

# Business Case Examples of GHG Reductions

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Wingspread, December 4 - 6, 2006



**Sustainable Value Partners**

*Creating Value for Shareholders and Stakeholders*

## ***Business sustainability goals at***

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### ***To be supplied 100% by renewable energy***

- Stores 25% more efficient in 7 years
- Fleet 25% more efficient in 3 years

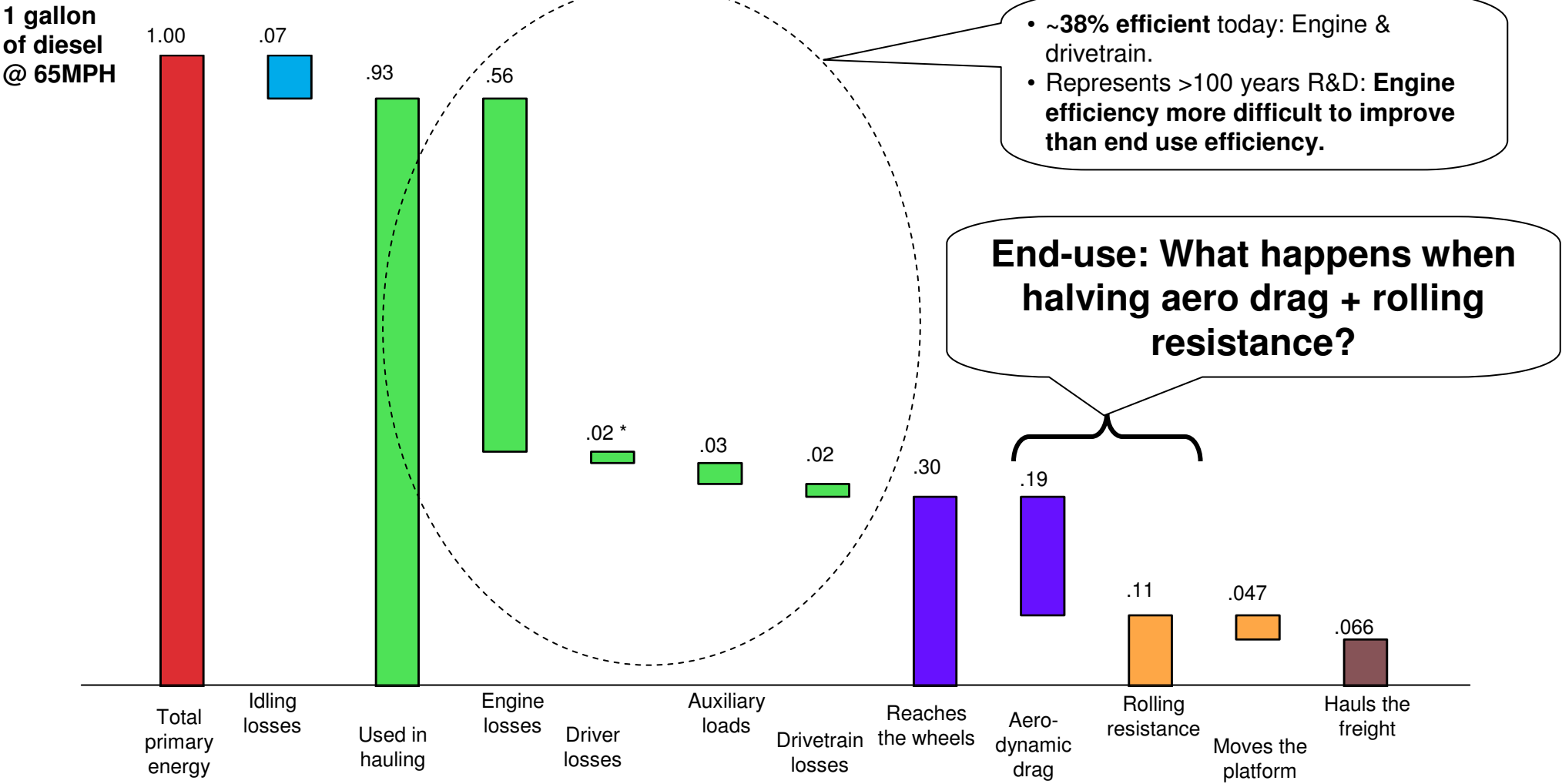
### ***To create zero waste***

- 25% reduction in solid waste in 3 years
- Improve packaging of all products (announced at the Clinton Global Initiative)

