

2003



Snippets

Welcome to Sd3's sustainability news snippets for **Apr 6th – May 6th 2003**, digested, cut down and pasted from various sources

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What's in the Press?

- ♦ **Green Futures: Business risks of ignoring sustainability management**
<http://www.greenfutures.org.uk/>
- ♦ **Ergo Magazine: Sustainable living** <http://www.ergo-living.com/>

Snippets' recommended visit this month:

<http://www.sustrans.org.uk/webcode/home.asp>

Snippet	Source, Go to	Date
Automotive sector and sustainable mobility		
GM & BMW to jointly develop liquid hydrogen refueling technology , and they invite other carmakers and suppliers to join this initiative; they want to accelerate the progress being made on the distribution and on-board storage of liquid hydrogen as the future fuel. By teaming together, they will help bring about the liquid hydrogen infrastructure faster.	<i>Per comm.</i> automotive sector client	Apr 8
UK fuel cell industry gaining momentum The UK fuel cell industry is growing rapidly, but globally the UK's position is weak, with only a handful of patents and commercialized systems generated from UK research. However, schemes such as the London Hydrogen Partnership and the new Fuel Cells UK, Fuel Cells Forum, Fuel Cell Applications Centre, and the Energy Intermediary Technology Institute in Aberdeen, will support energy research.	www.edie.net/news/Archive/6895.cfm	Apr 17
EarthWeek event takes energy efficient vehicles on the road An Energy Efficient MotorRally toured schools, delivering the message that biofuels and hybrid vehicles are the way to go and noting that nearly 60% of all the crude oil needed to power vehicles in the U.S. is imported. Burning fossil fuels is widely cited as the single greatest contributor to greenhouse gas build up, a major factor in global climate change. By burning a mix of gasoline and biofuel, or by driving a more fuel-efficient vehicle, fewer emissions pollute the air.	http://www.urbanoptions.org CSR Wire	Apr 25
Some facts on transport & fuels (US) According to bts.gov, the combined total miles driven annually in Japan, France, Germany, Sweden, Italy, Canada, and the U.K. was 1.6 trillion, compared to 1.4 trillion miles for the U.S. alone. Every car, truck and SUV that burns gasoline emits carbon dioxide from its tailpipe - 20 pounds of CO2 for each gallon of gasoline burned, according to the Union of Concerned Scientists. Ethanol, which can be produced with corn, soy, mustard seed, and even some grasses, is considered a renewable resource. Mixtures of 85% ethanol and 15% gasoline, called E85, can be used in many vehicles currently available. Biodiesel, which may be used in regular diesel engines, can be made from recycled cooking grease or vegetable oil.	CSR Wire	Apr 25
Ford in list of 50 best companies for diversity DiversityInc's new corporate survey strives to identify the business value	http://www.csrwire.com/sfarticle.c	Apr

