

CSR'10 PULLING IN THE RIGHT DIRECTION

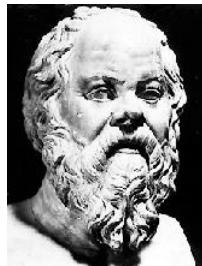
“Investing in sustainable marketing”

Bucharest, 25/5/2010



By: Emmanuel Perakis

Page 1 of 46



Socrates

(469 BC-399 BC)

“To achieve good reputation you must say what you want to become and become what you say”



Page 2 of 46

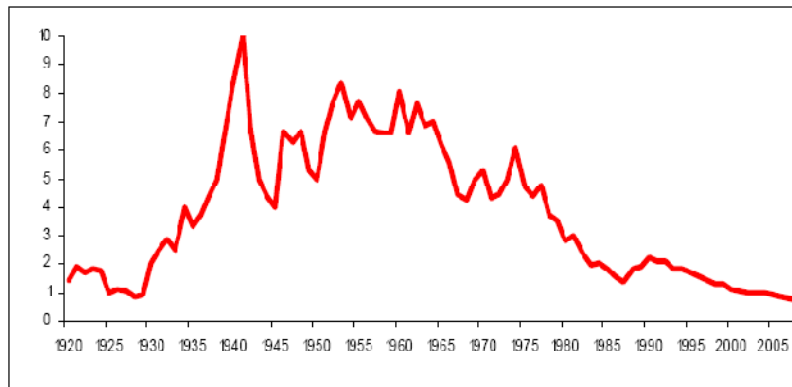


What is Corporate Responsibility and what are its Myths?



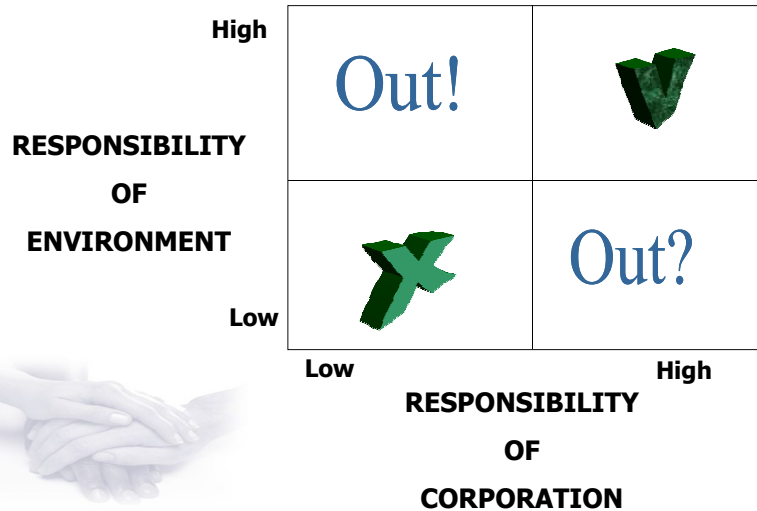
CR Trends – Stock market speed

Average holding period for shares on the NYSE in years



Source: James Montier, 2008

CR Complexity – Depending on the market



CR Trends – Revolution necessary?

No industrial product can be manufactured without natural resources





Society Trends



stream

Page 7 of 46

CR Trends - Reputation and Responsibility

GOOD IMAGE

GOOD REPUTATION (s)

