

CR Trends – No risk involved?



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CR Essence- We learn as the book is written



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CR Trends - Misstrust



The
True Cost
of Chevron

An Alternative Annual Report
MAY 2009

II. ENERGY TRENDS



CR Trends – Revolution necessary?

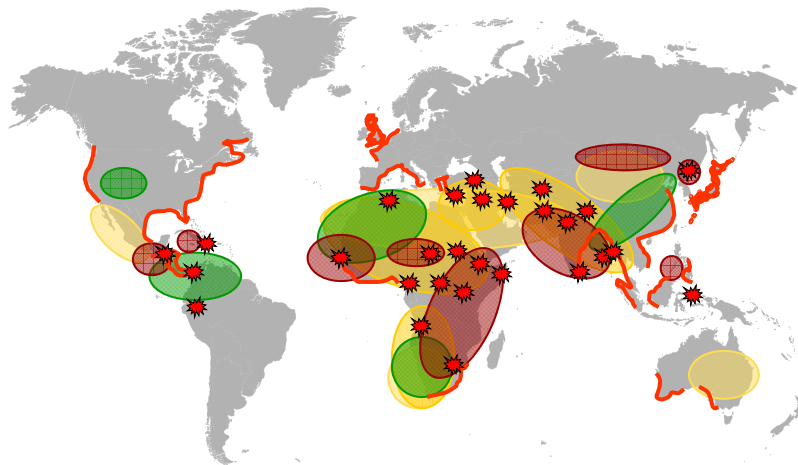
No industrial product can be manufactured without natural resources



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CR Trends – Interaction of issues



Water Scarcity



Demography



Crop Decline



Hunger



Coastal Risks

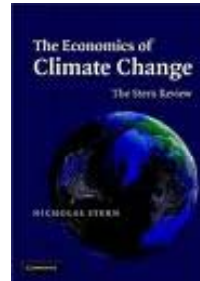


Recent Conflicts

CR Trends – GHG emissions

'The cost of doing nothing could reach 20% of gross global product by mid century with conservative estimates suggesting 5% resulting in the **worst economic depression** in history....The cost of action now would amount to around 1% of gross global product.'

-50% CO2 cuts on average
-80% CO2 cuts in West



CR Essence – The time is NOW



CR Ratings – The EMDI Model



III. MANAGEMENT TRENDS

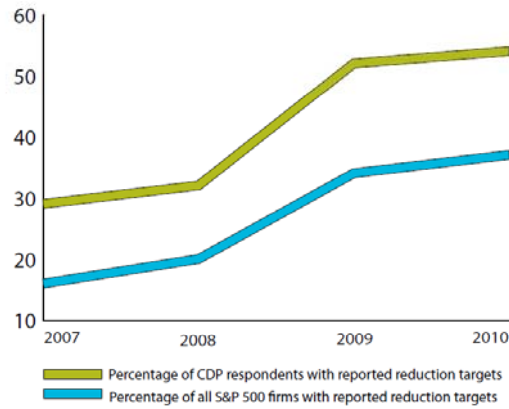
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Environment – GHG Targets

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S&P 500 GREENHOUSE GAS REDUCTION COMMITMENTS

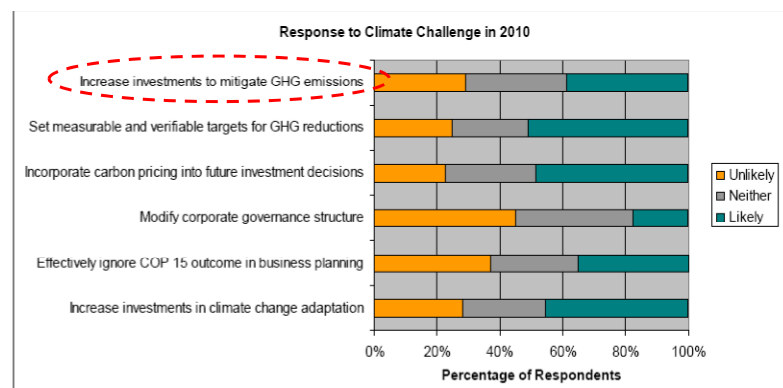


Source: State of Green Business 2011- GreenBiz



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CR Trends – What companies will do



Q13: All things considered, how do you think your company will respond to the climate challenge in 2010?

