

Making the Case for Sustainable Business

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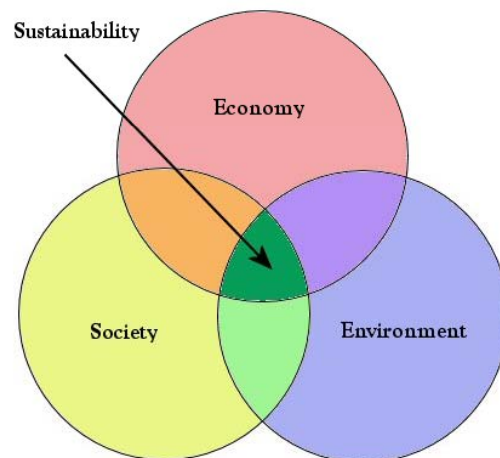
A Rich History

- Founded in 1988 by Jeffrey Hollender
- At the forefront of cultural change in consumer behavior
- One of the first socially responsible companies
- Dedicate 10% of profits to organizations working for positive change
- The leading brand of natural home and personal care products
- Committed to helping consumers make informed decisions

Today's Program

- Sustainability: Definitions and Drivers
- Business Case for Sustainability
- Barriers to Implementation
- Kaplan EduNeering/Seventh Generation Sustainability Institute

Defining Sustainability



Human, environmental, and economic health

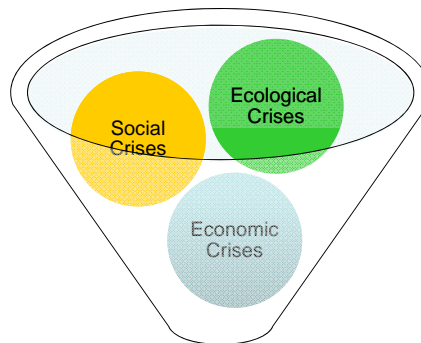
Sustainability is about more than just environmental health. It is about human well-being and economic vitality as well.

It is a way to have a positive influence on society and the natural environment while delivering financial growth and protecting our company from value erosion.



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Driving Sustainability

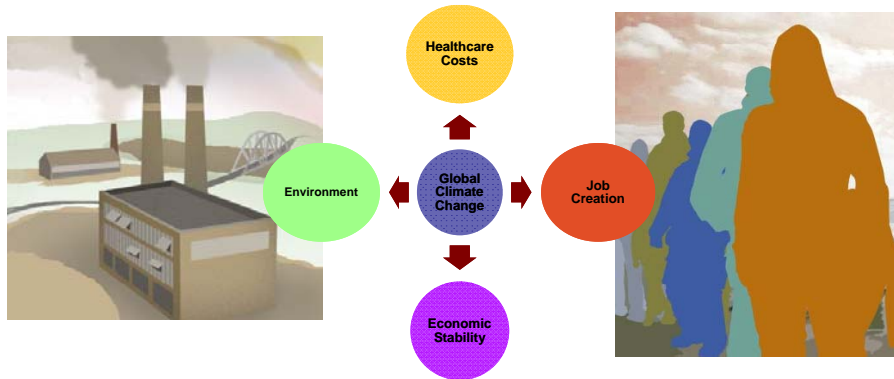


Driving the Sustainability
Mindset

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The Sustainability Mindset

Example: The unintended consequences of global climate change



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Sustainability and Business Performance

When organizations strive to maximize their positive (and minimize their negative) effects on society, on the environment and on economic conditions, they are demonstrating a commitment to sustainability.

They are also paving the way to high performance.



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Sustainability and Business Performance

- Companies committed to sustainability are achieving above average performance in economic downturn
 - A.T. Kearney January 2009 "Green Winners: The Performance of Sustainability-focused Companies During the Economic Downturn"



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The Business Case for Sustainability

- *"Sustainability is Innovation's New Frontier"*
- Meeting consumer needs
- Attract and Retain Talent
- Access to Capital
- Reduce Reputational Risk



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Sustainability Programs: Meeting Business' Needs

- A majority of 1,200 Executives surveyed worldwide identified a major barrier to sustainability is a “broad lack of understanding of what sustainability means to their organization”
 - Economist Intelligence Unit 2008: “Doing Good Business and the Sustainability Challenge”



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The Sustainability Institute

Seventh Generation is a leader in corporate responsibility and sustainable business practices and is committed to being the most trusted brand of household and personal-care products for your living home.

Kaplan EduNeering is a leader in online compliance and education solutions.

Together, Seventh Generation and Kaplan EduNeering are launching the Sustainability Institute with three key offerings:



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Sustainability 101

Sustainable
Supply Chain

Greenhouse Gas
Management

www.kaplaneduneering.com/sustainability

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Thank You

For more information, please contact us...



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