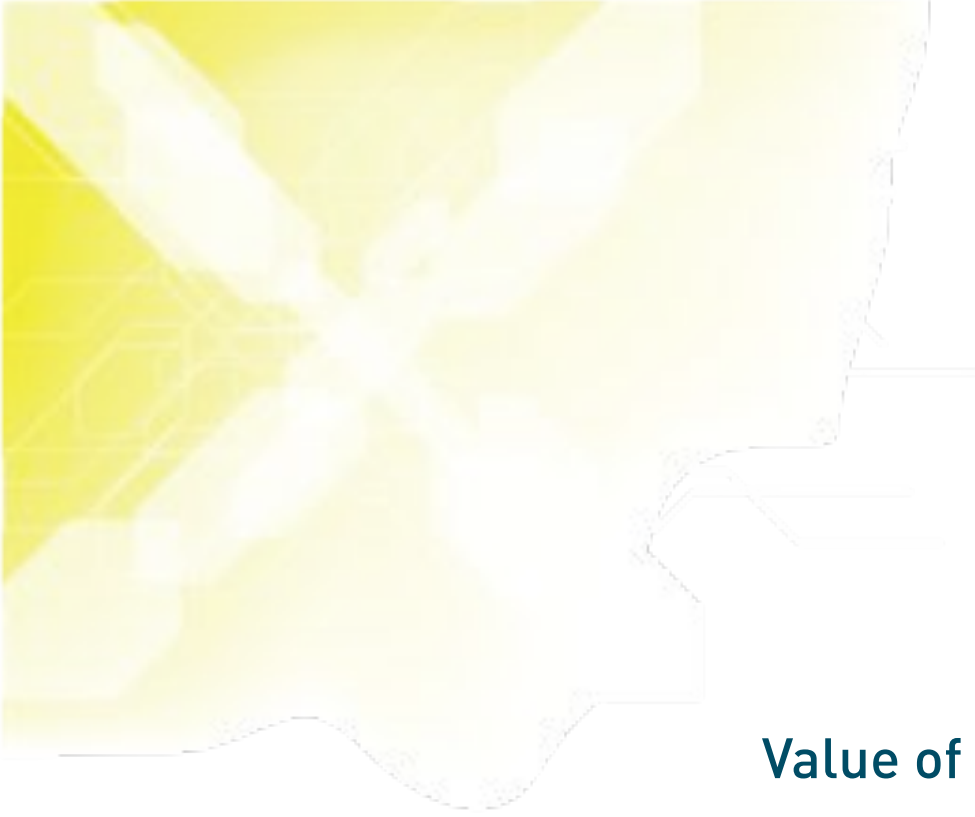
Result - improved product performance and the ability to communicate product's carbon footprint in a meaningful way to its customer - adding brand value. Saved 8 million in packaging costs since program inception.

Validation: Certification and Performance:
Relevant Certifying Programs for Products & Supply Chain



