

# NAUMD

**Green**

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October 16, 2009

# NAUMD: agenda

- Introduction
- Definitions
- Why?
  - Go Green
  - Market Research
- What?
  - Opportunities
- How?
  - Green \$\$\$
  - Resources
- Q & A
- Summary

# NAUMD: Introduction

Why?

- Focus on making \$\$ with green practices
- This is not a “trend” but a real lifestyle and (for most) change in the way we do business
- Big misconception – all or nothing. Small steps count to get started!

# NAUMD: definitions

**GREEN:**

what does it  
mean?

**Green:**

Goods that are produced to provide the most efficient use of natural resources while aiming to produce the least amount of negative effects on the environment

**Sustainable:**

Meets the needs of today, without negatively impacting the needs of the future

# NAUMD: definitions

**GREEN:**

what does it  
mean?

## The 3 R's:

### Recycle

The process of re-using a given product (beyond its intended use), or producing a new product from a recyclable material.

### Reuse

To use an item more than once either for the same or for a new function

### Reduce

To minimize the quantity required to be treated and disposed of, achieved usually through better product design and/or process management

Is there a 4<sup>th</sup> R - REHINK???

# NAUMD: definitions



**GreenWashing:**  
A marketing technique in which a company falsely claims environmental responsibility

# NAUMD: go green



## It's All Around US:

- Green Homes
- Green Cities
- Green Countries
- Green Products

Green is embedded into our lives

# NAUMD: market research

Why  
Green

## Consumers

- Consumers concerns increased in the past 4 years
- 47% will buy green products provided style & function are included
- 90% of consumers say the environment influences their purchases

# NAUMD: market research

“Awareness  
to Action....”

- Consumers are taking more active steps to verify companies' green claims
- Most likely to turn to consumer reports (29%), certification labels/seals (28%) and the list of products' ingredients (27%)

# NAUMD: market research

## “Green Boomers”



- 40M
- 75% believe they play a role in making the world a better place
- Seek authenticity & relevance in advertising
- Boomers with the lowest income (57%) most likely to buy environmentally-safe brands
- Exhibit higher brand loyalty across all product categories
- 9 in 10 Green Boomers will stay with a brand they like

# NAUMD: market research

## Gen Ys



- 40M
- Most technologically-savvy group; 9 in 10 owns a computer
- Skeptical of inauthentic advertising
- 50% claim environmental messaging influences their shopping behavior
- 47% say they are willing to pay more for environmentally friendly services, products or brands

Maritz Survey

"CONSUMERS UNDER 30 ARE EXTREMELY ENVIRONMENTALLY AWARE; THEY'RE A GENERATION THAT GREW UP WITH RECYCLING" Calahan Klein of Organic Exchange

# NAUMD: market research

Why  
Green

## Green Profits

- \$230B market growing to \$845B by year 2015
- \$17B VC investments in green technology by 2009
- Climate related business projected to \$2 Trillion by 2020 and 10million new jobs
- \$787 Billion federal stimulus bill

# NAUMD: market research

Why  
Green

## Uniform Market

- NA revenues = \$11.7 billion in 2008
- Trend – products that reflect retail apparel (fashion, design and technology)
- Downturn in economy; job losses
- Energy costs increasing
- Increased safety standards

# NAUMD: GREEN \$\$\$

Green \$\$\$

**How to make**

**\$\$\$**

# NAUMD: GREEN \$\$\$

Green \$\$\$

**Reuse**

**hangers**

**shipping containers**

**ceramic mugs**

**shopping bags**

# NAUMD: GREEN \$\$\$

## Examples

### Reuse

- US Apparel Company has offered consumers the option to have their purchases shipped in a recycled box – 66% have chosen the reused box option. Cost saving vs. new boxes
- Cintas announced ECO-FASHION clothing saving energy and water with lower emissions
- Loopworks takes scraps and up-cycles into clothing

# NAUMD: GREEN \$\$\$



## Recycle

textile waste

copy paper

soda cans

plastic bottles

electronics

# NAUMD: GREEN \$\$\$

## Examples

## Recycle

- HP and Planet Partners will pay you to recycle your electronics such as: desk tops, notebooks, PDAs, scanners, printers, monitors, etc.
- Most metals can be bought – per pound
- Ink jet cartridges can be refilled or recycled for cash back
- Aluminum cans – \$\$ per pound
- Sell recycled garments to automakers for stuffing

# NAUMD: GREEN \$\$\$

Green \$\$\$

## Reduce

packaging materials  
bikes and walking to work  
programmable thermostats  
energy/water  
print less  
set printer to double side  
local sourcing  
set computer to sleep mode

# NAUMD: GREEN \$\$\$

## Examples

### Reduce

- **Transportation Costs**– One large US retailer changed the carton construction so more product fit on the trucks which saved transportation costs, energy, and greenhouse gases
- **Energy Costs** – one US Company removed 200 spotlights and realized a \$20-30,000 saving per year per store
- **Packaging** - easy cost savings and low impact (both from suppliers and to customers)

# NAUMD: GREEN \$\$\$

## Examples

### Reduce

- Putting your computer to sleep 12 out 24 hours saves \$46 per computer per year
- Low flow toilets – 100 employees flush 4 times/day = \$5,800 savings per year
- Raising/lowering thermostat one degree = 3% energy saving
- Abbott Lab – eliminated 2.88 million pounds of packaging since 2007
- US Postal Service Award

# NAUMD: summary

**GREEN:**

what does it  
mean?

## 3 steps to being green

1. decide what this means to you
2. set realistic goals
3. be authentic

# NAUMD summary

## FACTS

- 87% of Fortune 1000 CEO's believe sustainability is important to company profits
- 73% of CEO's believe sustainability results in cost savings
- 90% of US population says it is important to be mindful of the environment
- 46% of consumers would shop at a retailer if it was more environmentally friendly
- 47% of consumers say they would pay more for eco-friendly products, brands and services

# NAUMD summary

Thank you!

## Conclusion

- **Every step is progress**
- **Dual benefit: planet and profits**
- **Low hanging fruit first**
- **It starts at the TOP**

# NAUMD: resources

How to find  
Green  
References?

## Magazines

Eco Textile News

GreenBuilder Magazine

Entrepreneur Magazine

## Books

Green to Gold

The Ecology of Commerce

How to Reduce your Carbon  
Footprint

It's Easy Being Green

# NAUMD: resources

How to find  
Green  
references?

## Web

[Environmentalleader.com](http://Environmentalleader.com)

[Simplesteps.org](http://Simplesteps.org)

[Enviroliteracy.org](http://Enviroliteracy.org)

[GreenChoices.org](http://GreenChoices.org)

[Green.Yahoo.com](http://Green.Yahoo.com)

[Ehow.com](http://Ehow.com)

# NAUMD: contacts

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