

# Green is Green

How Business Can Benefit From a Clean Environment

Jim Harris

In *Green is Green*, Jim Harris examines how the move to green is better for the bottom line for businesses. He will detail not only who is making the change but how, where and why this trend is accelerating. A number of fundamental drivers are ensuring the trend of corporations going green will not only continue but accelerate:

- The segment of consumers wanting to deal with green companies has exploded from 3% in 2005 to 43% in 2007. Green corporate leaders are being rewarded with market share growth, while laggards are being punished with market share loss.
- Planetary Imperative—here's a stark fact: if everyone on the planet consumed as much as we do in North America, we'd need another three planets to provide. So the way our society operates, the way companies operate and the way we consume as individuals in this society is clearly not sustainable. Here's the good news: Amory Lovins—CEO of the Rocky Mountain Institute—has pointed out that by using existing, proven, practical technology we can reduce our energy usage by 75-90% without having to change our lifestyle.
- The popularity of Al Gore's *An Inconvenient Truth* and media coverage of our climate crisis will continue to drive societal awareness and the trend of going green. (Jim Harris is also one of only 20 Canadians who can give Al Gore's *An Inconvenient Truth* slide show to groups.)

*Green is Green* will be an important book, both now and into the future. The proposal is available and expected manuscript delivery (80,000 words) by the end of 2008.

Non-Fiction: Business/Environment  
Publisher: None  
Materials available: Proposal. Sample chapter  
Rights available: All

## From *Green is Green*

- Wal-Mart is spending \$500 million on sustainability projects with paybacks of four years or less. Given that Wal-Mart operates on three per cent net margins, the company would have to sell \$17 billion more top-line sales to get the same bottom line benefit. Put simply—*It's easier and cheaper to save money and increase profit than to make money and waste it through inefficiency.*
- Big Blue has launched Big Green—taking 3,900 distributed servers—and putting the applications on just 33 servers, cutting electricity consumption by 80%, and saving a projected \$450 million over five years.
- In 2005 HSBC went carbon neutral. The company wants to be the market share leader in the explosive growth market of green power financing, which is running in the hundreds of billions of dollars a year. Similarly, Barclays Bank followed suit, because it wants to capture a pre-eminent position in carbon trading market which is tripling year over year and is predicted to grow from a \$70 billion a year market in 2007, to a \$2 trillion market within a decade.
- A McKinsey study highlighting hundreds of strategies to significantly reduce CO<sub>2</sub> reductions that generate a profits—it's important to stress that McKinsey isn't an environmental group but one of the pre-eminent management consulting firms worldwide.