

Corporate Environmental Strategy And Competitive Advantage New Perspectives In Research On Corporate Sustainability

Strategies that enable organizations to succeed as businesses and as responsible corporate citizens Based on the authors' many years of research and hands-on experience, this book provides tested and proven practical strategies that make it possible for organizations to develop, maintain, or extend their competitive advantage without causing harm to the environment and society. Moreover, it explains how to set goals and objectives and then monitor, measure, and report on progress towards achieving corporate social responsibility and environmental sustainability. Most importantly, readers will discover that this can all be accomplished while, at the same time, improving bottom-line profitability. Practical Sustainability Strategies: How to Gain a Competitive Advantage is divided into four parts: Part 1, Introduction to Sustainability, underscores the urgency for organizations to adopt and develop sustainable practices Part 2, Sustainable Strategies, details numerous strategies that have been proven to work, including environmental innovation through biotechnology, green buildings, and green chemistry Part 3, Tools and Metrics, offers practical information on implementing strategies and measuring sustainability and reporting, including global standards and guidelines for managing sustainability, life-cycle analysis, carbon and water footprints such as GRI, GHG Protocol, UN Global Compact Part 4, Conclusion, provides an expert forecast of the future of sustainability Case studies based on the authors' research and fieldwork illustrate how leading companies have implemented each of the sustainability strategies discussed in the book. There's also an appendix with additional case studies exploring various aspects of business practices and sustainability. Practical Sustainability Strategies is ideal as a graduate textbook as well as a reference for business managers. All readers will not only gain a greater appreciation for sustainable development, but also the skills needed to integrate sustainability into all aspects of their organization's business practices.