+200 others





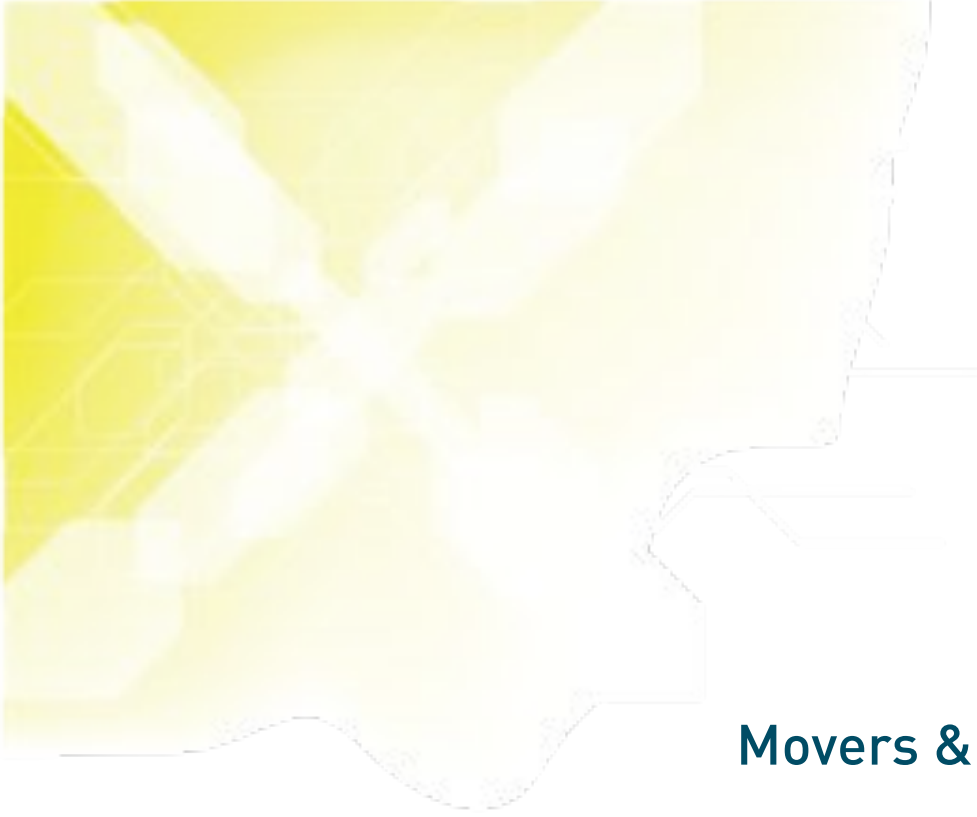
Value of Third-Party





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Green Business Strategy for Retail





Movers & Shakers

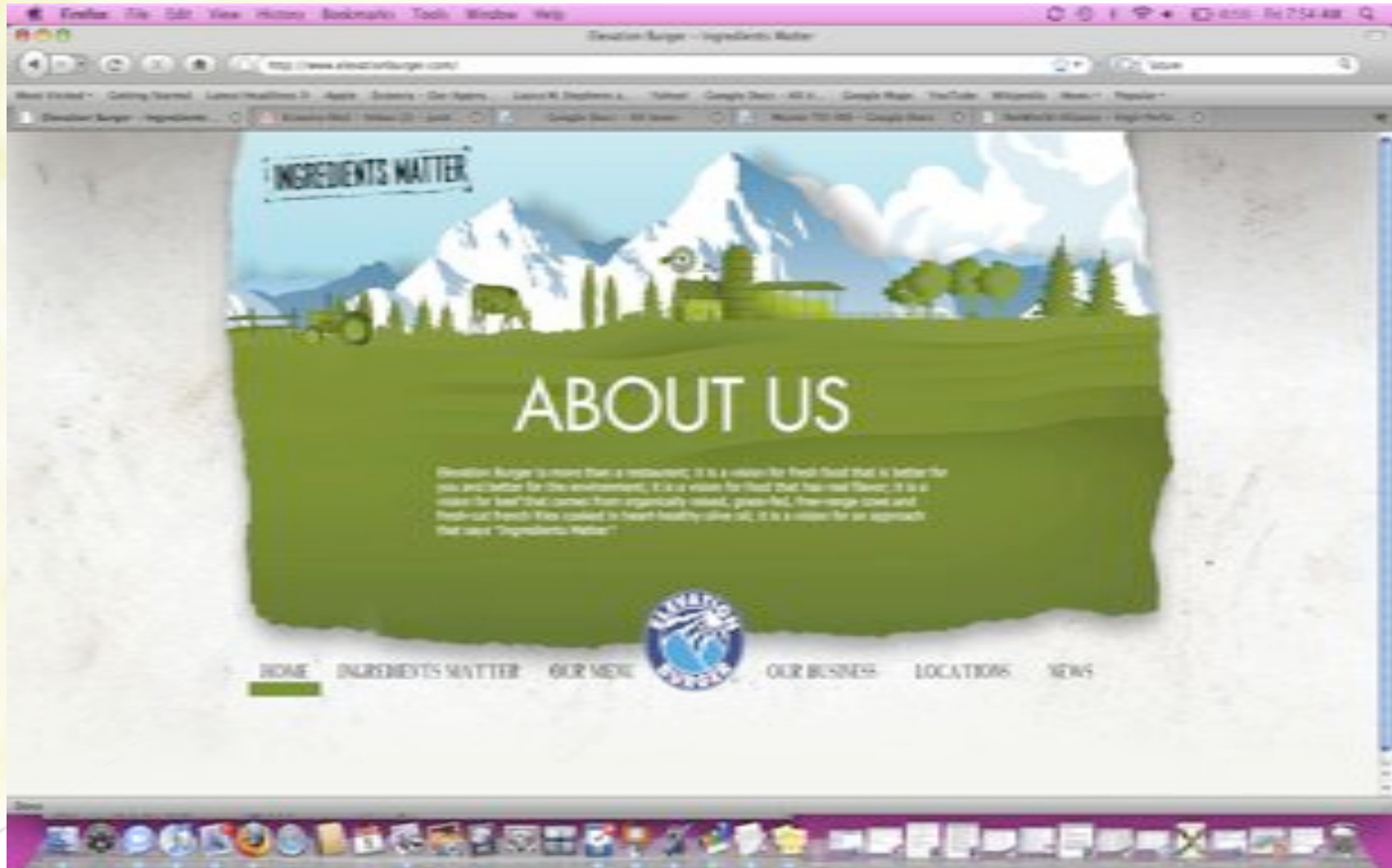


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Green Business Strategy for Retail

