

GREEN TO GOLD

How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage

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The Web site for this book is at www.eco-advantage.com.

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MAIN IDEA

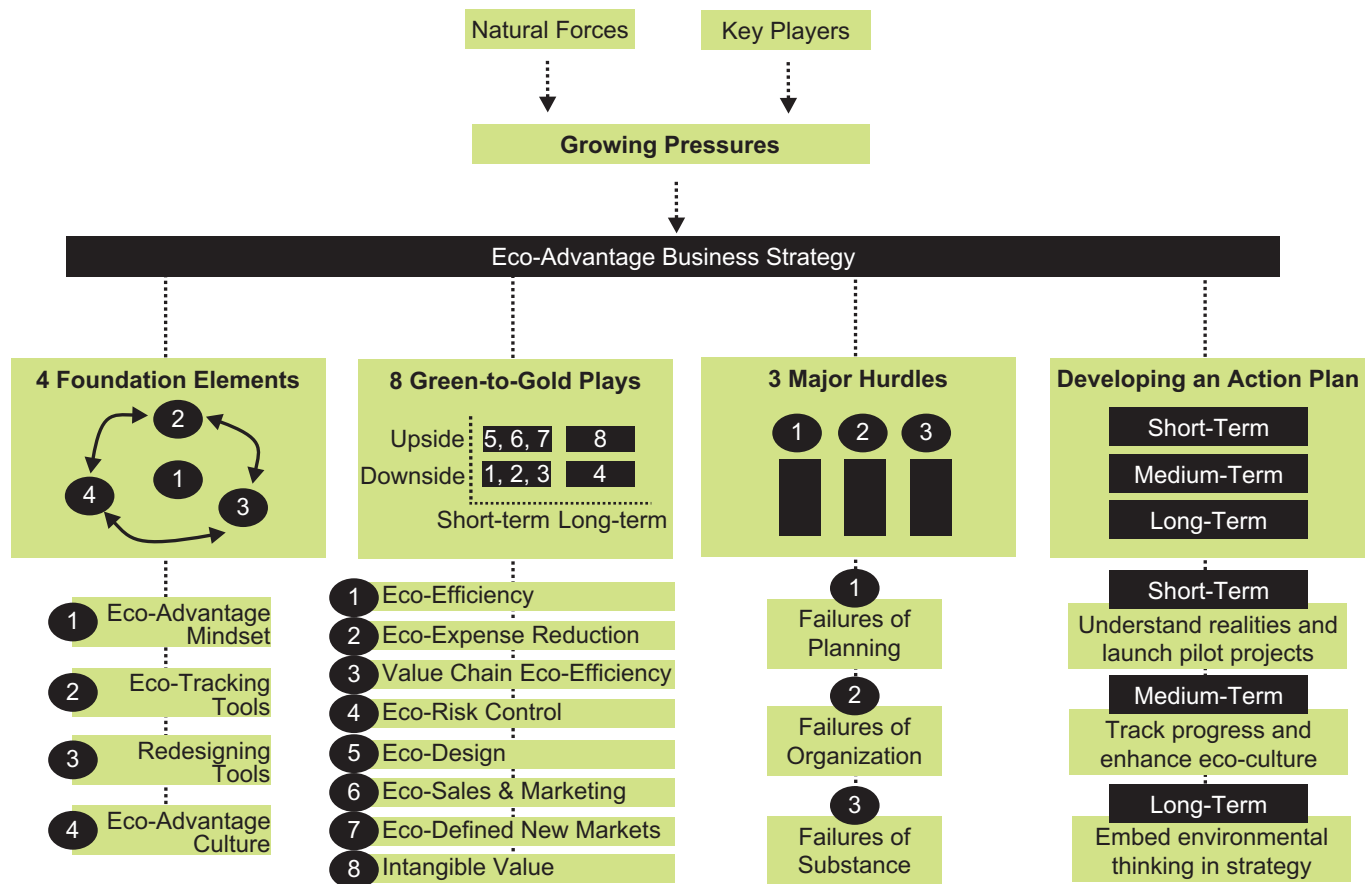
Instead of being a fringe interest, the environment has now moved to center stage in terms of developing and executing a solid, sustainable business strategy. If you plan on prospering over the long-term, it's now time to integrate environmentally sound thinking into your business strategy and business model – if you have not already done so.

A large and steadily increasing number of companies in every industry now see environmentalism as an essential element of business strategy in the modern world. They are acting not because they are being forced to by law but because there is actual potential to monetize society's interest in eco-friendly products and companies. There are a number of ways this can be achieved in practice but the essential fact is if you ignore eco-advantage as a potential revenue stream, you in effect hand your competitors a competitive advantage they can use.

In short, you can and should build a profitable and stronger business by helping to create a healthier planet in any way you can. Fold environmental thinking into your business strategy.

“Why are the world’s biggest, toughest, most profit-seeking companies talking about the environment now? Simply put, because they have to. The forces coming to bear on companies are real and growing. Almost without exception, industry groups are facing an unavoidable array of environmentally driven issues. Like any revolution, this new ‘Green Wave’ presents an unprecedented challenge to business as usual. Smart companies get ahead of the Green Wave and lower both financial and operational risk. Their environmental strategies provide added degrees of freedom to operate, profit and grow. Environmental leaders see their businesses through an environmental lens, finding opportunities to cut costs, reduce risk, drive revenues and enhance intangible value. They build deeper connections with customers, employees, and other stakeholders. Their strategies reveal a new kind of sustained competitive advantage that we call Eco-Advantage.”

– Daniel Esty and Andrew Winston



1. The growing pressures for an eco-advantage business strategy Pages 2 - 3

2. The four foundation elements of a workable eco-advantage business strategy Pages 3 - 4

3. The eight Green-to-Gold plays. Pages 5 - 6

4. The three major hurdles businesses need to overcome Page 6

5. Developing an eco-advantage based action plan Pages 7 - 8

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