During the last three decades, information and communication technologies have fundamentally changed the way we work, live and communicate. The ubiquity of internet services, which become increasingly interactive and complex, together with enhanced connectivity, facilitated by innovative mobile devices, induces an ever-rising demand for computing, storage and data transmission capacities. Today, information systems (IS) constitute the backbone of the globalized economy and are indispensable for modern business and production processes. At the same time, environmental sustainability has evolved as the most pressing societal challenge of the 21st century, in particular due to the looming threats of climate change. By virtue of their global influence and reach, business companies significantly contribute to the creation of environmental problems, but owing to their organizational knowledge, capabilities and resources, they also have the capacity and ability to play a key role in shaping the path towards a more sustainable development. The companies leading the way have noticed that corporate sustainability is not necessarily a burden that negatively impacts their bottom line. If strategically managed, environmental product and process innovations can decrease operational costs, enhance corporate reputation, and differentiate from competitors. With regard to environmental sustainability, IS play a contradictory role: on the one hand, the manufacturing, operation and disposal of information technology (IT) infrastructure are responsible for serious environmental impacts: from the mining of conflict minerals to carbon dioxide emissions that equal those of the airline industry to enormous amounts of toxic e-waste. On the other hand, IS are perceived as key enablers of a "green" economy: environmental management systems and the reengineering of business processes can substantially reduce the environmental impacts of business organizations, while technological innovations provide opportunities to decrease the ecological footprint of end-user products and services. Many organizations have started to implement first environmental measures to decrease IT energy consumption and to reduce operational costs, mostly in an unstructured and uncoordinated manner though. Although Green IS practices feature a considerable potential to increase corporate environmentalism while creating promising business opportunities, the adoption of enterprise-wide cross-functional initiatives aimed at implementing Green IS has been rather slow. Economic uncertainties regarding the long-term effects of Green IS adoption and the lack of appropriate management frameworks have been identified as main inhibitors of an encompassing implementation of Green IS initiatives throughout the enterprise. In this context, this thesis addresses relevant research gaps, contributes to theory development in the evolving Green IS research discipline, develops practice-oriented management frameworks, and emphasizes the importance of following a strategic approach to leverage the competitive potential of Green IS. This cumulative thesis comprises an introduction that includes a literature review and a pre-study, four theory-based conceptual research articles, and two empirical studies, one of them building on qualitative, exploratory case study research whereas the other relies on quantitative data which has been analyzed with structural equation modeling. This thesis targets four specific research goals to advance theory-building in Green IS research and to promote the adoption of Green IS in practice. First, this thesis clarifies and defines the central terms and key concepts Green IT, Green IS, Green IS strategy, and Green IS practices drawing on a transdisciplinary research approach. Second, the most important challenges and inhibitors of Green IS adoption are identified and characterized. In particular, the lack of management frameworks, which encourage a holistic implementation that follows a strategic rationale, the complexity of strategic Green IS alignment, the multi-dimensional performance impacts of cross-functional initiatives and, above all, the uncertainty relating to the business case of Green IS practices, are identified as the most pressing challenges. Third, current actions of business firms to address these challenges are examined. Building on exploratory case study research, distinctive Green IS strategies are identified in managerial practice. Most notably, the empirical insights from quantitative survey research suggest a positive relationship between Green IS adoption and firm competitiveness, thus decreasing the economic uncertainty which inhibits the implementation of far-reaching environmental initiatives. Fourth, practice-oriented management frameworks are developed. The fine-grained Green IS strategy concept advises the formulation of strategies addressing the corporate, competitive, and functional management level. The proposed typology of four Green IS strategies illustrates distinct strategic options, from which executives can choose under consideration of their competitive targets and the firm-specific context. To allow for consistency of Green IS strategies, the proposed alignment framework facilitates coherence with economic and environmental corporate goals. Furthermore, the actors, roles and responsibilities relevant to the alignment process are described. In addition, a management framework for the holistic adoption of Green IS, which specifies decisive management areas and distinguishes between three degrees of environmental impacts, is presented along with a comprehensive catalogue of Green IS implementation measures. As a consequence, this research offers both empirical insights and conceptual models to advance the adoption of Green IS initiatives, thus meeting the challenges of climate change and turning corporate sustainability into a business opportunity. Informationssysteme (IS) zeigen in Bezug auf ökologische Nachhaltigkeit gegensätzliche Eigenschaften. Einerseits verursachen die Herstellung, der Betrieb sowie die Entsorgung von Informationstechnologie (IT) – Infrastrukturen schwerwiegende negative Umweltauswirkungen: Vom Abbau von Konfliktmineralien über Kohlendioxidemissionen bis hin zu beträchtlichen Mengen giftigen Elektroschrotts. Andererseits werden IS als Schlüsselinstrumente für eine nachhaltige Wirtschaft gesehen. Umweltschutzsysteme und die Umgestaltung von Geschäftsprozessen können den ökologischen Fußabdruck von Organisationen bedeutend verringern. Zudem eröffnen technologische Innovationen neuartige Möglichkeiten, die Umweltauswirkungen von Produkten und Dienstleistungen über den gesamten Lebenszyklus hinweg zu senken. Zahlreiche Organisationen haben damit begonnen, einzelne Green-IT-Maßnahmen zu implementieren um den Energieverbrauch und operative Kosten zu senken. Allerdings verfolgen die meisten Unternehmen hierbei keine strukturierten oder strategischen Ansätze. Obwohl Green-IS-Initiativen beschälliche Potentiale zur Verbesserung der ökologischen Nachhaltigkeit von Organisationen bieten und gleichzeitig vielversprechende wirtschaftliche Chancen eröffnen, schreitet die Umsetzung von bereichsübergreifenden Green-IS-Maßnahmen in Unternehmen nur langsam voran. Ökonomische Unsicherheiten in Bezug auf die Rentabilität derartiger Maßnahmen sowie der Mangel an adäquaten Management-Frameworks werden in diesem Zusammenhang als zentrale Hinderungsgründe für eine strategische und ganzheitliche Umsetzung von Green-IS-Initiativen identifiziert. Diese Dissertation adressiert diese Hinderungsgründe, entwickelt Schlüsselkonzepte für den neuen Green-IS-Forschungszweig, entwickelt praxisorientierte Management-Frameworks und hebt die Bedeutung eines strategischen Ansatzes bei der Implementierung von Green IS hervor. Diese Forschungsarbeit offeriert empirische Einblicke wie auch konzeptionelle Modelle um die Umsetzung ganzheitlicher Green-IS-Initiativen in Organisationen voranzutreiben. Unternehmen haben somit die Chance, den Herausforderungen des Klimawandels verantwortungsvoll zu begegnen und gleichzeitig durch eine nachhaltige Unternehmensführung Wettbewerbsvorteile zu generieren.

Environmental concerns can greatly affect business success, regardless of whether a business person or corporation shares those concerns. Today's corporate managers must understand the power of environmental issues, and shift their mindset from one focused on environmental "management" to one focused on strategy.Competitive Environmental Strategy examines the effects of environmentalism on corporate management, explaining how and why environmental forces are driving change and how business managers can think about environmental issues in a strategic way. The author discusses: the evolving drivers of corporate environmental strategy, including regulators, shareholders, buyers and suppliers, insurers, investors, and consumers how environmentalism alters basic conceptions of competitive strategy and organizational design how external institutions create both opportunity and limitations for environmental strategy how environmental threats can be incorporated into risk management, capital acquisition, competitive position, and other management concerns The book ends with an overall discussion of competitive environmental strategy and draws connections to the emerging issue of sustainable development. Each chapter features insets that ask fundamental questions about the relationship between environmental protection and business strategy, and ends with a list of additional recommended readings. Every individual who wishes to engage in business management in the 21st century will need an appreciation for the implications of environmental issues on corporate activities, and vice-versa.Competitive Environmental Strategy offers a valuable overview of the subject, and provides a wealth of real-world examples that demonstrate the validity and applicability of the concepts for business people, clearly showing how managers are turning an understanding of environmental issues to competitive advantage.