of diversity. The top ten companies on the new ranking included Ford, Fannie Mae, American Express, Verizon, IBM, SAFECO, Deloitte & Touche, Eastman Kodak, Bank of America, Xerox.	gi?id=1101	25
Speed limits and drivers' gadgets cut car emissions Car devices to encourage people to drive in a more ecofriendly manner using on board devices to stimulate eco-driving have a significant effect on greenhouse gas emissions, says a new report from the Dutch Energy Research Centre	www.edie.net/news/Archive/6929.cfm	Apr 28
The Ford Motor Company has admitted that it will miss its 2005 deadline for improving the fuel economy of its sport utility vehicles by 25%, reports Reuters. Ford's Vice President of Product Creation for North America, Phil Martens, has said that the company has decided to delay its SUV fuel economy improvements in favour of trying to reach a 20-30% improvement in average fuel economy across all the vehicles it sells in North America by the end of the decade.	www.edie.net/news/Archive/6941.cfm	Apr 28
Toyota also appears to have been struggling , despite the launch of the new version of its hybrid gas-electric Prius, which achieves 55 miles to the gallon: the company sells far fewer Priuses than SUVs and trucks. A report by Environmental Defense has found that carbon dioxide emission from Toyota's total fleet increased by 72% throughout the 1990s.	www.edie.net/news/Archive/6941.cfm	Apr 28
Genesis World Energy , the company behind what it describes as a revolutionary energy generation technology has announced an automotive and transport application that creates an on-demand source of hydrogen fuel for internal combustion engines. The Genesis HICEF (Hydrogen Internal Combustion Engine Fuel) technology has on-board generation of hydrogen derived from water.	www.edie.net/news/Archive/6941.cfm	Apr 28
Climate change		
One of the few concrete results recently is that China, Russia and Canada have signed the Kyoto protocol. Italy, as a member of the EU, was obliged to accept the protocol since the EU had ratified it (reducing greenhouse gas emissions by 6.5% of 1990 levels by 2012). Italy is behind schedule: emissions have not reduced but have actually increased by 5.4% and will have to reduce emissions by 11.9% over the next ten years - a difficult task which requires swift and radical decisions.	www.eep.org	May 2
Sustainability management in business, including CSR		
ACBE has produced "Realising the Value" to help senior managers, to whom the board has devolved responsibility for managing sustainability issues, to integrate sustainability issues into their mainstream risk management and other business processes. Having recognised the potential impact of sustainability on business, it is therefore imperative to be as efficient as possible in integrating it into core business processes.	http://www.defra.gov.uk/environment/acbe/	Apr 7
A group of PepsiCo shareowners have filed a resolution asking the company to report on the business risk of water use throughout its supply chain. The resolution also asks the company to disclose its "current policies and procedures for mitigating the impact of operations on local communities in areas of water scarcity."	http://www.socialfunds.com/news/article.cgi/article1080.html	Apr 3
Xerox's corporate governance not worthy of copying Pension fund giant CalPERS (\$131 billion) names six companies that need to improve their corporate governance. Copier and printer-maker Xerox, topped the list. CalPERS said "It's disconcerting that the same members that oversaw Xerox during its worst period are still there."	http://www.csrwire.com/sfarticle.cgi?id=1075	Apr 16
Environmental credibility not ranked highly by businesses Chief executive officers do not think environmental credibility will build their business's reputation as much as social and financial standing, according to a new report by an Sd3 associate advisor . The Judge Institute of Management asked 163 CEOs to rank seven elements of reputation in terms of their importance in preserving a positive corporate image. Regardless of business climate, the CEOs considered leadership and vision as the most important contributor to reputation, followed by quality and skills, social and financial credibility, and environmental credibility and emotional connections after those.	http://www.jims.cam.ac.uk/news/press_releases/2003/03_04_10.pdf	Apr 17
Nike vs Kasky update The likely consequences of a Kasky victory will be to set back the corporate accountability	Mallen Baker CSR Dispatches No#54	Apr 22

movement immeasurably by making any kind of corporate disclosure a vastly higher risk activity than it currently is. Nike may be the only one that has so far pulled back from its reporting activity, but there are others (some very credible in terms of their commitment) who are watching the outcome nervously. See also below in Reporting snippets .		
Unaccountable lobby groups 'threaten credibility of CSR' The UK's Investor Relations Society has published a new survey that suggests the credibility of corporate social responsibility is being undermined by the demands made on companies by 'CSR lobby groups'. 68% of in-house investor relations practitioners 'agreed' or 'agreed strongly' that questionnaire fatigue 'is a real problem'. However, 82% believed CSR reporting is a central part of any good IR programme. "The CSR lobby is generating so many complaints about the ... information requested that this goodwill is rapidly being eroded."	CSR Dispatches No#54	Apr 22
Sony has patented the term "Shock and Awe" as a trademark for use in a computer game. The company registered the term as a trademark with the US Patent and Trademark Office on March 21st, one day after the start of the Iraq war.	Mallen Baker CSR Dispatches No#54	Apr 22
Ten companies given Queen's Awards for Sustainable Development BT, a business park, a printing company, and a hospice are among the companies that have been honoured by the Queen for their outstanding achievements in sustainable development. "Our environment programme has achieved £600 million savings over 10 years and it is now leading to new revenue opportunities, such as an internet-based environmental management system," said BT	Edie	Apr 28
Eastman Kodak Company has announced that after four years of effort, it has met or exceeded seven out of eight of its five-year environmental goals. Achievements include a 43% reduction in emissions of 30 priority chemicals from 1997 levels; a 57% reduction in methylene chloride emissions compared to 1997; and a 25% reduction in manufacturing waste,	www.edie.net/news/Archive/6941.cfm	Apr 28
Office Depot has announced new environmental initiatives regarding its procurement and sale of recycled paper. The company intends to increase the amount of recycled fibre in its products. It also converted its print and copy centres so that they offer recycled paper as the default paper type.	www.edie.net/news/Archive/6941.cfm	Apr 28
Small and medium sized businesses now have their own environmental management standard , with the launch of the new BS 8555. Part of Project Acorn, which aims to promote best environmental practice among small and medium sized enterprises (SMEs), this is the first time that challenges for SMEs to manage their impact on the environment have been specifically addressed. There are over 3.7 million SMEs in the UK, and firms employing fewer than 10 people make up over 90% of all companies in the country, contributing 40% of the country's Gross National Product. SMEs also account for 60% of the country's business waste, and over half of all environmental incidents.	www.edie.net/news/Archive/6945.cfm	May 6
Electronics sector		
Shareholder coalition led by Calvert pushes for computer recycling programs Dell is the first US computer company to commit to setting global performance goals and developing a system of measurement for success of its global product recycling program (by March 2004). Calvert: "This year, we are pushing for action rather than words. Words are easy..." According to the Silicon Valley Toxics Coalition, people in the U.S. will discard 500 million computers between 1997-2007, and currently only about 10% of old computers are recycled. A report released by the Basel Action Network and Silicon Valley Toxics Coalition in 2002 found that many old computers and components are dumped into developing countries.	www.csrwire.com/article.cgi/1731.html www.calvert.com	Apr 8
TVs getting hungrier for electricity Computers and television are becoming serious 'energy gobblers' according to a Germany study, though their energy consumption could be cut by a fifth if suitable efficiency standards were set for new appliances. An international study suggests even gains of 30% could be achieved by incorporating life-cycle costs into appliance efficiency performance assessments - at no extra cost to society.	www.edie.net/news/Archive/6940.cfm	Apr 28
Environment		
Budget (UK) is "deeply unambitious and disappointing" Friends of the Earth said. Although the UK's Chancellor, Gordon Brown, has acknowledged the need for green tax reform, this year's Budget did little to help protect the environment. It	www.endsreport.com/newslink/index.cfm?WeekStart=11-Apr-	Apr 9

