the sustainability revolution
4 Key Sustainability Drivers
Retailers: Ahead of Manufacturers & Consumers

Energy and Climate
Reduce energy costs and greenhouse gas emissions

Material Efficiency
Reduce waste and enhance quality

Nature and Resources
High quality, responsibly sourced raw materials

People and Community
Vibrant, productive workplaces and communities

Carbon emissions
- Manufacture: 55g
- Transportation: 25g
- Cooking: 20g
- Disposal: 12g
- Waste: 18g

Total CO₂: 130g

The average total carbon footprint for a 425g ready-meal is 103.6g

You can reduce this footprint by:
- Recycling the pack
- Cooking with the lid on
- Microwaving rather than boiling
Increased Legislation Mandating Change

Some type of carbon emission standards or regulations.

Mandated “take back” programs.


Renewable Portfolio Standard - electricity from renewable sources.
Competition

Save up to 40% on Green Travel Deals
Increased Consumer Demand

Sustainability is fast becoming mainstream, increasing from 12% to 36% in 2 years.

2007
- Pure Blue: <1%
- Dark Blue: 11%
- Light Blue: 68%
- Disengaged: 19%

2009
- Pure Blue: <1%
- Dark Blue: 35%
- Light Blue: 54%
- Disengaged: 11%
Unique Prompts for Sustainability

- Saving Money
- Family Pressure
- Environment
- Health Reasons

where advertising, interactive, and sustainability integrate
Yet in almost all cases, these issues are not necessarily top-of-mind.

Globally, only **22%** of consumers think about sustainability while they are shopping for anything.

**91%** of consumers would like to be reminded about sustainability and sustainable products while shopping.
Who can they trust to help them?

Only 55% believe what the media is communicating.

Few agree (14%) that they trust themselves to determine what defines a sustainable offer.

Only 19% agree they have enough information to evaluate a sustainable offer.

Only 18% trust green tourism certifications
GREEN TOURISM CERTIFICATIONS
HOW TO GET TRAVELERS TO BUY GREEN
BE CLEAR ~ BE HONEST
CONNECT TO WHAT MATTERS TO THEM

where advertising, interactive, and sustainability integrate
SAVE OUR PLANET.

Dear Guest:

Every day tons of detergent and millions of gallons of water are used to wash towels that have been used only once.

PLEASE DECIDE FOR YOURSELF.

A towel on the rack means

"I'll use it again."

A towel on the floor or in the tub means

"please exchange."

A Percentage of Profits Is Being Donated to Environmental Groups
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DRIVE AWARENESS + EDUCATION
MOVE QUICKLY: INNOVATION WINS
SUSTAINABILITY IS A JOURNEY…
NOT A DESTINATION