By analysing the rationales for sustainability strategies, this book addresses a timely question for managers, academics and MBAs: 'when does it pay to be green?' Based on solid theoretical foundations and empirical research, it clarifies the elements involved in the formation and evaluation of sustainability strategies in firms.

After Greenwashing

Embedded Sustainability

Exploring the Process of Corporate Environmental Strategy Over Time

Theoretical, Practical, and Ethical Aspects

The Labyrinth of Sustainability

Integrating Environmental Sustainability into the Company's Strategy

The Palgrave Encyclopedia of Strategic Management

'What does it mean for the environment?' is a strategic corollary of almost any significant business decision today, and companies must take seriously their responsibilities to regulators, customers, employees and the wider society. A Thousand Shades of Green is aimed at business leaders in need of a clear understanding of the key corporate environmental challenges and the insight and vision to meet them - imperatives such as engaging stakeholders and developing partnerships, understanding the policy-making process, forming corporate responses and drafting environmental management strategies - with the promise of genuine competitive advantage for their companies. Drawing on their extensive consultancy experience with some of the most progressive companies around the world, the authors examine why and how businesses must confront the rapidly developing agenda set by environmental constraints and social and regulatory pressure. They identify the corporate environmental challenge with that of change management and advocate a recognition that there is no single strategy or endgame applicable to all companies - there are a thousand shades of green. Only by pursuing thorough, reflective, consistent, competitive and proactive strategies will businesses be able to avoid being embroiled in costly and complex reactive approaches.

The rise of sustainability has swept away the traditional views about firms' competitiveness, survival and profitability, advocating new approaches. Although the strategic decisions on sustainable issues become more important, many firms have erroneously narrow view of environmental strategies and related practices generally have only an outward-looking focus. In line with these considerations, this book aims to investigate the "environmental dimension" as a new "strategic variable" for contributing to strengthen the competitive positioning of firms and to increase the value creation process. The author provides a comprehensive framework for green management by highlights practices and tools to translate strategy into effective environmental ideas. The focus is on goals and actions, from a side, and on the implementation of appropriate control systems useful for monitoring the results of environmental performance, on the other. As such, the book enriches sustainability literature, offers new insights for scholars, and provides implications for practicing green management.

'The Labyrinth of Sustainability' offers the first comprehensive effort to analyze corporate sustainability systematically in the Latin American context—and to extract lessons for companies across the developing world. Featuring an introduction by the prizewinning author and Yale professor Daniel Esty, the book starts off with examining the "sustainability imperative"—the notion that businesses must work toward sustainability to be successful in today's marketplace. The 12 chapters that follow present a collection of carefully developed and tightly framed case studies from companies across Latin America highlighting how they are addressing this imperative. Contributions from leading experts around the region bring a freshness and authenticity as well as a nuanced and grounded approach that make this volume a must-read for business leaders, government officials, non-governmental organization advocates, journalists and academics in Latin America and across the world. Companies face two main challenges in the design of voluntary sustainability initiatives (VSIs): They recognise acceptance problems by different strategic stakeholders and opposition by competing initiatives and experience significant resource demands needed to set up VSIs and ask for more efficient solutions.

How Does it Pay to be Green?

A Thousand Shades of Green

Green Technologies and Business Practices: An IT Approach

Environmental Strategies of Multinational Companies

Seizing the Competitive Initiative : a Guide to Executing Action

Sustainability Strategies

An Analysis of the Relationship Between Environmental and Economic Performance at the Firm Level and the Influence of Corporate Environmental Strategy Choice

Environmental sustainability is increasingly important to organisations, whether for regulatory, financial or ethical reasons. Business and Environmental Sustainability looks at the environmental aspect of sustainability for all organisations pursuing competitive advantage. The book provides theoretical foundations from science, economics, policy and strategy, introduces three environmental challenges (climate change, pollution and waste) and looks at how corporate functions can address these. This textbook provides a thorough foundation by introducing readers to the science, reasoning and theory behind environmental sustainability and then delves into how these ideas translate into principles and business models for organisations to use. Next, it covers environmental challenges from climate change, pollution and waste, and then goes on to examine the different corporate functions (from supply chain management to human resources) to illustrate how environmental sustainability is managed and put into practice in organisations. Finally, a set of integrative case studies draws everything together and enables the reader to apply various analytical tools, with the aim of understanding how companies can not only reduce their environmental footprint but can positively contribute to environmental sustainability. Written by an award-winning lecturer, Business and Environmental Sustainability boasts a wealth of pedagogical features, including examples from a range of industries and countries, plus a companion website with slides, quiz questions and instructor material. This will be a valuable text for students of business, management and environmental sustainability and will also be suitable for broader courses on corporate responsibility and sustainability across environmental studies, political science and engineering.