DEVELOP RESULTS and MESSAGES

COMMUNICATE with CONSISTENCY

MNGMNT-GOVERNNACE 14,5%

PRODUCTS – SERVICES 17,6%

INNOVATION 13,6%

RESPONSIBLE OPERATION 16,3%

WORKPLACE ENVIRONMENT 14,6%

FINANCIAL PERFORMANCE 11,6%

LEADERSHIP 11,8%

IDENTIFY NEEDS & EXPECTATIONS

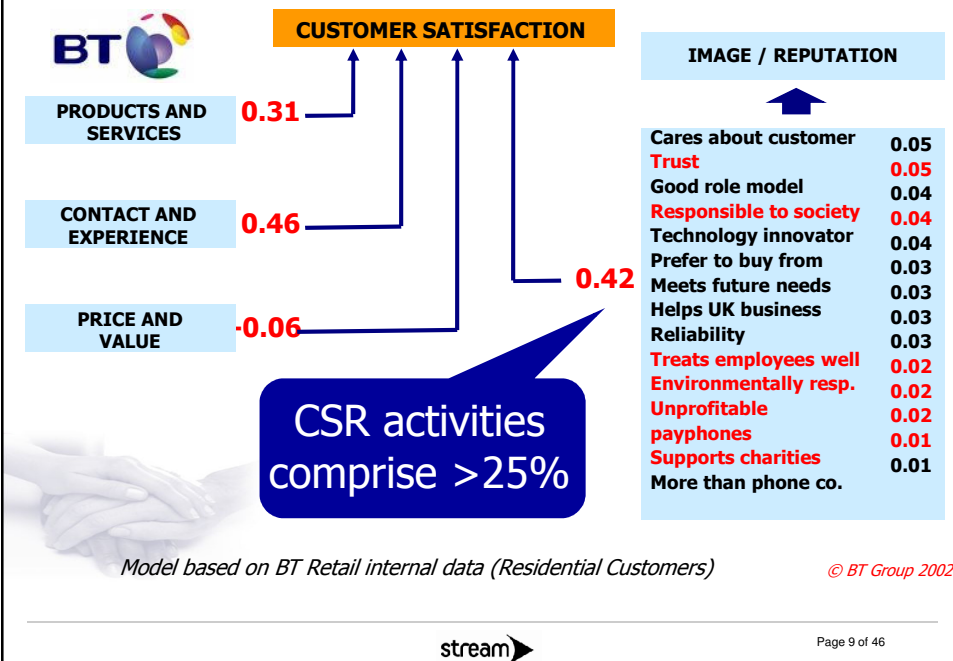


Source: Tradelink global ratings 2008

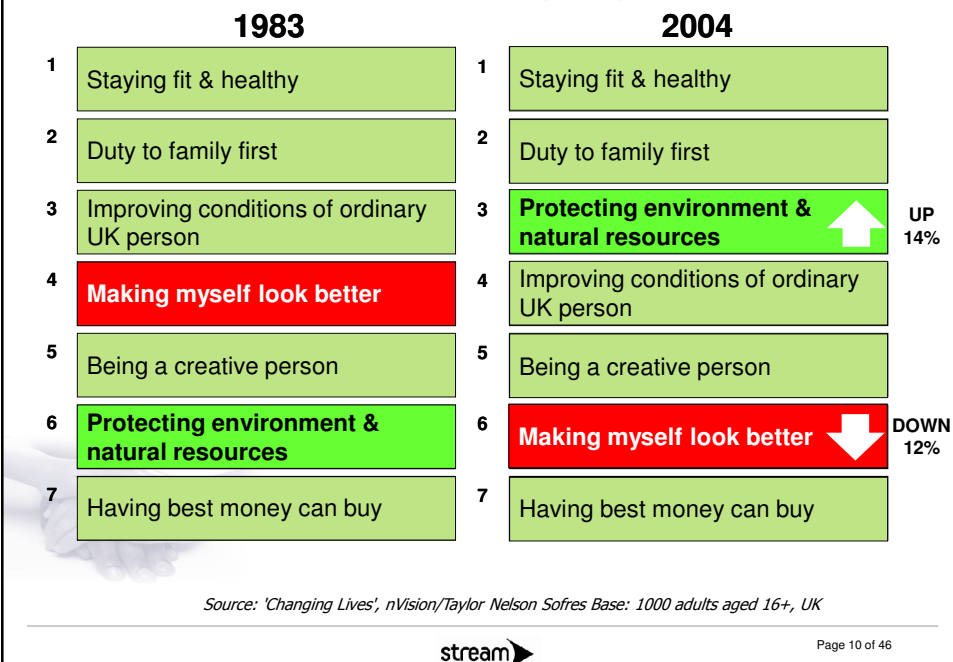
stream

Page 8 of 46

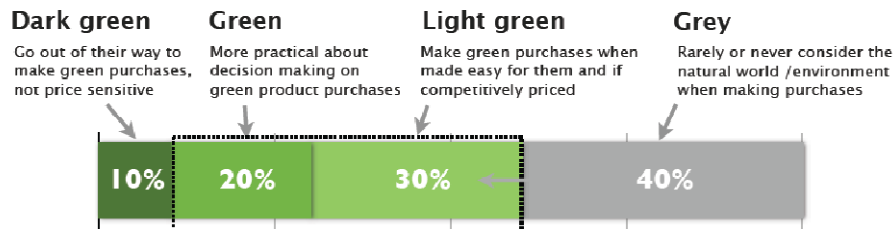
CR Trend – Understand impact



CR Trends – What matters for people?



CR Trend – Increasing group



Source: Size of market: based on BBMG Conscious Consumer Report in the US November 2007



Greenwashing

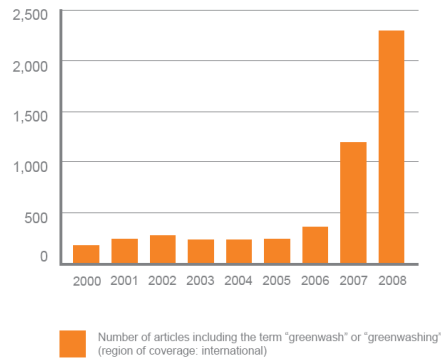


CR Communication – Greenwashing

£17 million was spent on advertising containing the words 'CO2', 'carbon', 'environmental', 'emissions' or 'recycle' from September 2006 to August 2007 alone, compared to £448,000 in 2003

Eco-friendly
Natural
Non-toxic
Green
Pollutant-free
Carbon neutral
Ethical
Fair
Recyclable
Low-impact
Environmentally friendly
Energy efficient
Low carbon
Not tested on animals
Clean
Zero carbon
Zero waste