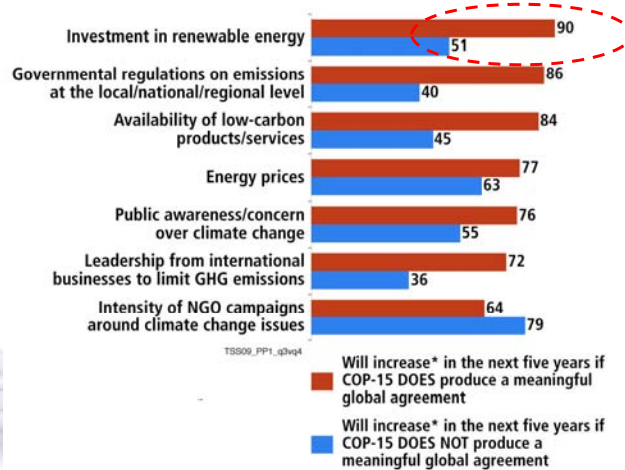
Source: Survey Sustainability post COP-15/635 respondents



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Climate Change – Experts opinion

Q: Please rate the extent to which each of the following will increase or decrease in the next five years if the COP-15 meeting in Copenhagen DOES / DOES NOT produce a meaningful global agreement on climate change.



Source: Globescan Survey (1,385 qualified experts) 2009.



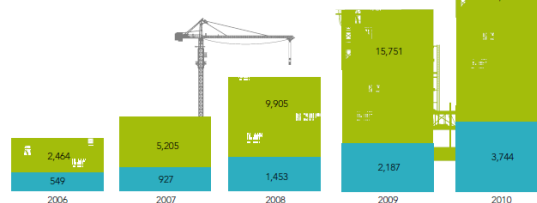
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Environment – LEED Building

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LEED - New Construction

NC Certifications
NC Registrations



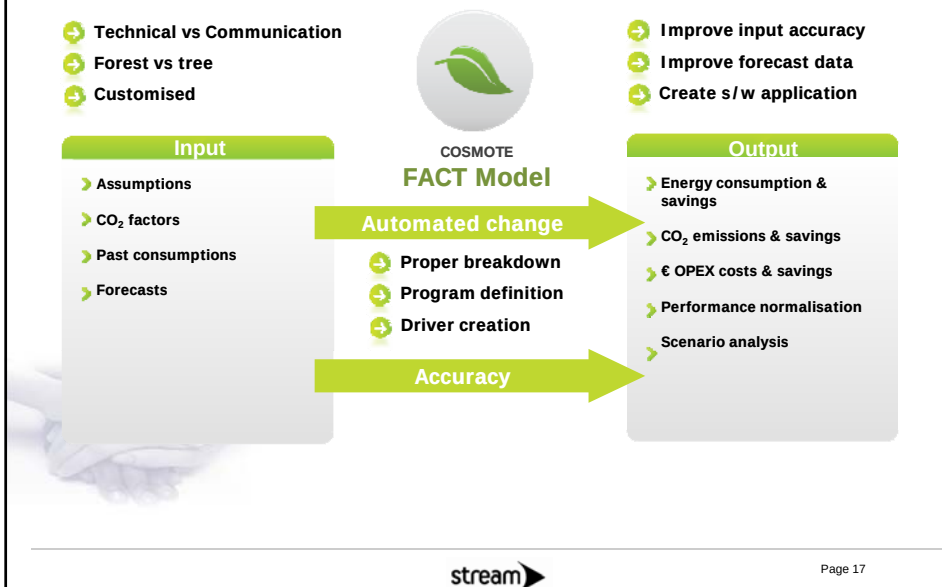
There are more than 80 billion square feet of existing building floorspace in need of energy- and water-efficiency improvements.

