

The Corporate Response Forums™ On Climate Change & Sustainable Profitability

Will Sustainability Initiatives Bring Sustainable Profit? DuPont, Cemex, FujiXerox and other pioneers share practices

Singapore, October 8, 2007. An interesting twist from executives ignoring sustainability, in the not so recent past, to a boardroom priority, dynamic growth of investment funds in sustainable business, over 54% of MBA schools worldwide requiring courses on sustainability, the issue of sustainability simply cannot be ignored in today's business world. "The Corporate Response Forum on Climate Change & Sustainable Profitability" was organized by SYNOVATIONS® and Global Strategy Associates and sponsored by the Ritz-Carlton, Millenia Singapore

DuPont discussed its 2015 sustainability goals. DuPont is broadening its sustainability commitment beyond traditional footprint reduction to market-driven targets for revenue and research and development investment. DuPont stated, "It is our belief that what's good for business *must* also be good for the environment and for people everywhere in the world. That's what sustainable growth means to DuPont."

The DuPont sustainability goals on serving the market place include doubling its R&D investment to provide environmental benefits for customers. The Company will generate an incremental US\$2 billion in revenue from new products that create energy efficiency or reduce greenhouse gas emissions. It will double its revenue to US\$8 billion from non-depletable resources and introduce at least 1,000 new products that make people safer globally.

Among programs to reduce its environmental footprint, DuPont will reduce additional 15% greenhouse gas emissions from its base year of 2004. Reduce water consumption 30% at global sites that are located where the renewable freshwater supply is either scarce or stressed. Reduce 50% air carcinogens from a base year of 2004. Ensure that 100% of sites are ISO 14000 certified through independent verification.

CEMEX presented highlights from its annual Sustainability Development Report. CEMEX has a wide variety of programs to revive the habitats around the world. Today 30% of the components in CEMEX cement release no green house gases. To CEMEX, helping the environment means improving the bottom line.

Another pioneer company highlighted the impact of climate change on risk management. It focuses on two fronts: Internally, the company reduces business travel and encourages video conferences. Externally, the company weights its investment portfolios towards sustainable business operations.

FujiXerox, a winner of the Singapore Green Label Award, has many pioneering green programs. They only procure & sell paper from approved paper mills with proven environmental compliance, a steadily increasing business. In addition, Fuji Xerox services the entire lifecycle of its products, which includes collecting used machines and toner cartridges for recycling. Internally, they print on both sides of all paper and use password control to reduce printing volume. Employees are required to handle their own dustbins, which drives significant reduction in the use of paper.

Genuine dialogue has proven to be productive, yet few companies talk with each other on the subject. All participants in the event were enthusiastic about having learned from their

colleagues' sustainability experiences and concluded that all industries can benefit from such exchanges. Sustainable profitability is critical to all balance sheets. The organizers, SYNOVATIONS® synovations.com and Global Strategy Associates gsa.biz have launched the "Confidential Strategic Dialogues on Climate Change and Sustainable Profitability" to assist/facilitate corporations in discovering/exploiting unrecognized business opportunities. These dialogues with senior leadership will stimulate the client company's understanding, exploration, and generation of its own unique approach to sustainable economic value creation and capture.

About **Global Strategy Associates** and **SYNOVATIONS®**

Global Strategy Associates (GSA) provides advice to global and prospective global companies wishing to grow or establish a business in the Asia Pacific Region. The company operates in Singapore through its wholly owned subsidiary, Asia Strategy Synergies.

Roger Moore, Managing Director, Global Strategy Associates is a recently retired President, DuPont Safety Resources, DuPont ASEAN, and DuPont Singapore. Roger has lived and worked in all four major regions of the world serving in numerous senior management positions. In addition, he has served on many DuPont related boards, was a senior Board Member of PSA, and has served on numerous business related organizations worldwide.

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SYNOVATIONS® Pte. Ltd. assists Multi National Corporations in optimizing business opportunities by developing their capability to foresee, adapt, profitably shape and implement strategies in periods of rapid change through authentic leadership, innovation and the profit opportunity in Sustainability. The company has offices in New Canaan, CT and Singapore.

Tara Kimbrell Cole, Managing Director of **SYNOVATIONS® Pte. Ltd.** is a mentor executive coach with a history as an international entrepreneur and serial niche financial market innovator, who has solved complex market problems by delivering creative cutting edge solutions. A Wharton Alumna and Fellow, She is a consultant member of The Society for Organizational Learning (www.SoLonline.org). Her thought leadership has been recognized by leaders including, Ambassador Evan G. Galbraith, currently United States Department of Defense advisor to the North Atlantic Treaty Organization (NATO), and Mr. Richard David Hames, Australia's pre-eminent corporate philosopher and widely considered to be one of the world's most influential intellectuals.

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