

Life Cycle Approach Business Perspective

UNEP Meeting
October 2004

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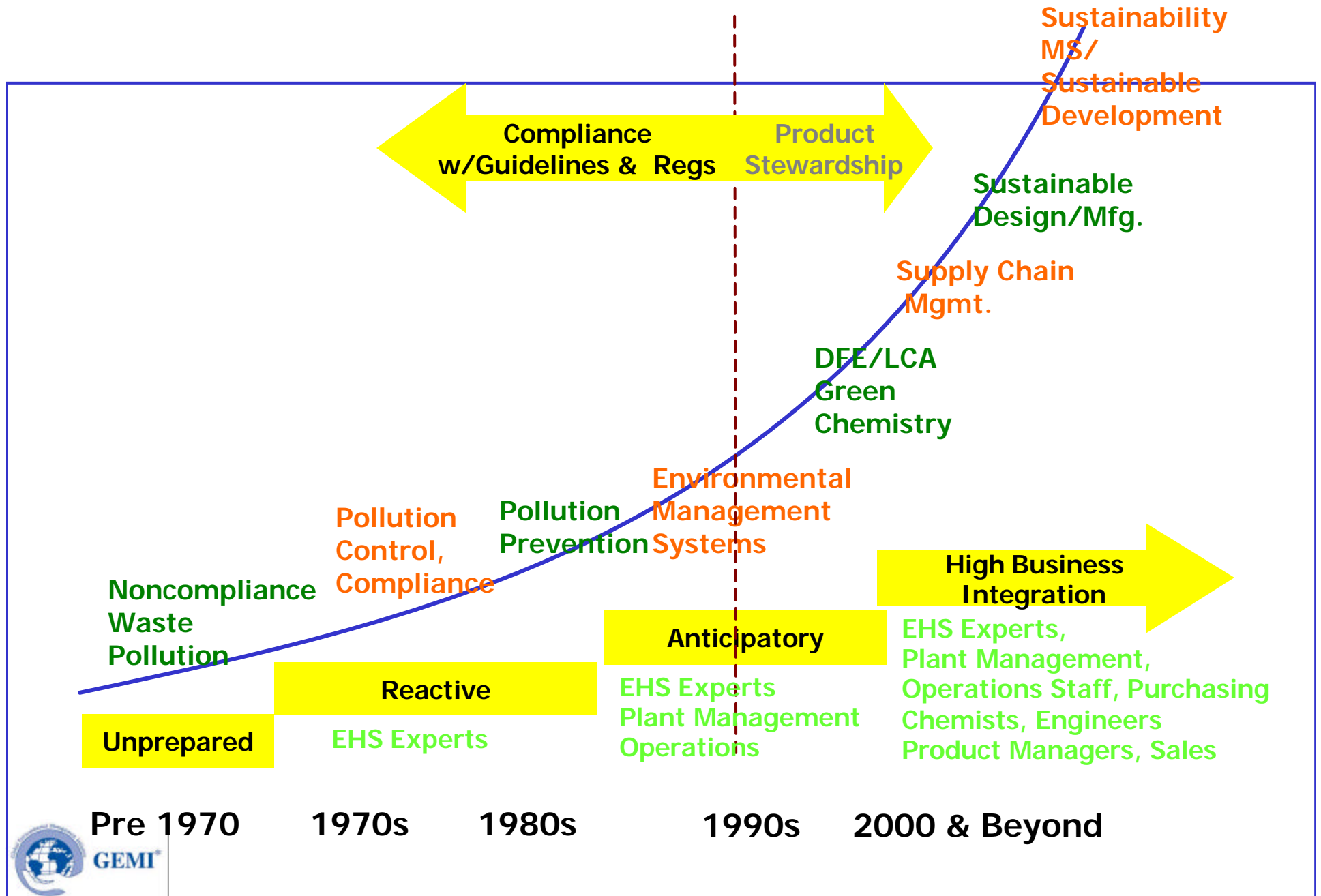
Chairman of the Board
Global Environmental Management Initiative gemi.org



Overview

- Evolution of Environmental Management
- Brief description of GEMI
- Recent GEMI Life Cycle Tools
- Challenges and Benefits of Life Cycle Approach

