

Books - overview

A brief summary of:

Harvard Business Review, Green Business Strategy

1. This book looks at the positive and often direct correlation between green building and business processes and the cost of business, whether through savings on utilities, or discounts from government in tax benefits or increase in employee productivity and lack of sick days.
2. Building green, the LEED planning program that gives points for public transport links near site, environmental technology and processes and actively encourages companies to build green pushing the boundaries of architecture, technology and environmental strategies.
3. Redefining markets to provide competitive advantage - Xerox now recycle all their printers, dramatically reducing the cost of raw materials hence increasing competitive advantage
4. With strong Product Stewardship a company can drive environmental strategy
5. Take advantage of technology and remember to always focus on the big picture
6. [The Kyoto Controversy](#) - This has caused much controversy, and received much criticism however HBR state the fate of the kyoto protocol and hard work of designing international regulations to address the issue is just beginning.

A brief summary of:

Green Business: 5 Part model for creating an environmentally responsible company

Amy Townsend

1. There are five reasons why companies are greening
 - a. Environmental impacts and values
 - b. Economic opportunities and disincentives
 - c. Organisational crises
 - d. Government regulation
 - e. Shareholder pressure
2. It is important to green every element of the business
 - a. Green Mission
 - b. Green Employees
 - c. Greener Operations
 - d. Green Facilities and sites
 - e. Green products and services
3. Finally, what is the future of green business?

A brief summary of:

Green to Gold

Daniel Esty & Andrew Winston

1. Executives see the green wave coming and want to profit by it, but how?
2. Environmental strategy is not a fringe issue, it is can cost real business and real money
3. Walmart have invested 500Million Dollars into energy programs to reduce its energy use by 30% and aim to use 100% renewable energy
4. Environmental mis-steps can create public relations nightmares, destroy markets, careers and knock billions off the value of the company.
5. Drivers of the Green Wave, include Unilever who faced a huge threat to their frozen fish sticks as the oceans were running out of fish and Unilever worked with WWF to deliver 100% of all fish from sustainable sources by 2005
6. Top 10 issues are
 - a. Climate Change
 - b. Energy
 - c. Water - facing limiting supplies

 - d. Biodiversity and land use _preserving ecosystems
 - e. Chemical Toxics, and Heavy Metals - legal liability can be unlimited
 - f. Air Pollution
 - g. Waste Management
 - h. Ozone Layer Depletion
 - i. Oceans & Fisheries
 - j. Deforestation