Greenwash Press Coverage
2000-2008



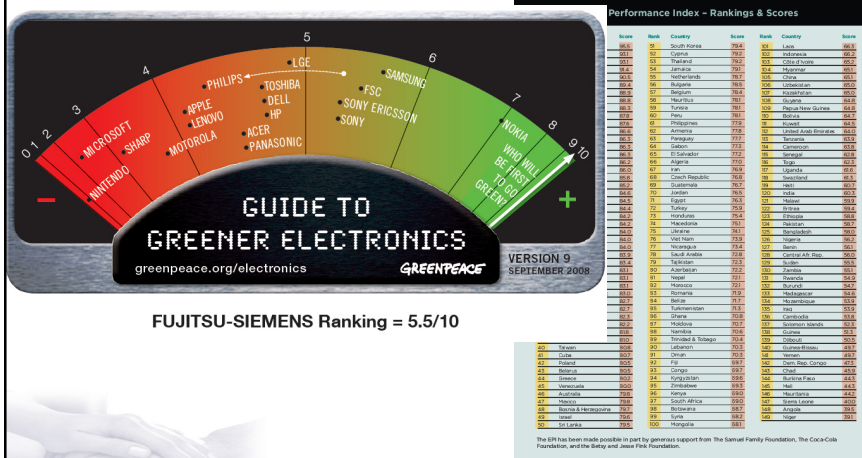
CR Communication – Greenwashing

Types of Greenwash



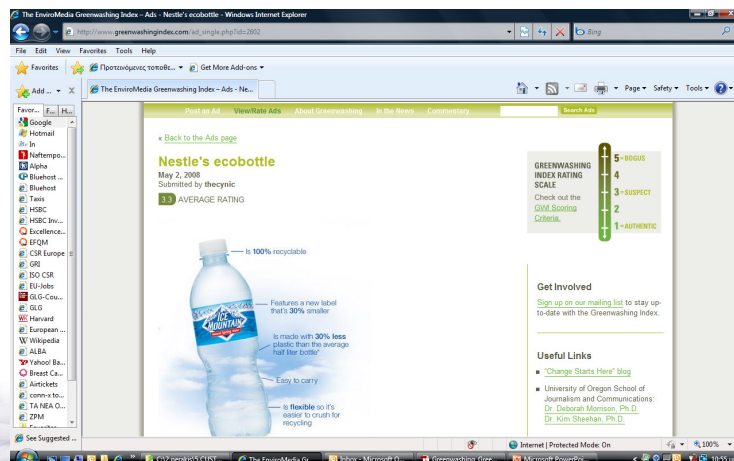
Source: BPR/Futerra 2009

CR Rating - Screening

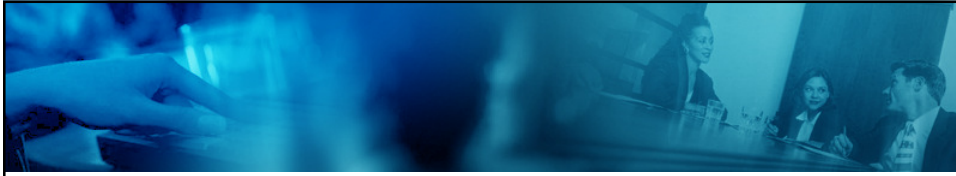


Source: Columbia & Yale EPI 2008

CR Rating - Greenwashing Rating



Source: www.greenwashingindex.com



Communication

- Corporate
- Products
- LCA / EPD
- Programs



stream 

Page 17 of 46

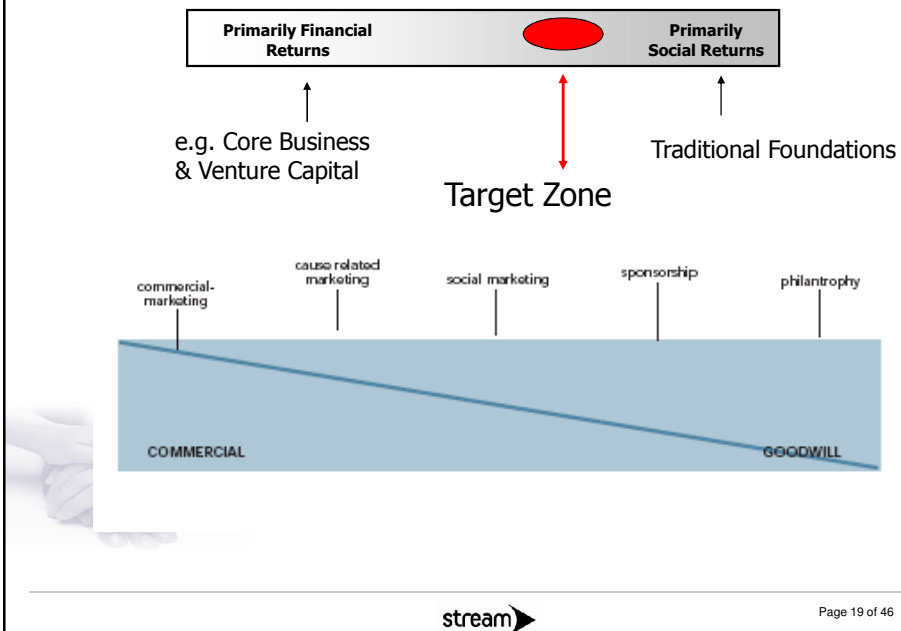
CR Communication – What not to do



stream 

Page 18 of 46

CR Communication – Decide position



Survival – Have they been affected?

GLS- Germany	
Banca Etica – Italy	
Merkur – Danmark	
Charity Bank – UK	
Cultura Bank – Norway	
Ekobanken – Sweden	
Neff – France	
Triodos – Netherlands	

CR Program - Focusing on the big picture

Interface FLOR



Ray Anderson – Chairman & Founder

mission



Mission Zero:

*our promise to eliminate
any negative impact our company
may have on the environment
by the year 2020.*

