



# Esty Environmental Partners

*Environmental strategies  
that foster innovation,  
create value, and build  
competitive advantage*

**CORPORATE ENVIRONMENTAL STRATEGY**

# OVERVIEW

COMPANIES TODAY FACE real pressures from the natural world: rising energy prices, water scarcity, mounting concerns about chemical exposures, and the emerging reality that climate change poses a significant threat. A growing number of stakeholders -- including customers, employees, and investors -- increasingly choose to be connected with companies that are eco-leaders on all fronts, from product innovation to pollution control to stewardship of natural resources. As a result, management of environmental issues has become a critical element of business strategy and an opportunity for competitive advantage.

Esty Environmental Partners works with clients to develop environmental strategies that systematically address their company and industry challenges. We offer consulting and education services to executives seeking to use environmental leadership to promote innovation, create shareholder value, and differentiate themselves in the marketplace.

Our analytic frameworks, tools, and approaches build on two decades of in-depth experience advising companies of all sizes in a range of industries, as well as on world-leading academic research culminating in Dan Esty's best selling business book (with Andrew Winston), ***Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage***. With a seasoned team of professionals experienced in strategic management consulting, corporate communications, regulatory compliance, and environmental NGO partnerships, Esty Environmental Partners offers its clients cutting-edge thinking, systematic analysis, and access to best practices from around the world.

# CONSULTING

OUR APPROACH BUILDS on the analysis, frameworks, tools, and best practices developed during more than 20 years of work with Fortune 500 companies, in-depth academic research on hundreds of businesses, and two decades of environmental policy experience.

*Our services include:*

- ▶ Conducting a corporate environmental strategy "checkup"
- ▶ Environmental issue spotting
- ▶ Understanding and engaging stakeholders
- ▶ Developing an eco-advantage strategy
- ▶ Implementing an eco-advantage strategy
- ▶ Creating comprehensive environmental communication programs
- ▶ Establishing eco-innovation and eco-product design methods
- ▶ Building an eco-advantage culture
- ▶ Setting up an environmental advisory board
- ▶ Environmental benchmarking and performance tracking
- ▶ Developing environmental reports
- ▶ Providing expert testimony

Deriving competitive advantage from environmental strategy is like many other business initiatives: success requires a clear strategy, focus, and disciplined execution. Working with structured frameworks, and understanding and adopting best practices, greatly increases a company's likelihood of a positive payoff. Today, a rigorously developed environmental strategy is essential to achieving business success.

# WORKSHOPS

ESTY ENVIRONMENTAL PARTNERS offers customized workshops and training programs for both environmentally sophisticated managers and executive teams that are just beginning to develop their environmental capabilities.