### ***To sell products that sustain our resources & environment***

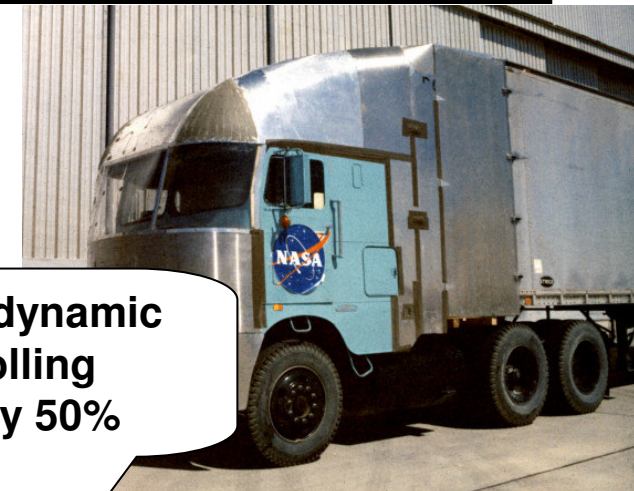
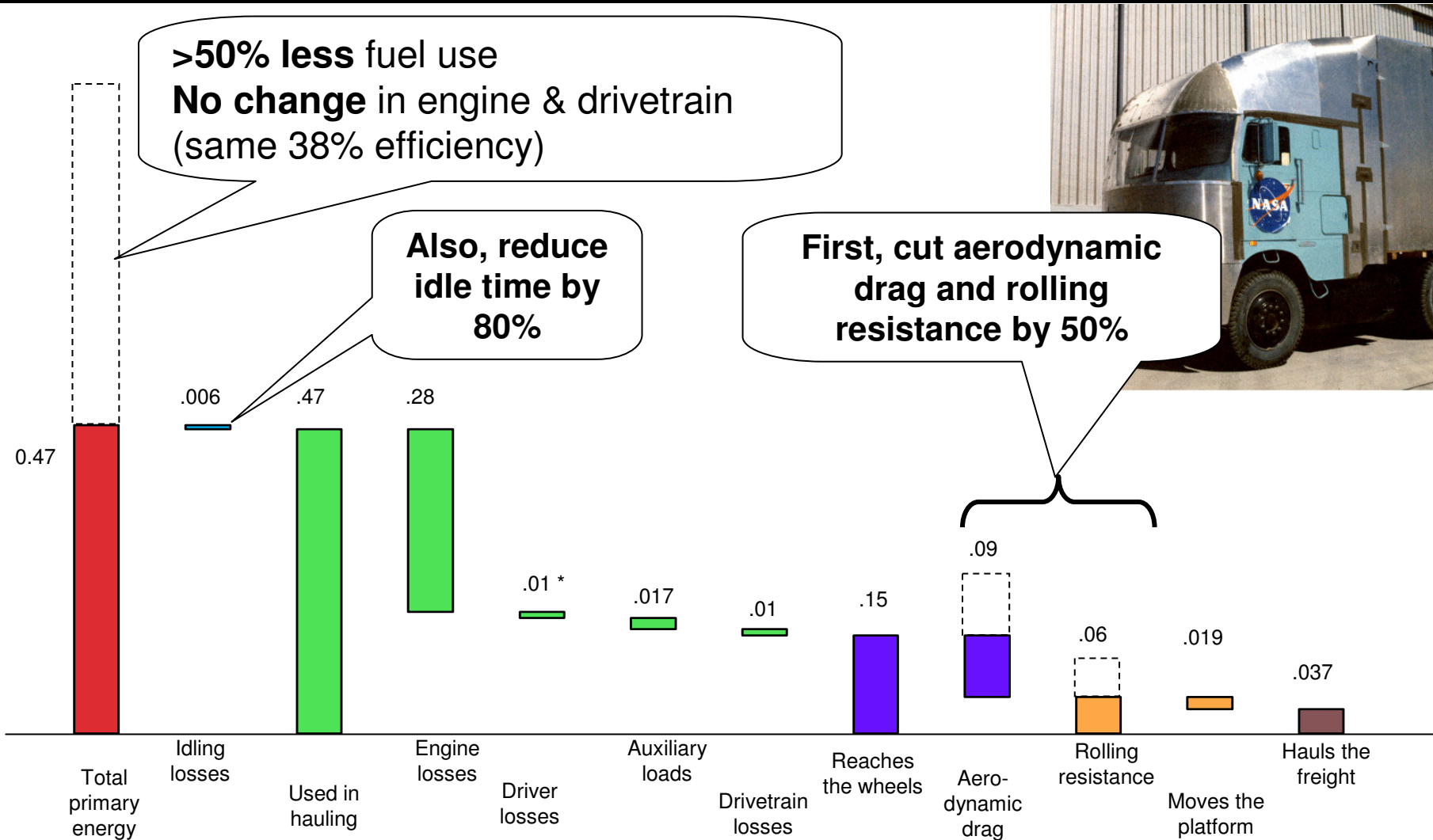
- 20% supply base aligned in 3 years

# Fleet efficiency of Class 8 heavy trucks



\* Assuming driver utilizes engine at 95% of max efficiency due to driving habits (probably much less than 95% in reality)  
 Source: Technology Roadmap for the 21st Century Truck Program (DOE 2000), RMI analysis

# Cut drag + roll 50%, idling 80% => 2x MPG



\* Assume no change in driver behavior from previous slide. Assumes steady state power out.  
 Source: Technology Roadmap for the 21st Century Truck Program (DOE 2000), RMI analysis