<http://waronwaste.interfaceflor.eu/en>



Page 21 of 46

CR Program - InterfaceFLOR

Interface FLOR

1

Eliminate Waste

2

Benign Emissions

3

Renewable Energy

4

Closing the Loop

5

Resource-efficient Transportation

6

Sensitizing Stakeholders

7

Redesign Commerce



Page 22 of 46

CR Program - InterfaceFLOR

*Interface*FLOR

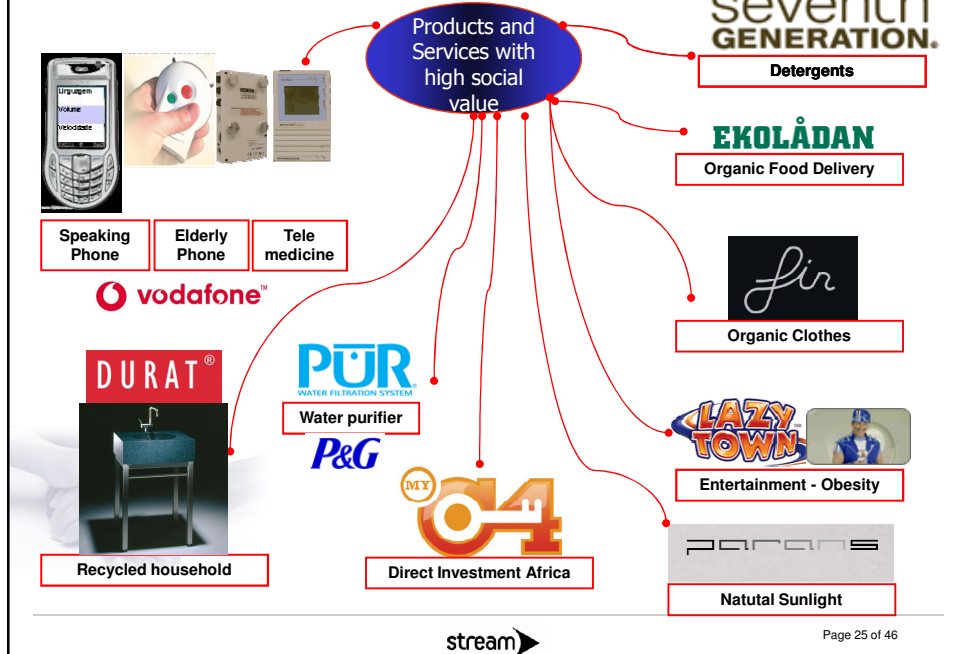
- **67%** absolute reduction in the volume of waste sent to landfill since 1996
- Water intake in manufacturing is down **72%** since 1996 per unit of production
- Total energy use down by **44%** since 1996 per unit of production
- Absolute reduction of Interface GHG emissions by **34%** since 1996
- Absolute net change in GHG emissions is down **71%** from Baseline
- **28%** of global energy is from renewable sources
- **24%** of total raw materials are recycled or bio-based materials
- Cumulative avoided waste costs totalling **\$405** million since 1994
- All factories in Europe operate on **100%** renewable electricity
- **99.7%** of the products sold in Europe were manufactured in Europe