The Palgrave Encyclopedia of Strategic Management has been written by an international team of leading academics, practitioners and rising stars and contains almost 550 individually commissioned entries. It is the first resource of its kind to pull together such a comprehensive overview of the field and covers both the theoretical and more empirically/practitioner oriented side of the discipline.

Presents a comprehensive analysis of the role of business in safeguarding the environment. It introduces the general issues and context, and then gives a detailed, critical examination of all the key tools of corporate environmental management, including environmental management systems and standards; environmental policies, guidelines and charters; environmental auditing; life-cycle assessment; the measurement of environmental performance; and environmental reporting. The book emphasises systems-based environmental management, and also considers how such an approach might be integrated within local authorities and small and medium-sized companies. It then extends the systems approach to cover continuous environmental improvement, building a corporate environmental profile and moving towards sustainability. Written in a clear and informative style, with checklists, explanatory notes and references for further reading, the book draws on the existing environmental strategies of a number of leading firms. Each chapter is written by contributors involved in ongoing research and consultancy in their specialist area. This is the most authoritative guide available to contemporary approaches to corporate environmental management. Its 'how to' focus makes it essential reading - not only for students and researchers, but for managers faced with the challenge of introducing environmental management strategies into their own organizations. RICHARD WELFORD is Professor of Corporate Environmental Management and Director of the Centre for Corporate Environmental Management at the University of Huddersfield. He is also Professor of Sustainable Management at the Norwegian School of Management and a Director of ERP Environment. He is co-author of The Earth15can Reader in Business and the Environment (1996), author of Corporate EnvironmentIII, Lanagement 2 (1997) and Hijacking Environmentalism (1997) and editor of the journal Business Strategy and the Environment. Originally published in 1998

The book focuses on why, when and how businesses have responded to the growing pressures to improve on their environmental performance. Using a wealth of international research and supported by numerous examples of current practice including case studies of well-known firms, it examines the varied and contested nature of business responses and the competing claims over the business case for corporate greening. It illustrates how environmental protection hasincreasingly become a business issue at both the strategic and operational level for businesses of all sizes and across all continents.

Green to Gold

Environmental Management Accounting for Cleaner Production

Challenges and Opportunities

How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage

Business and Environmental Sustainability

Inter-organisational Design of Voluntary Sustainability Initiatives

"The first book to gather cutting-edge research on this complex relationship, Corporate Environmental Strategy and Competitive Advantage presents conceptual ideas and empirical findings, as well as a valuable review of extant literature and future directions for researchers." "Scholars, consultants and managers from business, the public sector, NGOs, international development institutions, and government working at the interface of business and the natural environment will find this book a necessary addition to their library."--BOOK JACKET
Master's Thesis from the year 2009 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,3 University of Applied Sciences Esson, 120 entries in the bibliography, language: English, abstract: The findings of this research are most useful for those (e.g. executives, environmental managers) who view environmental sustainability as a vital issue for business and intend to develop a corporate strategy that responds to stakeholder's expectations while ensuring long-term performance. The aim of this research is to verify that shareholder is the right one for setting an environmental-related strategy, and that key stakeholders are expecting firms are taking ownership on environmental issues. Central to the research question are identified barriers preventing companies from pursuing an environmental strategy. According to various surveys among executives, they regard environmental issues as strategically important, however relatively few companies appear to be translating the importance they place on these constraints into corporate action. The methodology of this study is to test hypothesis through an exploratory case study. Before testing the hypotheses, a descriptive literature research provides basic information, describing the topic as well as common practices and results from empiric studies. Then a case study serves as a research strategy to collect and analyze data for testing the constructed hypotheses. It explains the relationship between variables within the arguments which are environmental initiatives and the financial performance, reporting standards and effectiveness of communication to stakeholders, and meeting stakeholders' expectations with corporate practices. The findings from the second research phase, the real-life case study, are basically supporting the findings from the literature research. By expressing eco-efficient practices in financial terms, a significant impact to the estimated cash flow and return rate (ROI) generated by opportunity benefits was identified. Various practices were discovered to prove that smart companies focusing on the right accounting and reporting tools seize competitive advantage through strategic management of environmental challenges. The must-read summary of Daniel Esty and Andrew Winston's book "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage". This complete summary of the ideas from Daniel Esty and Andrew Winston's book "Green to Gold" shows how the environment is no longer a fringe interest - it has now moved to center stage in terms of developing and executing a solid, sustainable business strategy. In their book, the authors explain how environmentalism is now an essential element of business success and companies are not acting because they are forced by law, but because there is actual potential to monetise society's interest in eco-friendly products and companies. This summary will teach you how to build a profitable and stronger business by helping to create a healthier planet. Added-value of this summary - Save time - Understand key concepts - Expand your knowledge To learn more, read "Green to Gold" and discover how you can make your company greener and make bigger profits at the same time. Sustainability requires companies to develop in an economically, environmentally and socially sustainable manner. Corporate sustainable development in turn requires movement towards cleaner production. In order to build a profitable and stronger business by helping to create a healthier planet. Added-value of this summary - Save time - Understand key concepts - Expand your knowledge To learn more, read "Green to Gold" and discover how you can make your company greener and make bigger profits at the same time. Sustainability requires companies to develop in an economically, environmentally and socially sustainable manner. Corporate sustainable development in turn requires movement towards cleaner production. In order to recognize the potential from cleaner production - reduced costs and fewer environmental impacts - environmental management accounting (EMA) is a necessary information management tool. Environmental Management Accounting for Cleaner Production reveals a set of tools for companies to collect, evaluate and interpret the information they need to estimate their potential to use cleaner production to realize cost savings and to make the best decisions about the available cleaner production options. EMA is therefore the key for driving environmental progress, cost savings, increased competitiveness and corporate sustainability through the means of cleaner production.