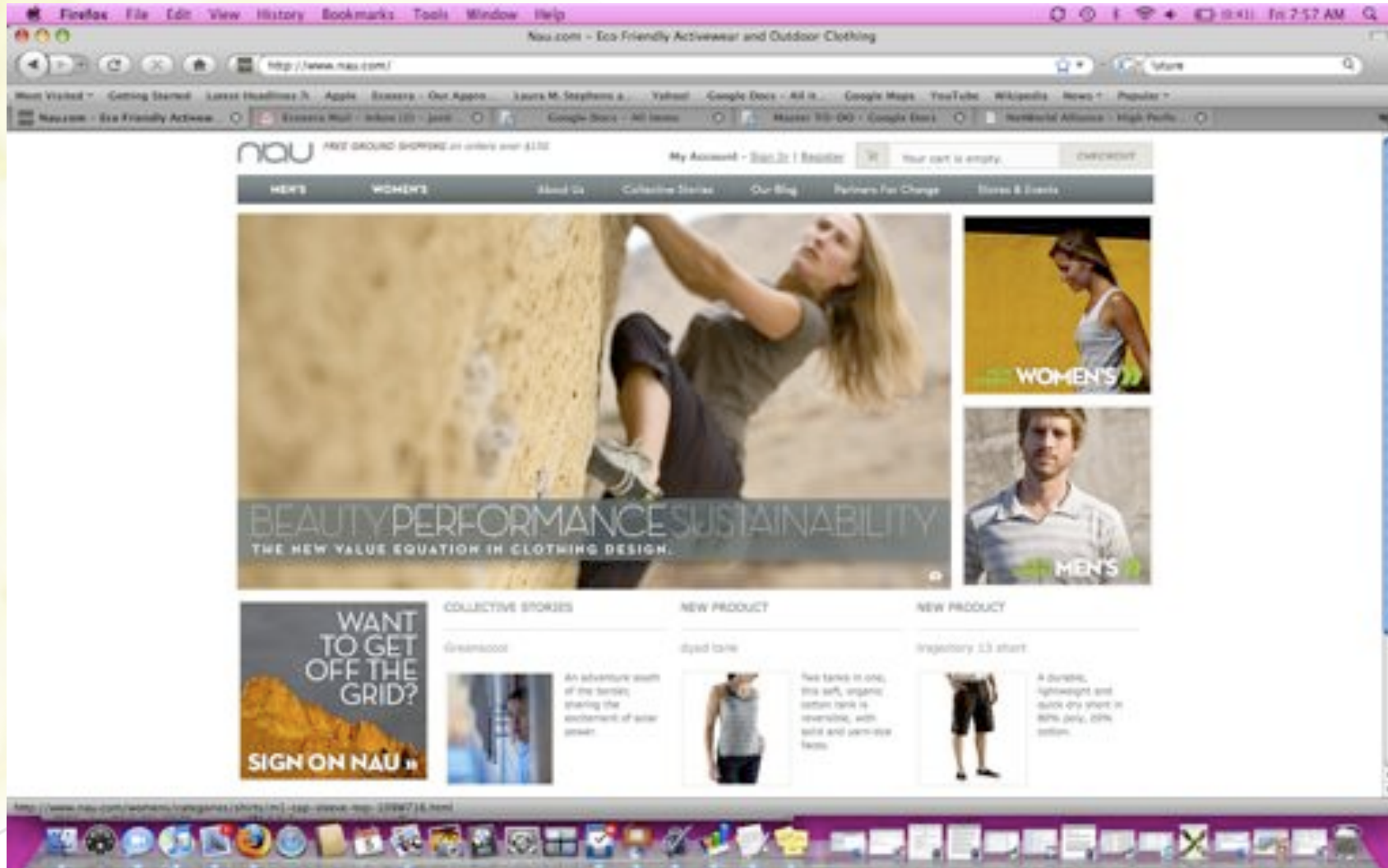
Green retail change agents:



