

# Derek Smith & Associates

CONSULTANTS IN PAPER AND THE ENVIRONMENT

As the Environmental Business Market continues to capture our attention and grow almost daily, I am struck by the fact that many people who listen to my presentations are not able to accept that global warming is a fact or, perhaps more commonly, that Global warming has primarily been caused by man. It may be fair to suggest that originally these views tended to follow political inclinations, but as the White House and senior government officials have moved to support the scientific findings which suggest that global warming is present and that it is largely caused by human beings, and John McCain has specifically made this point, political divisions have begun to fade into the background and personal opinions for other reasons, dominate some opinions. Whether I agree with these views or not I have great sympathy with anybody trying to grapple with the available scientific evidence and with the enormity of the problem.

For the businessman I believe that these debates are important but not nearly as important as the debate about whether the market for environmental responsibly operated companies now exists and what the future of that market might be. Those issues are of course driven by a multiplicity of factors but crucial to the emergence and growth of this market is how corporate America is moving. Even a cursory search among the sustainability reports and statements of the Fortune 500 companies makes it perfectly clear that, generally speaking, corporate America not only buys into the market but is spending vast amounts of money to reorganize their businesses to meet the expected profiles of the new market. Wal-Mart, Exxon Mobil, Dupont, Ford are all perfect examples of this. Through all of these and dozens of other major companies there are some common threads. The first is that carbon emissions must be cut and that once cut the new levels must be at best further reduced or at worst maintained. Secondly it seems to me, there is universal recognition that ultimately the bottom line benefit from that this triple bottom approach is both significant and real. I have yet to come across one major corporation that has rejected global warming or the need for the reduction of carbon emissions all for a completely new law and conservation of our natural resources and protection of our environment.

The academic world is also important in determining the future of this market not only from the point of view of the enormous procurement potential of our universities and colleges, but also because of the way they will shape future corporate and other leaders over the next two or three decades. The recently formed ACUPCC (American Colleges and Universities President's Climate Committee) now has more than 600 members, all committed to reducing their carbon footprint to neutral but 2050. The huge impact on companies that supply, amongst other things, paper and print to those colleges and schools is obvious.

The printing world itself has launched the SGPP (Sustainable Green Printing Partnership) in May, surely as a direct result of what the PIA perceives to be the growing market needs, and the extraordinary growth of SFI and FSC certification among printers in the United States seems to have taken everyone by surprise.

Over the coming months I will publish a series of articles about the key issues of the environmental business market as it relates to paper print and design ,on this web site that I hope will be of service and value not only to the printer and paper industry but also to procurement officers in the corporate world and to the graphic design community. I would welcome contributions from all sources.

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