Symbolic Corporate Environmentalism and Society

Management for a Small Planet

A study of contributing factors to overcome barriers between sustainability and shareholder demands

Greening Business

Green Business Lessons from Latin American Corporate Leaders

An IT Approach

A Guide To The Changing Business Landscape

Globalization has changed the nature of many markets. Previously protected local industries have been forced to become more competitive, a situation that provides both opportunities and challenges. Key among these is the challenge of implementing responsible business practices. Corporate social responsibility (CSR) is widely recognized as a worthy commitment to ensure sustainable benefit for both corporations and communities. CSR is also becoming an important base for business to provide a competitive edge. To ensure sustainable growth opportunities, companies should pursue the three key dimensional values of creation: Profit People Planet Well defined and strategic CSR activities will ensure an optimum balance between social, environmental, and economic factors for sustainable profits. Hence, CSR has to be embedded within the business strategy to provide a competitive edge in the areas of brand equity, corporate reputation, employee retention, and customer loyalty. Globally, each location still calls for different emphasis in the implementation process. Successful application of CSR principles is directly influenced by the business understanding of its business strategy in proportion to the needs of the local community. As someone who has implemented all the above activities successfully, author Sri Urip is well placed to discuss effective CSR strategies to 21st century companies.

Companies know how to meet the demands of shareholder value: years of managerial excellence testify to this achievement. Many also know how to create stakeholder value – through traditional approaches such as CSR and philanthropy which predictably lead to trade-offs and added costs. What remains elusive is discovering is how to meet both shareholder and stakeholder requirements in the core business – without mediocrity and without compromise – creating value for the environment. What if sustainability was embedded into the DNA of your organization? How can you incorporate environmental, health and social value into its very core? Many companies, despite their best intentions, "bolt on" sustainability as an afterthought to their core strategies. They trumpet green initiatives and social philanthropy which lie at the margins of the business, with symbolic wins that inadvertently highlight the unsustainability of the rest of their activities. Today's existing strategy frameworks fail adequately to address. In Embedded Sustainability, authors Chris Laszlo and Nadya Zhexembayeva explain and predict how companies can better leverage global challenges for enduring profit and sustained growth. They introduce the marquis concept of embedded sustainability: the incorporation of environmental, health, and social value into the heartbeat of the product life-cycle with no trade-off in price or quality – no social or green premium. Thus, sustainability. At its best, embedded sustainability is invisible, similar to quality. In addition to delivering socially and environmentally conscious products for consumers, it is capable of considerably motivating employees. Most of all, it enables smart companies to create even more value for both their shareholders and stakeholders.

This book is designed to meet the urgent need for a comprehensive and definitive introduction and teaching text on corporate environmental management. It aims to become the standard textbook for courses examining how business can take the environment into account while also providing an accessible and thorough overview of this increasingly multidisciplinary subject for practitioners. Written by the internationally acknowledged experts Stefan Schaltegger and Roger Burritt with Holger Petersen, the book invites the reader to join in an exploration of the ways in which companies can engage in environmental management and why such engagement can be profitable for business. The reader is invited to: examine whether the contents reflect their own experience, takes their experience further, or opposes their own views; note which of the ideas presented are especially important, add to those ideas, or encourage a reaction (positive or negative); and themselves to be inspired by questions, which can be investigated further through other written sources of information, such as books you will be guided to through the bibliography, the Internet or the general media; and think about and plan the ways in which the knowledge provided can be implemented in your own situation. The book is organised into four main sections. First, the fundamental ideas and linkages behind business management, the environment and sustainable development criteria against which environmentally oriented business management can be assessed and the fields of action in which success can be achieved. The third part presents a discussion and examples of strategies for environmental management, which are linked, in the fourth part, to the essential tools of environmental management, especially green marketing, environmental accounting and eco-control. The book is full of case studies and examples related to the main contents of each section. An Introduction to Corporate Environmental Management is both a textbook and a sourcebook. The reader can either work through the material in a structured way or dip into the content and follow up on specific areas of interest. The materials are designed to be used for understanding and reference, rather than to be learned by heart. The primary aim is for the reader to obtain a practical understanding of the relationship between management and environmental issues and view of management or within the practitioner's real-world situation. It will be essential reading for many years to come.