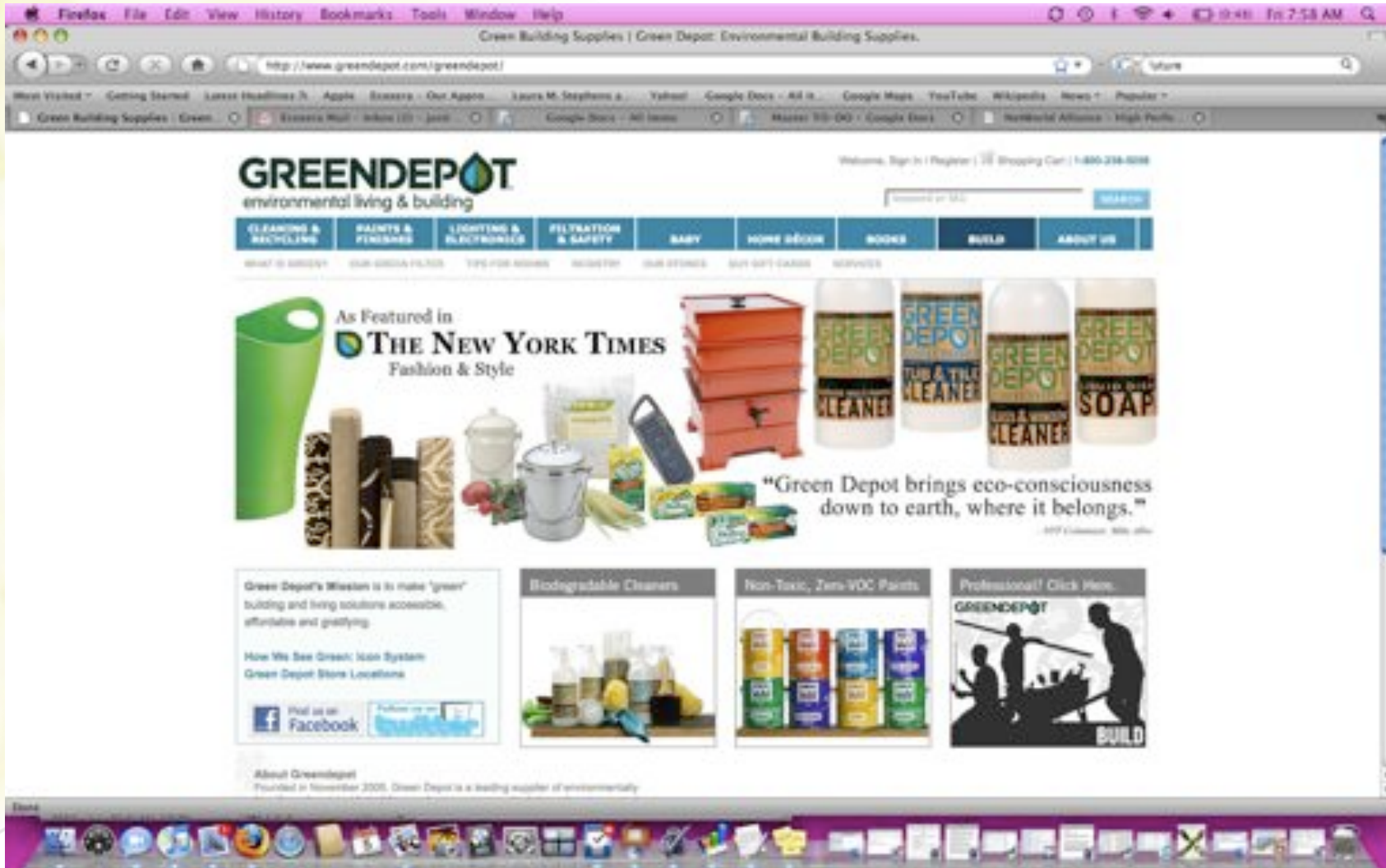
Emerging Green Retailers: THE NEW



Emerging Green Retailers: THE NEW



Emerging Green Retailers: THE NEW



Emerging Green Retailers: THE NEW



A photograph of a modern building with a prominent green wall made of living plants. The building has a large arched entrance and a balcony with a glass railing. The sky is overcast.

Value add and Competitive Edge

ACTION:

Putting GREEN to work for **YOU**

The logo for ecoxera, featuring the word "ecoxera" in a lowercase, sans-serif font. Below it, the tagline "Green Business Strategy for Retail" is written in a smaller font. To the right of the text is a stylized graphic of a staircase.

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Green Business Strategy for Retail

Green Business is Good Business:
Practical Strategies for your Brand or Company.

Q&A

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