Environmental Management Paradigm Shift

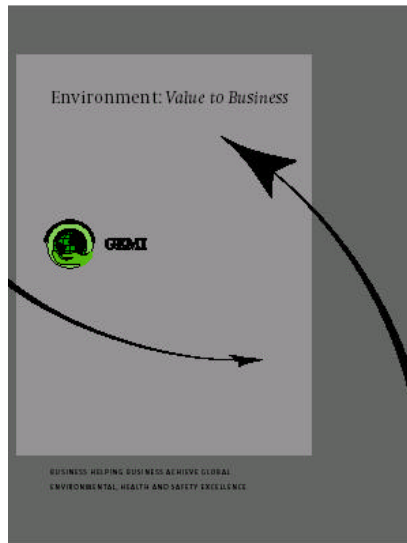


Brief Description of GEMI

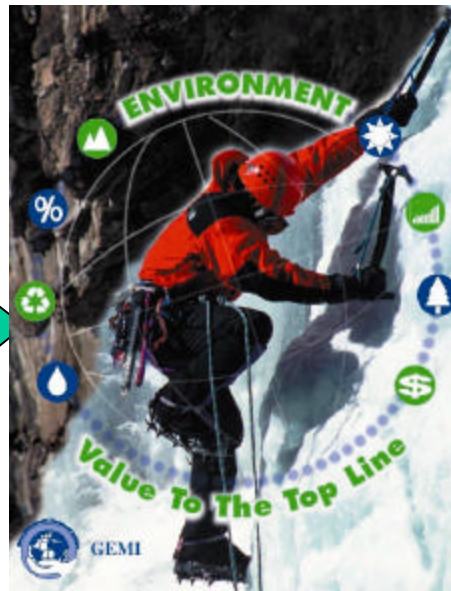
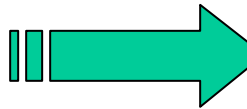
- 15 th Anniversary in 2005
- *“Business helping business improve EHS performance, shareholder value, and corporate citizenship”*
- Board of Directors elected by & of member companies
- Members decide on and do work
- Year-round project activity
- Quarterly meetings
- Member companies provide financial support
- www.gemi.org

GEMI EVI Project

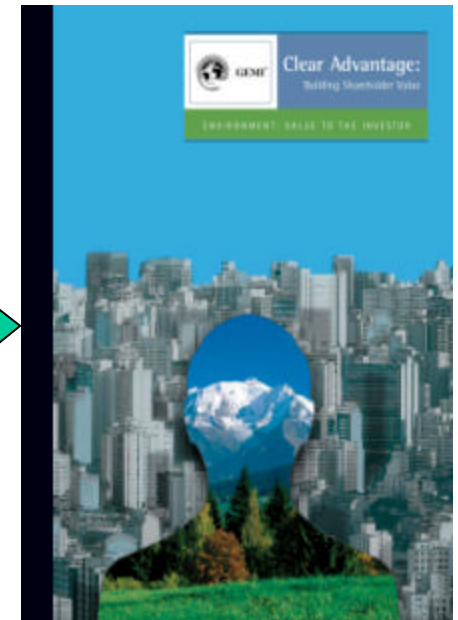
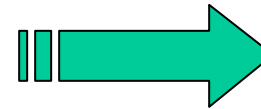
**Clear Advantage:
Building Shareholder
Value**