# Promotion of sustainable products



One compact fluorescent light bulb:

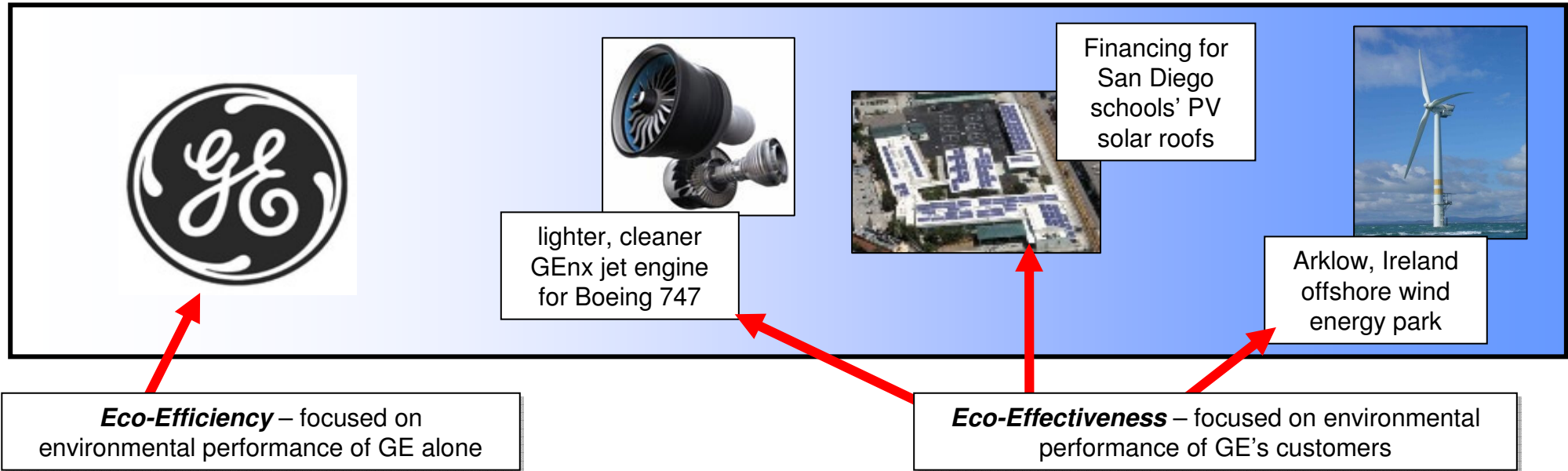
- Costs 10 times more and lasts 10 times longer
- Uses 80% less electricity
- Saves \$30-80 on power bill
- Prevents 500 pounds of coal or 1 barrel of oil from being burned
- Keeps a ton of greenhouse gas (CO<sub>2</sub>) out of the air

# ***If Wal-Mart sold 1 compact fluorescent lamp instead of one incandescent bulb to each of its customers***

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- \$3 billion saved on power bills
- 50 billion pounds of coal prevented from being burned
- 2 million cars worth of greenhouse gases kept out of our air (100 million tons)
- 1 billion incandescent bulbs kept from the landfill

# Ecomagination



With ecomagination, improving its own eco-efficiency is only part of GE's goal. Ecomagination seeks to provide eco-effective solutions to the environmental problems caused by others, by bringing to market new technologies to help customers meet pressing environmental challenges.

*"We will establish partnerships with our customers to tackle their most pressing environmental challenges and double our research spending to develop the products and services they need ... We will focus our unique energy, technology, manufacturing and infrastructure capabilities to develop tomorrow's solutions such as solar energy, hybrid locomotives, fuel cells, lower-emission aircraft engines, lighter and stronger materials, efficient lighting and water purification technology."*

**Jeff Immelt, GE CEO**



**DuPont** set its first goal for reducing greenhouse gases in 1990. By 2003, it had trimmed its emissions by 72%. The company has saved \$3 billion through energy conservation. Example: In plants in Alabama, Tennessee and Missouri, DuPont is replacing natural gas with methane from landfills in its industrial boilers. Elsewhere, the company redesigned scores of industrial processes to squeeze efficiencies from every step of chemicals manufacturing.

*"What started as an effort to address our carbon footprint has turned out to be financially a very good thing,"* says Linda Fisher, VP and Chief Sustainability Officer

# Corporate Targets/Results to CO2 reductions



25% reduction  
\$100 million saved



5% reduction



Absolute cap



6% reduction



37% reduction



25% reduction



10% reduction  
\$650 million saved



69% reduction  
\$2 billion saved



10% reduction  
"It's made us  
more competitive"



35% reduction  
\$200 million saved



19% reduction



50% reduction in fleet fuel  
\$310 million saved per year



72% reduction



9% reduction



13% reduction



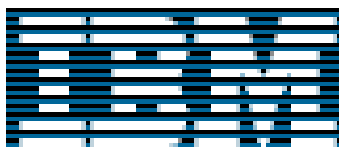
1% reduction  
\$1.5 billion clean tech R&D



17% reduction



10% reduction



65% reduction  
\$791 million saved

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