

BUSINESS **and the** **E**NVIRONMENT[®]
Global News & Analysis

ASPEN PUBLISHERS

May 2008 • Vol. XIX, No. 5

interested in resources related to the human impact on the environment.

GreenFILE is a database of relevant content that includes material going back to the early 1970s. It includes the backfiles of volume one, issue one of *Bioscience*, *Journal of Environmental Planning & Management*, *Journal of Ecology*, and *Conservation Biology*, all unique to *GreenFILE*. The database also contains bibliographic information on such publications as *E-The Environmental Magazine*, *Natural Life*, and *Mother Earth News*.

GreenFILE was designed to help individuals and organizations interested in reducing their negative impact on the environment, while increasing their positive impact. For example, *GreenFILE* contains information on installing solar panels, recycling, green agriculture, hybrid cars, and waste management, as well as supplemental information related to environmental laws, regulations, and case studies. EBSCO envisions *GreenFILE* as a practical tool for everyday information, as well as a useful resource for academic study and classroom activities.

According to Tim Collins, president of EBSCO Publishing, after taking a series of innovative steps to improve his company's environmental awareness, it was a natural evolution to leverage the company's expertise as a content provider to make this valuable information available to the Internet public. Collins noted, "The hope is that *GreenFILE* will be a resource for people who are concerned about the environment and want well-researched but accessible information about how to reduce their own impact. We are committed to actively adding content to the database to methodically increase its value over time because we want people to have the best information to use when making decisions about their impact on the environment."

To its credit, EBSCO has taken a number of steps to decrease its own carbon footprint, from the installation of two separate photovoltaic solar arrays at its headquarters, to the conversion of its fleet cars to hybrid models, to the creation of its in-house Green Team. The company is also a member of The Green Grid (www.thegreengrid.org).

CONTACT: Kathleen McEvoy, Public Relations Manager, EBSCO Publishing. Tel: +1 800 653 2726, ext. 2594; E-mail: kmcevoy@ebscohost.com; Web site: www.ebscohost.com.

Front End of Innovation 08 — Your Catalyst to Break Through

On 19–21 May 2008, the Product Development and Management Association (PDMA), in association with the Institute for International Research (IIR), will host Front End of Innovation (FEI) 08, aimed at the product development and innovation community. The conference, in Boston, Massachusetts, USA, will focus on the discovery portion of the innovation process and the activities that come before the "formal and well structured" new product development process.

PDMA's advisors have identified today's most critical innovation topics to address both existing and future business challenges. The conference will feature the best-in-class movers and shakers from diverse industries and services. To date, over 3,000 people have attended FEI and they continue to come back year after year to learn new techniques focused on the most challenging part of the innovation process.

The conference sponsors hope that attendees will:

- Learn to optimize effective practices in the front end to increase the number of profitable and successful major products and processes;
- Discover tools for understanding unarticulated customer needs;
- Learn best practices that lead to successful front end outcomes; and
- Become well-versed in the fundamentals, the complex, and the future.

Two Pre-Conferences will open FEI. The first, Open Innovation Symposium: How Does It Play Out In The Front End?, will feature presentations by representatives of companies such as The Clorox Company, Kraft Foods, and Hewlett-Packard, speaking about "Building on Traditional Product Competencies with Open Innovation," "It's Not Only the Product ... Opening Up Packaging Innovation," and "When the Product is a Customer Experience: Addressing an Eco-System."

The second Pre-Conference, Corporate Responsibility and Sustainability Symposium, will have a green focus, and will feature a Keynote Address: "What Does Green Business Mean?" by Jeffrey Hollender, Chief Inspired Protagonist, Seventh Generation. Speakers from BT Americas; Dow Corning; Waggner Edstrom Worldwide; Staples, Inc.; and others will discuss "Making Sustainability Sustainable in the Corporation," "Incubating Innovation: Aligning an Innovation Portfolio With

Macro Business Trends/Needs,” “Breakthrough CSR: Innovating For 2050,” and “Sustainability at Staples/ Values That Move Us.”

The main conference tracks, which will run for two days, will cover the following topics:

- An Exploration of the Anatomy of a Breakthrough;
- ... And Now My Company Says “Make it Green;”
- Can Innovation Be Made Predictable?; and
- Enabling Innovation through Workspace Design.

To download the conference brochure, and to register, go to www.frontendofinnovation.com or send an e-mail to register@iirusa.com. For additional information about PDMA, see www.pdma.org.

International Environmental Footprints

An analysis from California (USA) examines the size of ecological footprints of various countries. It appears that “rich nations [are] leaving supersized boot prints of ecological damage on poor countries, adding up to more than those nations’ debt to wealthier nations.” Thara Srinivasan of the Pacific Ecoinformatics and Computational Laboratory (Berkeley, California) and her colleagues estimated that rich countries have imposed up to US \$2.5 trillion of environmental impacts on poor countries in the last four decades. As of 2000, poor countries’ borrowing totaled about \$1.8 trillion. Data on environmental impacts were drawn from the United Nations and the United Kingdom’s Stern Review, and addressed climate change, stratospheric ozone depletion, expanding agriculture, deforestation, overfishing, and the loss of mangrove swamps. Damages resulted from health problems associated with thinning stratospheric ozone, storm damage along coasts where protective mangroves have been removed, and impacts still to come between now and 2100 resulting from actions taken in their 40-year study period.

For more information, see *Science News*, 26 January 2008, Vol. 173.

GE, Toyota, BP Top US Climate Brand Index

Consumers want businesses to take the lead on actions to reduce climate change, but 74% of Americans surveyed can’t identify (unprompted) any brands as taking a lead on climate change. This is

according to the Climate Group’s US Climate Brand Index (CBI), *MarketingCharts.com* reports. The “Climate Conscious Consumer” study, which tracks perceptions of how brands are performing on climate change, was conducted in summer 2007 by The Climate Group, and was jointly funded by Sky and Lippincott. According to the CBI, the top five brands are GE, Toyota, BP, Ford, and Honda.

US consumer perceptions are linked to carbon-related products — automobiles, aircraft engines, turbines, and petroleum. In the United Kingdom, retailers rise to the top, with Tesco, The Co-operative, Marks & Spencer, and Sainsbury’s joining BP in the top five.

US consumers can be divided into six segments by their attitudes. Each segment requires a different approach. The largest group (25%) of US consumers fall into the “confused” segment. They admire sound environmental practices, but are uncertain or uninformed about their individual role. Concerned but pessimistic campaigners make up 18% of the market, while optimists who are upbeat about solving the problem represent 21%. Followers unsure about climate change, but ready to pitch in, account for 8%. The unwilling 10% see climate change as real, but are not prepared to act. Those who confidently reject the reality of climate change are the remaining 18%.

Consumers admire companies that tackle climate change. They want business brands to play a bigger role in tackling climate change than they do today. More people choose a brand for environmental reasons than to avoid a bad brand. Interest extends to low-carbon products and services, as well as household shopping and food. Companies are gaining interest and admiration, but not trust and loyalty.

“It is clear that consumers admire companies that are demonstrating real leadership on climate change,” said Chris Walker, US Director of The Climate Group. “There is an enormous opportunity for mainstream businesses to deliver green solutions to consumers rather than simply ‘greenwash’ them.”

“Climate-friendly consumer choice is here to stay. Marketing initiatives will need to mature to respond to the unique, legitimate reactions of different consumers,” said Simon Glynn, senior partner at Lippincott. “The potential rewards for businesses that understand how these segments are evolving are huge.”

For more information, see www.environmentalleader.com/2007/10/16/ge-toyota-bp-top-us-climate-brand-index/.