CR Program – Sharing information

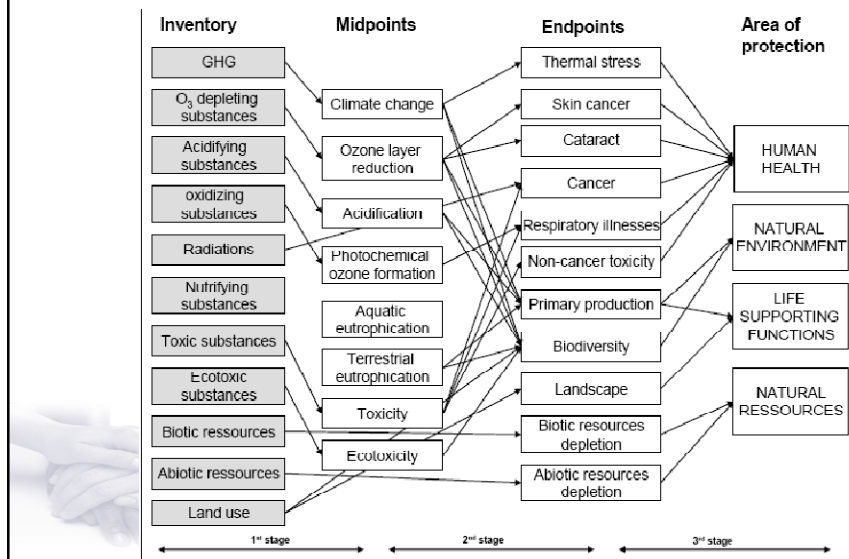


- The "Our Footprint" label appears on the side of each footwear box:
- **Environmental Impact:** Provides the average amount of kilowatt hours (kWh) needed to produce a pair of Timberland(R) footwear; in addition, it indicates the amount of Timberland's energy that is generated from renewable resources
- **Community Impact:** Details what percentage of factories are assessed by against the company's code of conduct, reiterates Timberland's strict no child labor policies, and shares the total number of hours volunteered in the community by Timberland employees.
- **Manufactured:** Lists the name and location of the factory where the product was made.

CR Programs - Revenue generation



CR Programs - LCA



CR Programs - Consumer labeling

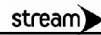
Labeling is becoming more and more important for consumers

CERTIFICATION SEALS: IMPACT ON PURCHASING

How often do you look for each of the following seals or labels when shopping for various products or services—always, most of the time, sometimes, rarely or never? *Note: Respondents are only shown visual representations of certification seals that they have seen before.*
(% Responding)

	Always	Most of the time	Sometimes	Rarely	Never	Never seen
 (Energy Star)	31%	26%	18%	7%	6%	13%
 (Recyclable)	20%	25%	25%	10%	9%	11%
 (USDA Organic)	8%	15%	21%	12%	7%	38%
 (Smart Choice)	7%	11%	15%	7%	5%	55%
 (Green-e)	3%	5%	8%	3%	2%	79%
 (Whole Trade Guarantee)	3%	4%	7%	3%	2%	81%
 (Fair Trade Certified)	2%	4%	7%	3%	2%	82%
 (Certified Humane Raised and Handled)	2%	3%	5%	2%	1%	86%
 (Rainforest Alliance Certified)	2%	3%	6%	3%	2%	83%
 (LEED or Green Building Certified)	1%	3%	4%	2%	1%	88%
 (Cruelty Free/Leaping Bunny Certified)	2%	3%	3%	1%	2%	89%
 (Marine Stewardship Council Certified)	1%	3%	4%	2%	1%	89%
 (Forest Stewardship Council Certified)	1%	1%	2%	1%	1%	94%

© 2009 BBMG Conscious Consumer Report

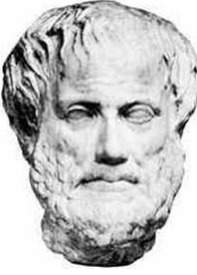
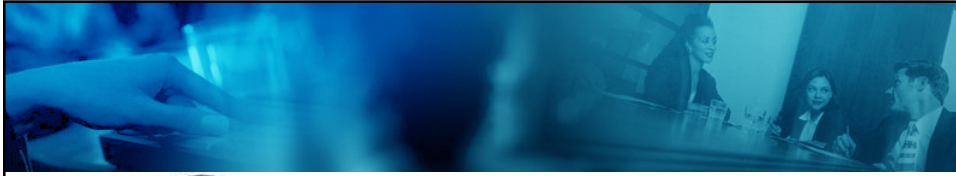


Page 27 of 46

CONCLUDING



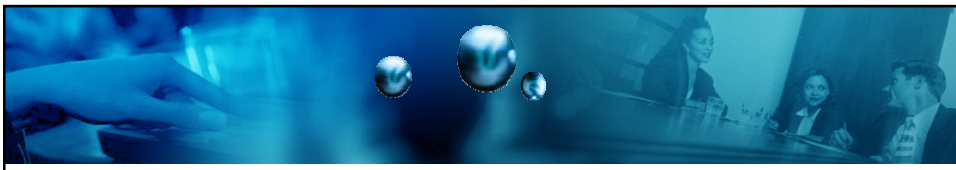
Page 28 of 46



Aristotle
(384-322 BC)

“We are what we repeatedly do.
Therefore Excellence is not an act but a habit”

stream  Page 29 of 46



Thank you for your time!

For further questions please contact:

stream 
HELPING YOU IMPROVE

Emmanuel Perakis
STREAM Management
eperakis@stream-eu.com
+30-69446 00446

stream  Page 30 of 46