*Environment:
Value to
Business (EVTB)*

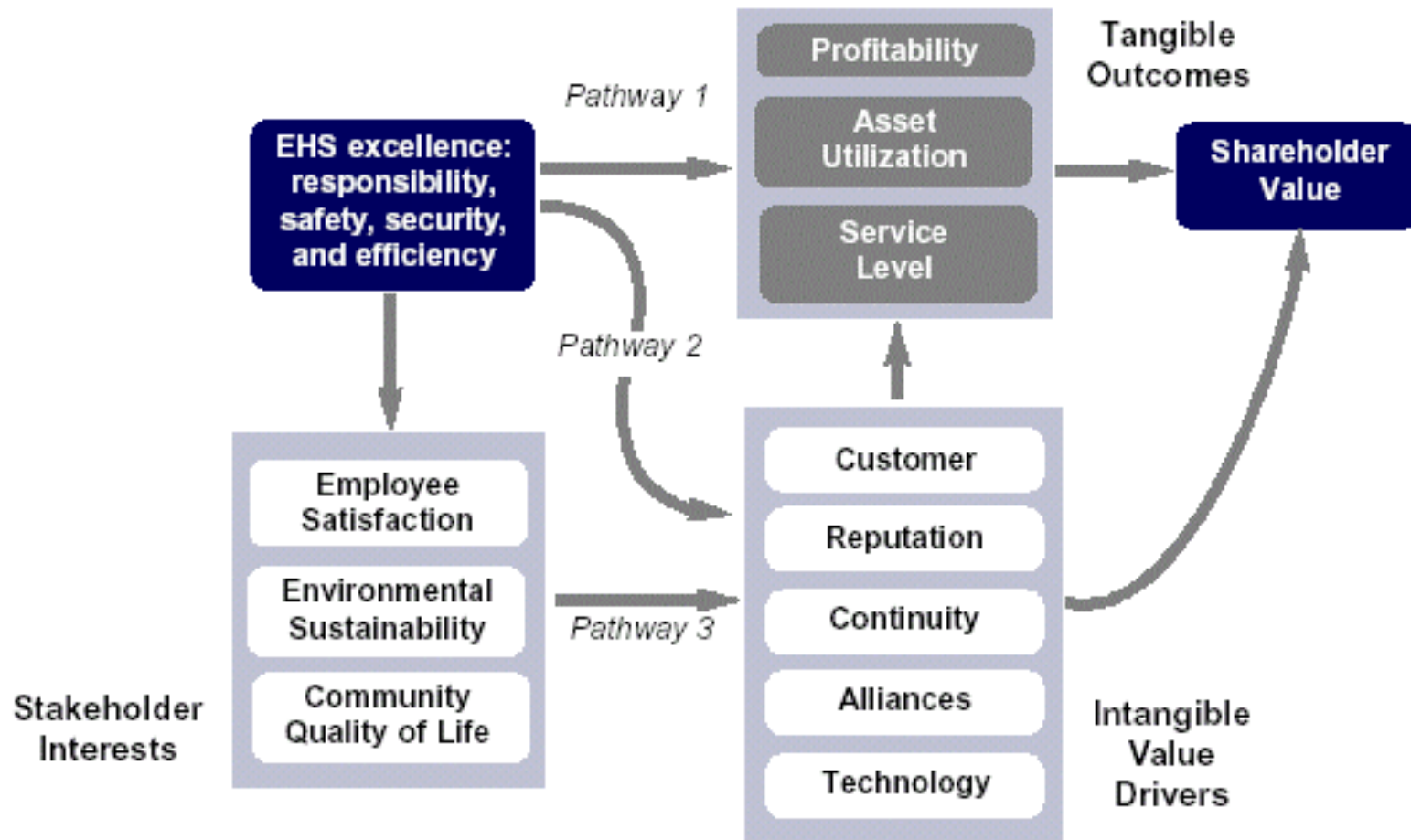


*Environment:
Value to the
Top Line (EVTL)*



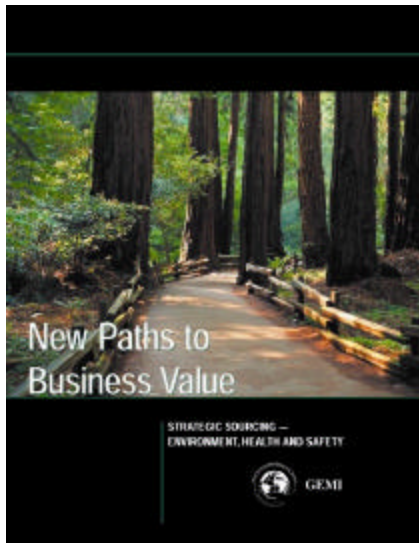
*Environment:
Value to the
Investor (EVI)*