Source: State of Green Business 2011- GreenBiz



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The Model – Overall structure



IV. CASE STUDIES

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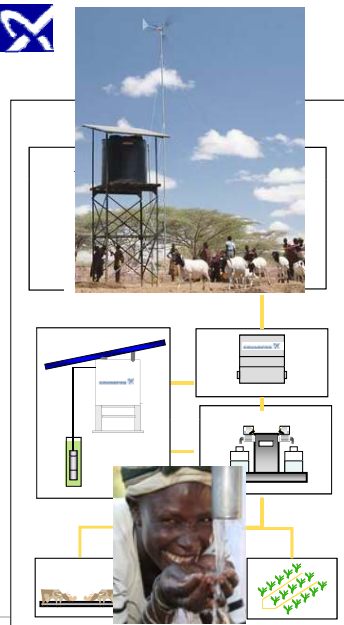
CR Programs – Symbolic nature



CR Program - Access to water



- Grundfos' LIFELINK is a new concept designed to deliver safe water to remote and poor areas in a sustainable way, environmentally as well as economically.
- The pump system is based on Grundfos' SQFlex submersible pump, combined with solar panels, a steel tower with a water storage tank, a computer based communication and surveillance unit and an automatic dosing station
- The water is pre-paid and dosed directly at the water tapping station by using smartcard, loaded with credits by using a mobile phone.



Innovation – A differentiating factor

*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.*

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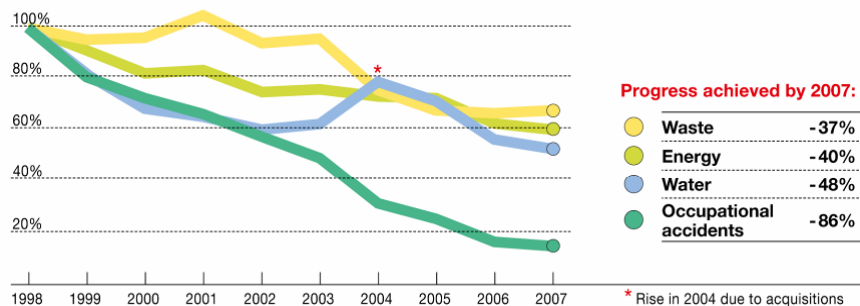
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CR Program - Finding critical issues



Performance 1998 – 2007

Environmental indicators per metric ton of output, occupational accidents per million hours worked



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Focusing on the big picture - Environment

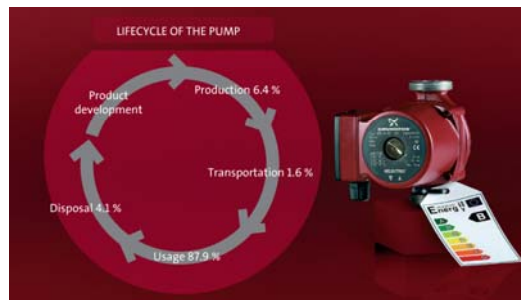
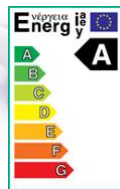


Reductions in CO₂-emissions
- Energy labelled pumps



Example from 2006:

- "A" Energy labelled Grundfos pumps alone have saved the equivalent to the electricity consumption of 118,000 Western European households.
- 98 % recyclable materials



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CR Program - Masdar in UAE

- World's Greenest City
- Carbon Neutral
- Car free
- All Waste Recycled
- Desalinated Water Consumption Down 80%
- Water Use Down 50%
- Global R+D Hub for Renewable Energy



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Thank you for your time!

For further questions please contact:



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