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THE BUSINESS CASE FOR GOING GREEN

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In the last few years, researchers, academics and top management consultants have confirmed what sustainably operating businesses already know. Integrating environmentally and socially responsible practices into your company stimulate growth and profitability.



Consultants at Natural Capitalism, who work with major corporations and recently led greening workshops for Marin businesses, have collected an archive of studies and articles that make a strong case for going sustainable. Here are a few excerpts:

In a **Harvard Business Review** article, “The Sustainability Imperative,” authors call out sustainability as an emerging business megatrend, creating changes of the same magnitude as electrification and globalization. They say the way

business executives respond to the trend “will profoundly affect the competitiveness—and perhaps even the survival—of their organizations.”

Goldman Sachs points to climate change as a defining issue of the 21st century. In their *GS Sustain* report, the company used 25 quantifiable environmental, social and corporate governance (ESG) indicators to identify global investment opportunities. Stocks of the firms they chose outperformed the MSCI world index by 25%. They concluded that ESG factors are “a good overall proxy for the management quality of companies relative to their peers.” In addition, firms that incorporate ESG into their operations are better able to attract, retain and motivate Generation X employees by “aligning corporate values with employee values.”

Accenture, an international management consulting firm, reports in their 2012 survey of senior executives that “the vast majority (83%) of responding decision makers see spending on sustainability as an investment rather than a cost.” In addition, 44% believe sustainability is critical to their business and 78% say it is vital to their future growth. “Nearly two thirds of respondents claim their sustainable investments are motivated by customer expectations for sustainable products and services and by the opportunity to drive growth.”

See the details, including the entire article archive [here](#).