The EHS Value Proposition

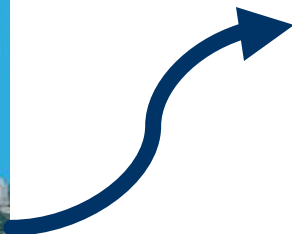
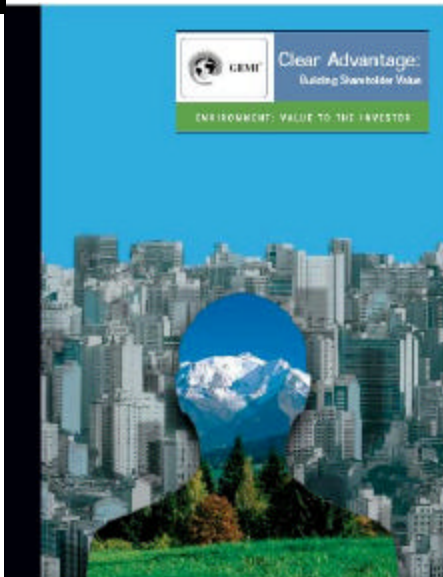
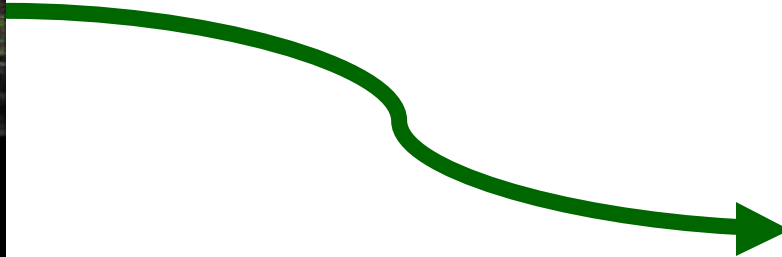


There are three main pathways to shareholder value, including indirect value creation through stakeholder satisfaction