This book explains what every executive should know to manage the environmental challenges facing society and the business world. Based on the authors' rich experience with forward-thinking companies around the world, "Green to Gold" demonstrates how corporations create value by building environmental thinking into their overall business strategies. Daniel Esty and Andrew Winston provide clear 'how to' advice for making sense of environmental challenges, and they offer de success - establishing an eco-advantage in the marketplace. "Green to Gold" is written for executives at all levels and businesses of all kinds. It guides the business leader through pollution and natural resource management issues and the growing pressure from outside stakeholders to strive for 'sustainability'. While highlighting successful strategies, Esty and Winston also examine why environmental initiatives may fail despite best intentions. With practical suggestions for incorporating environmental concerns into business strategy, Esty and Winston present a thoughtful, pragmatic roadmap that shows how companies can use environmental pressures and responsibilities to spark innovation and drive growth

The Avalanche of Change Since Bhopal

Corporate Environmental Strategies and Value Creation

Third Edition

The Road to Sustainability

Increasing the Legitimacy of Sustainability Strategies for Supply Chains

How to Gain a Competitive Advantage

Strategic information systems management for environmental sustainability : enhancing firm competitiveness with Green IS

Traditionally, industry has been accused of sacrificing sustainable development in the pursuit of short-term profit. Yet today, under the banner of Corporate Environmental Responsibility (CER), a growing number of business organizations are claiming to be part of the solution rather than part of the problem. So, what is this emerging phenomenon of CER and what does it aspire to achieve? How pervasive is it and what are its implications for both business and the environment? This collection of essential articles and papers maps the development of the CER concept, traces the principal debates concerning its contribution to environmental protection, assesses the evidence as to what extent corporations are seeking to "do well be doing good" and explains why some companies have gone down this path when others, similarly situated, have been unwilling to do so. In essence, it asks: what has CER accomplished, what can it accomplish, and what is beyond its reach?

Union Carbide and the development of strict auditing standards; ARCO and the development of environment-friendly gasoline; AT & T and the role of strategic alliances in the initiative to eliminate CFCs from electronics production; Warner-Lambert and the drive to develop truly biodegradable plastics. At a time when the fate of many companies hinges on the environmental strategies they adopt, this book offers managers an unparalleled opportunity to learn from the success stories of four companies that have transformed themselves into environmentally progressive firms. More importantly, it shows them how to apply the lessons they learn to their own organizations.

Enhance business performance by using sustainability for competitive advantage The Future of Value reveals what it takes for companies to grow and outperform the competition in today's growth-constrained, sustainability conscious world. The author shows leaders how to use sustainability as a powerful, pragmatic lens to enhance business performance. He also explores how to craft and oversee a portfolio of effective tools, develop competitive strategies, and adjust value chain activities, talent management practices, and corporate policies to help organizations execute powerful sustainability strategies. He provides a systematic, yet instantly familiar, model all companies can use to connect sustainability with their growth and competitive strategies. In this way, the author shows leaders how to shape, color, and own The Future of Value. Outlines the keys to implementing sustainability in organizations to achieve business success today and tomorrow Reveals how to engage stakeholders in day to day sustainability management as a means to shape and fuel efforts to continuously renew their sustainability strategies The author is a 15-year veteran of sustainability and strategy management consulting, having worked with clients in the US, Japan, Australia, and Europe. He has an MBA in Strategic Management from The University of Pennsylvania's Wharton School and writes a regular column for Sustainable Life Media and GreenBiz, two of the world's most heavily trafficked sustainability news and thought leadership portals The author draws useful and accessible conclusions from a rich, diverse set of corporate interviewees. A core part of his research was the selection and interrogation of more than 25 Global Fortune 500 companies' sustainability, strategy, and finance leads. The difficulties in moving towards corporate sustainability raise the question of how environmental and social management can be integrated better with economic business goals. Over the last decade, the relationship between environmental and economic performance, and more recently the interaction between sustainability performance and business competitiveness, have received considerable attention in both theory and practice. However, to date, only partial aspects of the relationship between sustainability performance, competitiveness and economic performance have been studied from a theoretical as well as an empirical perspective. And, to date, no unique relationship has prevailed in empirical studies. A number of explanations have been put forward to explain this, including methodological reasons, such as the lack of statistical data, the low quality of that data, or the fact that such data is often available for short time periods only. Other theoretical explanations have been developed, such as the influence of different corporate strategies or the relatively small influence of environmental or sustainability issues as one factor among many on the economic or financial success of firms. So, how should the business case for sustainability be managed? This is the starting point for this book, which compiles insights on a large number of aspects of the link between sustainability performance, business competitiveness and economic success in an attempt to provide a comprehensive and structured view of this relationship. The book provides an unrivalled body of knowledge on the state of theory and practice in this field and identifies prospective future fields of work. The book includes: conceptual frameworks for the interaction of social, environmental and economic issues in business environment; case studies of companies that have successfully integrated social, environmental and economic issues; analyses of the causal and empirical relationship between environmental and/or social performance, business performance and firm-level competitiveness; concepts and tools useful for improving business value with proactive operational strategies; assessment of the factors influencing operational sustainability strategies and their economic impact; and comparisons of interactions between sustainability performance and firm competitiveness across industry sectors and countries. Managing the Business Case for Sustainability is the definitive work in its field: the most comprehensive book yet published on the theory and practice of managing sustainability performance, competitiveness, environmental, social and economic performance in an integrated way. It will be essential reading for managers, academics, consultants, fund managers, governments and government agencies, NGOs and international bodies who need a broad and comprehensive overview of the business case for sustainability.