has weakened previous environmental measures, such as air passenger duty, the climate change levy and fuel duty, by freezing them at last year's levels. However, except for modest increases in the landfill tax and welcome reforms to the landfill tax credit scheme (a separate release will be available shortly), he delivered little of any significance.	03&action=previous	
Packaging in transit - greening the way Companies could make savings and help the environment by redesigning their transport packaging - an often forgotten step in the design and manufacturing process. A drinks manufacturer could cut its bills by choosing to package 24 bottles in an eight by three configuration rather than a four by six one. Based on the sale of 10 million bottles a year, the new design would save 14% in paper, would allow 33% more of the bottles to be packed in each pallet, and would require 324 fewer journeys in a year to deliver the pallets.	www.edie.net/gf.cfm?L=left_frame.html&R=http://www.edie.net/news/Archive/6877.cfm	Apr 14
Smog's up Warm weather brought summer smog warning across much of southern Britain in April. Increased ozone and particulate matter occurred in London and the south-east of England.	www.defra.gov.uk/news/2003/030416a.htm	Apr 16
DEFRA will be launching a review of the UK National Sustainable Development Strategy in May. A report is now available on the government's sustainable development website at www.sustainable-development.gov.uk/sd_strategy/download/2003-02-26_final_seminar_report.pdf ;	SPN UK www.defra.gov.uk/news/2003/030502b.htm	Apr 19
European Directive 2003/17/ec relating to the quality of petrol and diesel fuels The Government proposes to implement the directive by amendments to the Motor Fuel (Composition and Content) Regulations 1999. Objective: sulphur content of petrol and diesel road fuel to be reduced to a maximum of 10 milligrams of sulphur per kilogram of fuel (mg/kg) from 1 January 2009. Now open for consultation, responses no later than 20 June 2003.	http://www.roads.dft.gov.uk/consult/sulphur/index.htm	May 6
Financial services		
Portfolio 21 applies the natural step's sustainability theories Socially responsible investment (SRI) firms base their investment decisions not only on companies' financial performance, but also on their environmental and social performance. Portfolio 21 takes this strategy one step further, basing its investment philosophy on the Natural Step, a set of scientific and economic principles that promote sustainability. See the web article for the example of Electrolux.	www.socialfunds.com/news/article.cgi/article1081.html	Apr 3
From the USA: Lincoln Financial Group has announced that a partnership with the National Arbor Day Foundation. For every participant that agrees to a Lincoln Online Delivery, the NADF will plant a tree in national forests destroyed by fire or disease. FleetBoston Financial releases its first sustainability report By citing key metrics and initiatives, the report codifies the beneficial economic aspects of Fleet's commitment to the community through its environmental and social initiatives. The report further emphasises Fleet's leadership role in promoting sustainability in the finance industry, in partnership with the Coalition for Environmentally Responsible Economies (CERES), and UNEP FI.	www.edie.net/news/Archive/6941.cfm www.unepfi.net/ebulletin/e-bulletin_April%2003.pdf http://www.fleet.com/environment Kaj Jensen: kaj_L_jensen@fleet.com	Apr 29
Credit Suisse releases new information platform on sustainable investments Increasing numbers of investors are applying their personal values when making investment decisions. With its new Internet service, Credit Suisse Private Banking now offers interested parties comprehensive information on precisely this subject. Otti Bisang: otti.bisang@csg.ch	http://www.unepfi.net/ebulletin/e-bulletin_April%2003.pdf www.credit-suisse.com/sustainable-investments	Apr 29
Local authorities/local development		
Cambridge Park and Ride is a successful service with 50% growth in users since 1998 and the successful integration of Park and Ride with other initiatives aimed at tackling city centre congestion. The users are commuters, shoppers and visitors, all of whom have different needs. Surveys show that customers are very satisfied with the service.	IDEA Knowledge Lesley.Gordon@cambridgeshire.gov.uk	Apr 22
A Year of Liveability Challenges contains 55 innovative case studies of what local authorities are doing to improve the quality of people's everyday lives. www.idea.gov.uk/publications/liveability/	IDEA News	Apr 29

