A Different Way to View Business

Burt Klein
Chief Operating Officer
PortionPac Chemical Corporation
Who We Are
Founder Syd Weisberg
Brochure from 1972

- Water Pollution
- Aesthetic Pollution
- Noise Pollution
- Radiation Pollution
- Thermal Pollution
- Gene Pollution
- Air Pollution
- Chemical Pollution
- Population Pollution
We aren’t paying the full cost

- Pollution
- Urban Design
- Disposal
Getting to Green

NEARLY a century ago, Henry Ford declared a customer could have a car in any color as long as it was black. Now, automakers around the world are trying to convince consumers that their lineups come in green. From BMW to Honda, from Chrysler to Volkswagen, the industry is rushing to make vehicles that use less gasoline or don’t rely on it at all.

The push — involving hybrid-electric cars, diesel-powered cars, flexible-fuel models and vehicles that run on hydrogen — is setting off the same kind of competitive frenzy that has always surrounded the development of...
Survival

The bi-weekly business update for climate management

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STUDY FINDS GREENER COMPANIES OUTPERFORM RIVALS

By James Murray, BusinessGreen

A new report from Innovest uncovers a "strong, positive, and growing correlation" between environmental and financial performance, but that disclosure practices must improve if investors are to identify companies most prepared for climate change.

CEMENT INDUSTRY TAKES STOCK OF ITS IMPACT AT SUMMIT

The cement industry, which is responsible for 5 percent of global greenhouse gas emissions, discussed the ways -- limited though they may be -- to improve its environmental performance at a meeting in Brussels, Belgium, last week.

DEUTSCHE BANK LAUNCHES CLIMATE CHANGE INITIATIVE

The company's Bank Asset Management division announced Wednesday it hired a new climate change czar and published a white paper focused on the investment opportunities presented by a changing climate. New investment products are expected.

MITSUBISHI AIMS TO SLASH EMISSIONS FROM PRODUCT USAGE AND MANUFACTURING

Mitsubishi laid out the goals in "Environmental Vision 2021," a long-term management framework that also includes targets for recycling and product design.

ENERGY EFFICIENCY GOOD FIRST STEP FOR BUSINESSES TO FIGHT CLIMATE CHANGE: SURVEY

A panel of 154 Switzer Fellows, scientists and climate change leaders participated in a survey titled, "What the Scientists Know: How Business Leadership can Help Solve Climate Change."

U.K.'S TOP COMPANIES SHOW PROGRESS ON REPORTING, MORE NEEDED: REPORT

Ninety-eight percent of companies on the FTSE All-Share Index discuss the environment in their annual reports, but there is still room for improvement in mentioning the risks and opportunities those companies face, according to a new survey by the Environment Agency.
Study Finds Greener Companies Outperform Rivals

By James Murray, BusinessGreen

NEW YORK, Oct. 22, 2007 --
Companies with sophisticated and comprehensive climate change strategies have financially outperformed their competitors over the last three years, according to a major new report from investment research firm Innovest.

The Carbon Beta and Equity Performance [PDF] study of 1,500 companies found that there is a "strong, positive, and growing correlation between industrial companies' sustainability in general, and climate change in particular, and their competitiveness and financial performance."

It also concluded that the investment premium attained by those companies with the best climate change strategies was growing as regulatory regimes tighten.

"In the longer term, the out-performance potential will become even greater as the capital markets become more fully sensitized to the financial and competitive consequences of environmental and climate change considerations," the report predicted.

The findings are likely to be welcomed by green business leaders as vindication of those firms that have invested in greener business models on the assumption such initiatives will help bolster their competitiveness and attractiveness to investors.
Assistance

• We had our knowledge but we needed more. We needed guidance and support

• Chicago Manufacturing Center and Natural Capitalism Solutions opened the door to expanded knowledge and new opportunities

www.natcapinc.com

www.cmcusa.org
Sustainability Helix
Applying Natural Capitalism Principles at PortionPac

• Whole System analysis
  – looking at 49 different sustainable strategies of Sustainability Helix

• Evaluation of the business opportunities of investing in sustainable business
Sustainability Helix
**• Government & Management:**
Develop best practices in management systems to be economically, socially, and environmentally prosperous.

**• Operations & Facilities:**
Improve the efficiency and effectiveness of business practices and operations to reduce costs and external impacts.

**• Design & Process Innovation:**
Create a culture of eco-innovation that results in new products, technologies and applications resulting in market leadership, improved corporate responsibility, and new markets.

**• Human Resource Development & Corporate Culture:**
Create a work environment in which people feel engaged, have ownership of the success of the business, and are inspired by tangible attempts to improve sustainability performance.

**• Marketing and Communication:**
Leverage sustainable activities to create an outstanding corporate relations position for competitive advantage.

**• Partnership & Stakeholders Engagements:**
Develop partnerships and stakeholder engagement to improve innovative capacity, risk mitigation management and competitive advantage.

See www.cmcusa.org for overview of sustainability helix
Sustainability Helix
Income Statement

Revenue

- Cost of Goods

- Expenses

= Net Income
Expense Reduction Initiatives

• **Manufacturing and Facilities**
  – Waste to Profit Network
  – Packaging Materials
• **Facilities**
  – Re-lamping
  – Roof
  – Energy efficiency
• **Operations**
  – Regional Operations
  – Vehicles
Income Statement

Revenue
– Cost of Goods
– Expenses

= Net Income
Chemical Management

Reducing Waste and Cost Through Innovative Supply Strategies

Thomas J. Bierma
Francis L. Waterstraat Jr.
A Different Way to view Business

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