



Sustainability Dashboard release 3. 10 March 10, 2011

Will Sustainability Become Core to Business Growth in the 21st Century?

Growing Gap between Embracers and Laggards

Bloomington, IN - While many thought the Green and sustainable movements would take a backseat due to the recession, studies continue to suggest that has not been the case.

One of the latest is the 2011 Sustainability & Innovation Global Executive Survey of 3,000 global corporate leaders, a collaborative effort of The Boston Consulting Group and MIT Sloan Management Review.*

Their study finds that companies are increasingly moving in Green and sustainable directions and that sustainability, in particular, "will become a source of advantage" for many businesses in the future.

The study also indicates there are now two types of companies when it comes to sustainable issues:

- The embracers, aggressively embracing sustainable issues; and
- The laggards, who move slower and far more cautiously.

Interestingly, the report found that some of the most successful companies are key embracers of sustainability. These include: General Electric Co., Toyota Motor Corp., Wal-Mart Stores Inc., IBM, Apple Inc., and Google.

The embracers report the top three benefits of becoming a more sustainable organization were:

- Improved brand reputation, 49 percent;

- Reduced costs due to greater efficiency, 28 percent; and
- Increased competitive advantage, 26 percent.**

"Right behind these were other notable benefits," says Cynthia Schultz, Chief Operating Officer of Sustainable Dashboard Tools, LLC. (<http://www.green2sustainable.com/>), a web-based tool to help jansan organizations reduce their environmental footprints.

"These included reducing costs (26 percent), access to new markets (22 percent) and increased [profit] margins or market share (21 percent)."

Schultz adds that many of these benefits, "from brand reputation to increased market share," already appear to be the "driving force" for companies now using the Dashboard Tools her company has developed.

"These are astute firms that have literally seen the writing on the wall when it comes to future growth and sustainability."

*The Boston Consulting Group is a global management consulting organization; MIT Sloan Management Review is published by the Massachusetts Institute of Technology and reports on business trends and strategies.

**Responses do not necessarily equal 100 percent.

Stephen Ashkin is available for interviews, presentations, and commentary on Green Cleaning-related issues, sustainable buildings, industry trends, and facility management. He can be reached by calling (812) 332-7950.

About Sustainability Dashboard Tools, LLC

Sustainability Dashboard Tools, LLC, has created new software technology designed specifically for cleaning professionals. The company's CEO is Stephen Ashkin, President of The Ashkin Group and Executive Director of the Green Cleaning Network; its COO is Cynthia Schultz.

Sustainability Dashboard Tools' software allows users to measure the natural resources their businesses use and the greenhouse gas emissions they generate. Armed with this information, businesses can make commonsense changes that reduce their impact on the environment. Such

changes save businesses money and make them more efficient and competitive while also benefiting their facilities, employees, and local community as well as the environment.