Reporting/verification		
The GRI website has been updated, improved, cleaned and re-designed. Improvements include new content and new capabilities. There are additional sections on news and events, the reporting framework, governance, projects and feedback.	www.globalreporting.org	Apr 7
European Parliament's Social Affairs Subcommittee, have voted on CSR. Although the 'Bushill-Matthews final Committee report' doesn't explicitly call for mandatory reporting, there are some inferences from other committees strongly in favour of legislation which could be interpreted as calling for legal requirements	Per comm. automotive sector client	Apr 30
Is Nike Guaranteed Free Speech? Social advocate Marc Kasky has claimed that Nike's statements about its sweatshop labor practices were commercial speech and that Nike broke a state law against false advertising. The court's decision, which is expected in late June, carries significant implications for socially responsible investing (SRI) and corporate social responsibility (CSR) globally, as it could affect corporate disclosure of social and environmental practices and policies.	http://www.socialfunds.com/news/article.cgi?sfArticleId=1100	May 6
Supply chain/logistics		
ISEAL consulting on new code of practice International Social and Environmental Accreditation and Labeling Alliance is an association of the leading international voluntary standard-setting assessment organizations for social and environmental issues. Its most recent initiative is a Code of Good Practice for Voluntary Process and Production Method Standard-Setting Procedures, aimed at improving the effectiveness and credibility of voluntary certification.	SAI www.isealalliance.org	Apr 22
The total number of employees working in SA8000-certified facilities is 140,008. Certified facilities exist in 36 countries and 32 industries. For a full list see http://www.sa-intl.org/Accreditation/Certification.htm	SAI	Apr 22
Envirowise and leading UK retailers have announced a national scheme to help suppliers improve their environmental performance. Retail Therapy has been operating as a pilot project and to date has saved £1.9m for 122 companies.	EEP www.envirowise.gov.uk	
World development		
Companies that have signed the United Nations Global Compact but fail to meet its terms will face the prospect of disciplinary action later this year. The UN will begin to develop new procedures this summer that may include the ability to expel errant signatories, which is not possible under the existing regime.	http://www.ethicalperformance.com/	Apr 7
What is Pop Sustainability? Pop Sustainability is a non-profit organization that is out to POP-ularize social, economic and environmental sustainability and inspire young leaders to take positive action	http://www.popsustainability.org/	Apr 16
Those nations with the least water often fail to get the aid that they need. A new report has found that in 2001 only 12% of water aid went to countries where less than 60% of the population had access to safe water. Asia and Turkey reap most of the benefits, with Africa losing out due to fears of political instability.	www.edie.net/news/Archive/6893.cfm	Apr 17
Market for natural, sustainable, and socially responsible products is now estimated at \$230 billion according to the LOHAS conference http://www.lohasjournal.com/app/cda/nbp_cda.php	CSR wire	Apr 30