GEMI “Forging New Links” Project

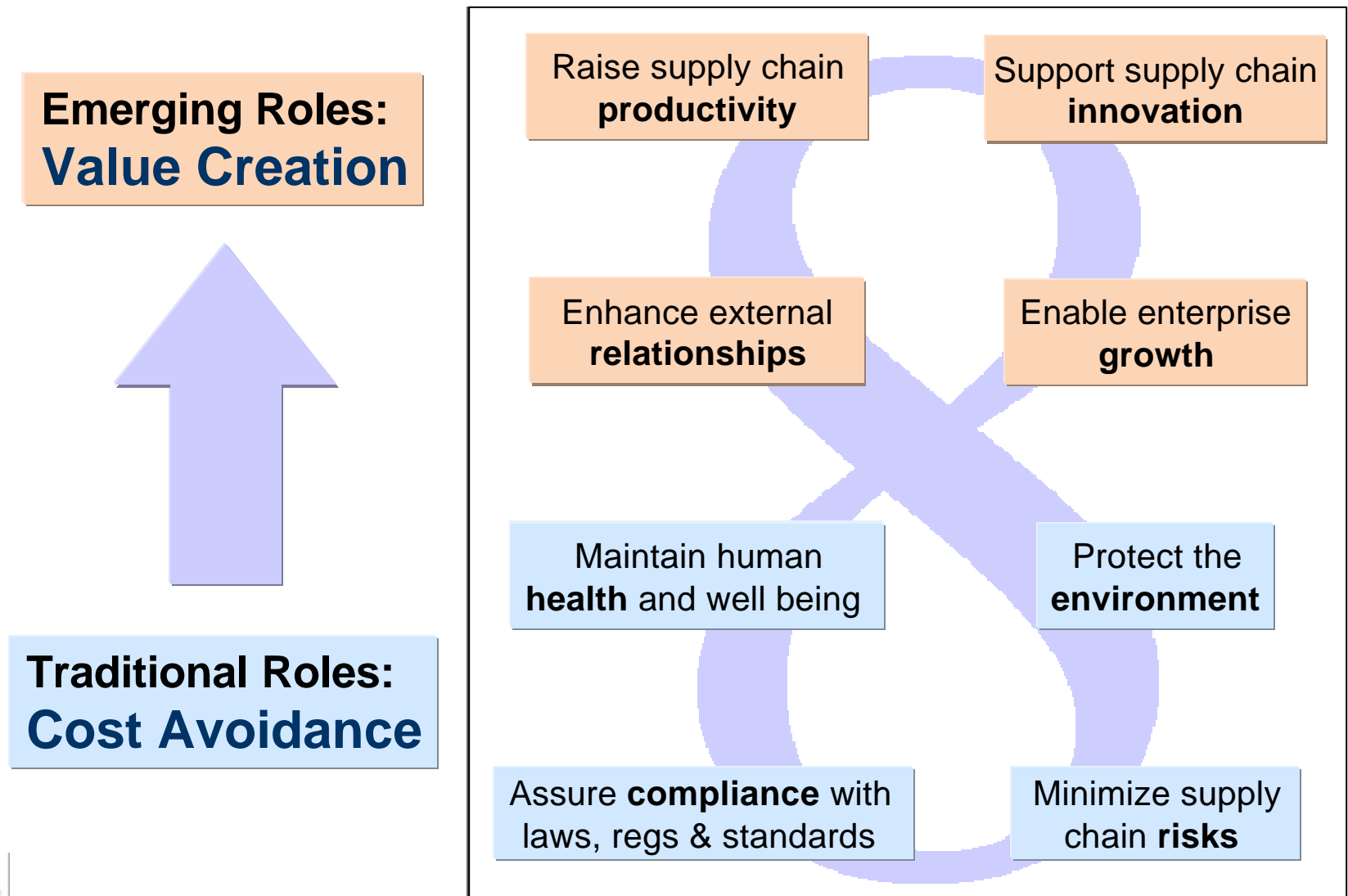


New Paths to Business Value: Strategic Sourcing 2002

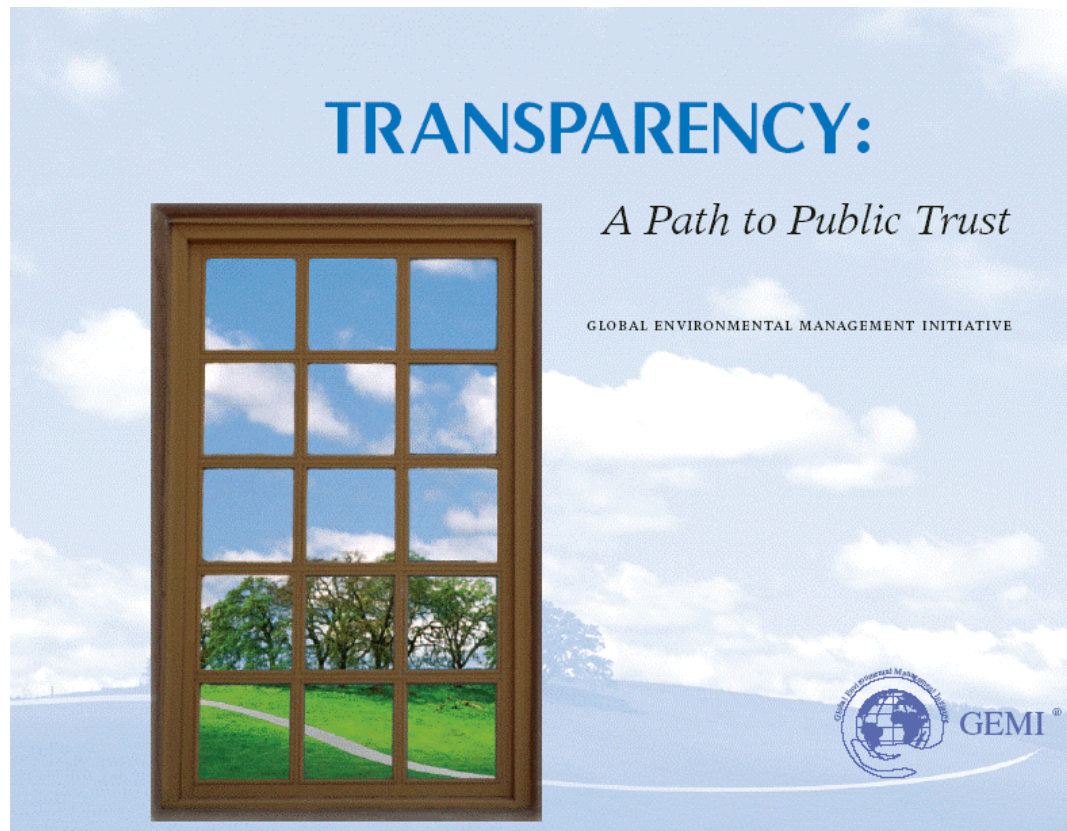


Clear Advantage: Building Shareholder Value 2004

8 Key EHS Contributions to Supply Chain



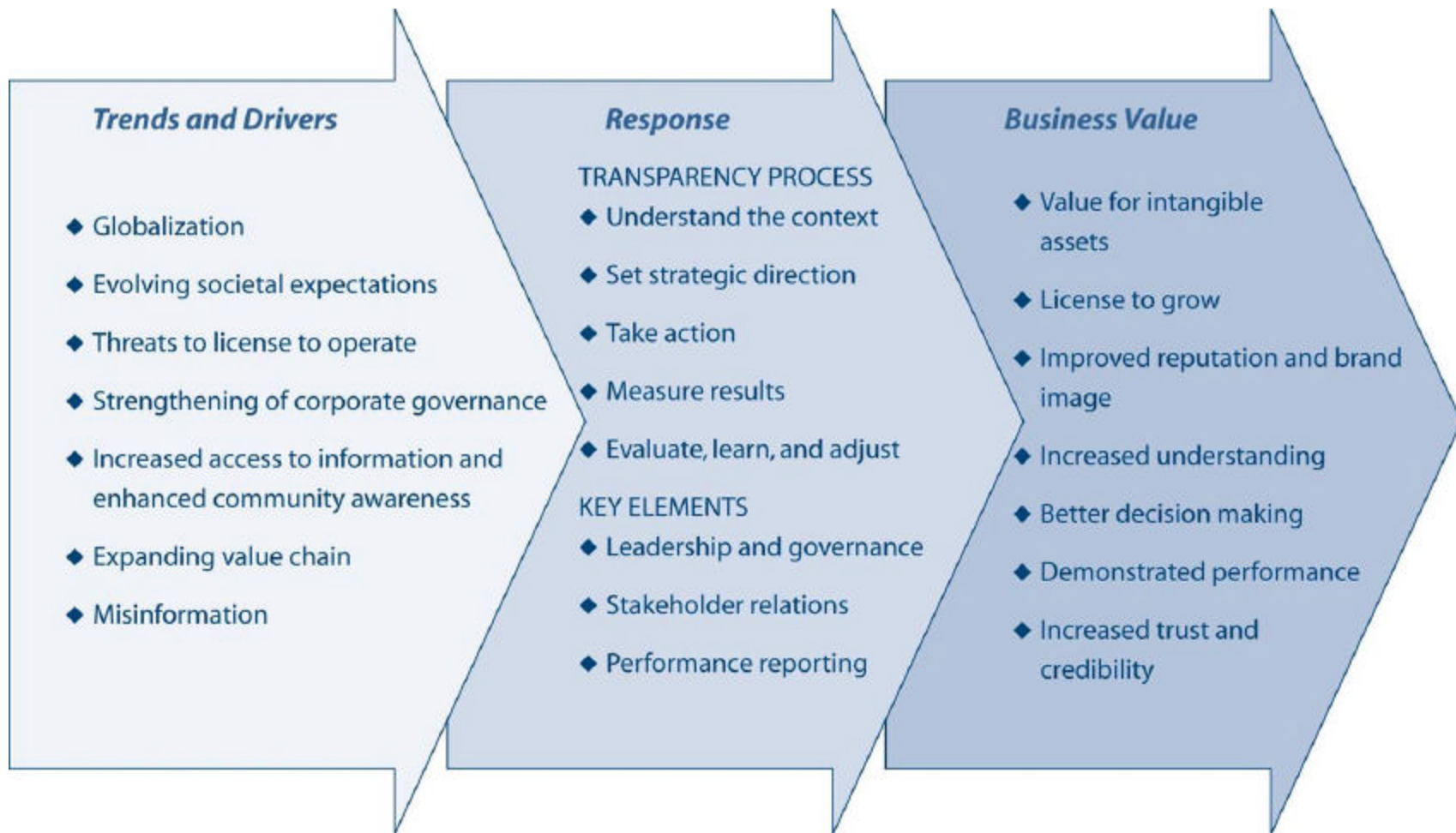
GEMI “Transparency: A Path to Public Trust” Project



GEMI’s definition of Transparency:

“Transparency is the openness of an organization with regard to sharing information about how it operates. Transparency is enhanced by using a process of two-way, responsive dialogue.”

The Big Picture of Corporate Transparency



Benefits & Challenges

- Business case has been described in some of the examples:
 - Aligning with suppliers to deliver results
 - Engaging with customers and stakeholders to learn perspective which drives new market and innovation
- Challenges
 - Where does the responsibility of a company begin and end?