The Corporate Energy Strategist's Handbook

When Does it Pay to be Green?

Sustainable Strategies For Competitive Advantage

Managing the Business Case for Sustainability

Corporate Environmental Strategy

Determinants and Effects on Competitive Advantage

Summary: Green to Gold

In an era in which scientists say we are approaching a point of no return in terms of climate change, companies are looking for ways to improve productivity of innovations that reduce environmental footprints. Among the questions they are looking to answer are: How can financial tools be leveraged for positive energy outcomes? How can the energy strategy be integrated into board responsibility? This book provides answers to these questions and more, presenting a selection of decision-making frameworks for strategy and sustainability management. Comprehensive in scope, its 120 frameworks—some well-known while others are original—provide a thorough, practical guide to inform the sustainability strategy of your organization. In addition to learning how to green your organizational strategy, you will also learn how to communicate your strategy to your teams. An essential source for executives desiring to be more responsible in energy performance and to decarbonize their operations, this book will prove useful in your day-to-day organizational work.

From the Publishers Weekly review: "Two experts from Yale tackle the business wake-up-call du jour—environmental responsibility—from every angle in this thorough, earnest guidebook: pragmatically, passionately, financially and historically. Though "no company the authors know of is on a truly long-term sustainable course," Esty and Winston label the forward-thinking, green-friendly (or at least green-acquainted) companies WaveMakers and set out to assess honestly their path toward environmental responsibility, and its impact on a company's bottom line, customers, suppliers and reputation. Following the evolution of business attitudes toward environmental concerns, Esty and Winston offer a series of fascinating plays by corporations such as Wal-Mart, GE and Chiquita (Banana), the bad guys who made good, and the good guys-watchdogs and industry associations, mostly-working behind the scenes. A vast number of topics huddle beneath the umbrella of threats to the earth, and many get a thorough analysis here: from global warming to electronic waste "take-back" legislation to subsidizing sustainable seafood. For the responsible business leader, this volume provides plenty of (organic) food for thought. "

We explore corporate environmental strategy over time, investigating the patterns of evolving environmental investment decisions. Longitudinal case studies provide evidence that environmental strategy evolves through a feedback process, wherein outcomes of earlier decisions have an impact on subsequent decisions. Specifically, positive feedback from outcomes like innovation triggers higher goals, enhancing the undertaking of advanced investments, whereas negative feedback from outcomes, such as

increased costs, decelerates the adoption of further investments. The study points to an emergent view of environmental strategy, where capabilities that are gradually developed in concomitance with environmental outcomes lead to an upgrading of environmental goals, thus triggering the feedback process. The process eventually culminates in higher levels of environmental conduct, being more and more integrated with business strategy and competitive advantage. Managers' values and environmental attitudes influence environmental decisions and actions, affecting the acceleration of the feedback process and the magnitude of responses. Managerial implications are discussed.