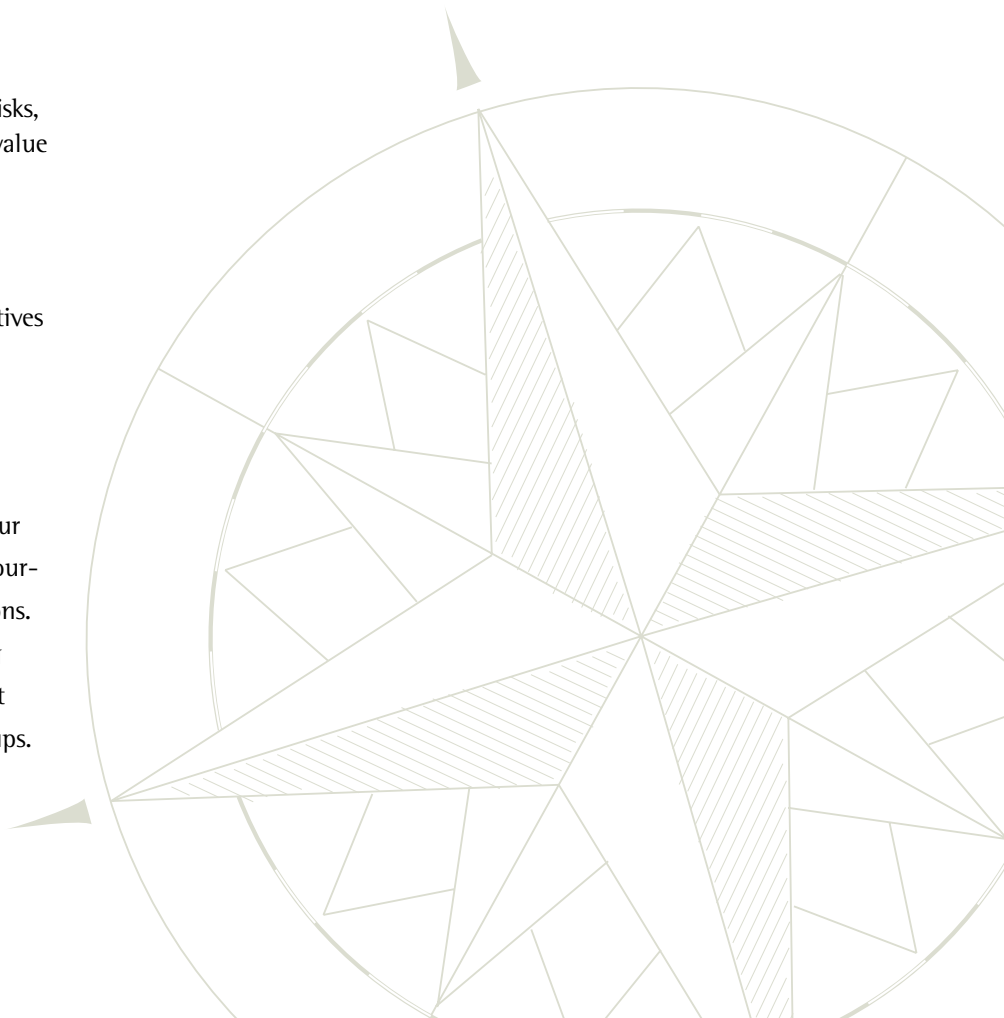
*Our sessions help companies learn:*

- ▶ Why eco-leaders outperform environmental laggards
- ▶ How to spot strategic environmental issues that could affect competitiveness or performance
- ▶ Which stakeholders matter and how to engage them
- ▶ Essential elements of every successful environmental strategy
- ▶ “Eco-plays” that can cut costs, reduce risks, generate revenues, and enhance brand value
- ▶ Key steps to putting environmental strategy into practice
- ▶ How to jump-start environmental initiatives and build an eco-advantage culture
- ▶ Common pitfalls that cause environmental initiatives to fail

We tailor our workshops to the objectives of our clients, and deliver sessions that range from hour-long speeches to half-, full-, or two-day sessions. We work with audiences of all types, including senior executives, environmental teams, project teams, and cross-functional management groups.

# CLIENTS

Alstom  
British Petroleum  
Canadian Pacific Railway  
Coca-Cola  
Culligan Water Technologies  
Honeywell  
Hubbard-Hall  
Kerr McGee Oil & Gas  
Limited Brands  
Northeast Utilities  
Royal Dutch Shell  
Tokyo Electric Power Company  
Total Fina Elf  
Unilever



# LEADERSHIP

THE EEP TEAM includes experienced consultants, top analysts, and industry-specific experts. Our leadership includes:

## DANIEL C. ESTY, Chairman

- ▶ Hillhouse Professor at Yale University
- ▶ Director of the Center for Business and Environment at Yale ([www.yale.edu/CBEY](http://www.yale.edu/CBEY))
- ▶ Author of numerous books, including *Green to Gold*, and dozens of articles on environmental strategy, policy, governance, and regulation
- ▶ More than twenty years experience working with global corporations on environmental strategy
- ▶ Former top US EPA official
- ▶ B.A. from Harvard, MA from Oxford, Rhodes Scholar, J.D. Yale Law School

## GEORGE FAVALORO, Managing Director

- ▶ More than 20 years of strategic consulting and management experience:
  - ▶ Consultant with McKinsey & Company's Boston Office
  - ▶ Vice President Strategy and Business Development, Allaire Corporation
  - ▶ Director, Compaq Computer Corporation
- ▶ Founder and board member of Terrapass, a retail carbon offset company
- ▶ B.A. from Princeton University, MBA from Amos Tuck School at Dartmouth College

## AMY P. LONGSWORTH, Principal

- ▶ Two decades of experience in environmental marketing strategy and communications:
  - ▶ Vice President of Corporate Programs, The Nature Conservancy
  - ▶ Communications consultant for national environmental clients
- ▶ Vice Chair, Board of Directors, American Farmland Trust
- ▶ B.A. from Wesleyan University, MBA Harvard University

# CONTACT

If you would like to explore how Esty Environmental Partners can help you address your environmental strategy and training needs, please contact us at [info@estyep.com](mailto:info@estyep.com).

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