This Handbook discusses the main issues, research, and theory on business and the natural environment, and how they impact on different business functions and disciplines

An Introduction to Corporate Environmental Management

Corporate Social Responsibility for a Competitive Edge in Emerging Markets

Unlocking Competitive Advantage in a Low Carbon Economy

Frameworks to Achieve Environmental Sustainability and Competitive Advantage

Corporate Environmental Responsibility

The Integration of Social, Environmental and Economic Performance

CSR Strategies

*Competitive Environmental Strategy*A Guide To The Changing Business LandscapesIand Press

This book is a first step towards understanding the complexity of corporate environmental strategy while explaining the relationships between the numerous dimensions of the concept. When we think of corporate environmental strategy, we usually have in mind a dull and stereotypical statement issued by the CEO, addressing aspects such as pollution reduction, stakeholder dialogue, and unfailing care for the environment. However, genuine environmental protection relies on proactive policies, managerial commitment, cleaner technologies, and advanced management procedures. The author identifies a series of environmental strategy dimensions, some of which have been thoroughly researched in the literature, whereas others have only emerged in recent years. The main dimensions presented in this book include corporate environmental performance; environmental accounting and disclosure; environmental management practices; greening the supply-chain; environmental values and responsibility; green entrepreneurship and innovation; environmental training, culture and policies; and environmental legitimacy and reputation. For each dimension, the author develops a discussion framework, which provides the necessary operational definitions, methodological implications, and practical situations in which these constructs can be used. Each section contains a visual representation of the relationships between the dimensions of corporate environmental strategy and the actions of decision-makers and relevant stakeholders.

In this short, readable and practical 'how-to' guide,leading green business expert and consultant Gareth Kane revealseverything you need to know about making your business green whileincreasing profits. He reveals hundreds of handy hints and tips forgoing green, easy actions any business can take now to cut waste, bigchanges to revolutionize your business processes, products and businessmodels, and green success stories from business of all types and sizes.The Three Secrets of Green Business isa highly accessible, practical guide to those who want tointroduce sustainability into their business or organization quicklyand effectively.

Green technology plays an important role in the achievement of environmental sustainability. Tax incentives, carbon taxes, and rising fossil fuel costs are motivating increased growth and development of 'green' products and services, many of which are the result of innovative discoveries in biotechnology and nanotechnology. Green Technologies and Business Practices: An IT Approach is an international platform that brings together academics, researchers, lecturers, policy makers, practitioners, and persons in decision-making positions from all backgrounds who ultimately share new theories, research findings and case studies, together enhancing understanding and collaboration of green issues in business and the role of information technologies and also analyze recent developments in theory and practice. Furthermore, this book demonstrates the capacity of green models and policies, information technology and management for the mutual understanding, prosperity and overall well-being of all the citizens in the world. This title is perfect for politicians, professors, policy makers, government officers, and students alike.

Corporate Environmental Strategy and Competitive Advantage

How Sustainability Creates Value Through Competitive Differentiation

The Next Big Competitive Advantage

Striving for Sustainability

Systems and strategies

Review and Analysis of Esty and Winston's Book

Research, Theory, and Practice

Examines the underlying symbolic dimensions of corporate environmentalism, helping readers to separate useful environmental information from empty corporate spin.

When this classic text was first published in 1992, it provided a unique focus for the burgeoning concern for sustainability and sustainable organizational practices. The book's impact continues to be felt today as large multinational corporations such as Wal-Mart and GE are making substantial commitments to the "triple bottom line" of economic success, social responsibility, and environmental protection, and sustainability has become a part of curricula in business schools around the globe. Featuring extensive new material throughout, this new edition of M America for the first time. The book maintains the same unique vision and approach that made the original so influential. Unlike other texts on the topic, it employs a strategic, general management perspective within theoretical frameworks on how organizations can be instrumental in moving humankind toward a more sustainable world. Part I includes chapters dedicated to each dimension of sustainability: biophysical, economic, and social. Part II contains the specifics on the formulation and implementation of sustainable management practices, all grounded in strategy. The book is an ideal text for any course concerned with environmental management and sustainable management practices.

Sustainable strategic management refers to strategic management policies and processes that seek competitive advantages consistent with a core value of environmental sustainability.This book has been specifically written as a text to augment traditional graduate and undergraduate management courses on strategic management. It fills the need for a strategy text that gives full attention to sustainability and environmental protection. The authors have structured the book to follow the usual order of topics in any standard management text. Sustainability (Eastman Chemical Company) that exemplifies many of the principles of environmentally sound management practices.From creating organizational visions, to formulating goals and strategies, to strategy implementation and evaluation, this book provides readers with new ways of thinking about their organization's role in the greater society and ecosystem. From the Authors' Preface:Durs is the first book to integrate sustainability into strategic management. It covers the full gamut of strategic management concepts and processes that would be expected in

thoroughly weaves sustainability into each and every one of them. Students using this book understand such things as: why reducing materials and energy intensity is an effective functionallevel strategy, why socially differentiated products command premium prices, and why a business ecosystem pursuing a vision of social and ecological responsibility can dominate its market. Further, because the book is relatively short, reasonably priced, and very thorough in its coverage of strategic management concepts and ideas, it can be used either as a stand-alone supplement to another book, or as one of a group of short texts.

Competitive Environmental Strategy

The Future of Value

Corporate Environmental Management 1

The Oxford Handbook of Business and the Natural Environment

Foundations, Challenges and Corporate Functions

Practical Sustainability Strategies

Environmental Strategy