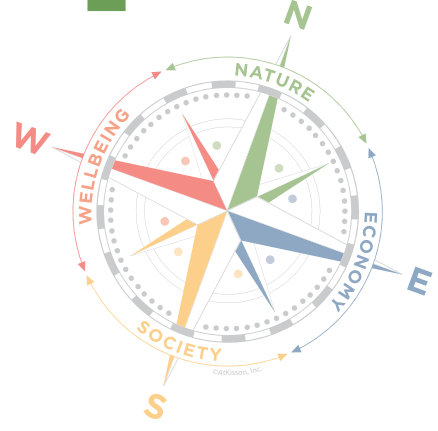


SUSTAINABILITY AND BUSINESS



“At the end of the day, the role of business is to generate prosperity and a better quality of life for everyone... we should never operate at the expense of the earth or societies or future generations.”

~ Ray Anderson, Interface Inc.

STRATEGIC PLANNING

90% of more than 3,000 global CEOs believe that sustainability is or will be a competitive necessity.

~ MIT Sloan Management Review 2013

Over half of companies reported including sustainability in their annual financial reports.

~ KPMG Survey of Corporate Responsibility Reporting 2013

FINANCE AND ACCOUNTING

General Motors cut \$12 million from disposal costs by sharing reusable packaging with suppliers.

~ LMI Government Consulting 2005

SUPPLY CHAIN

MARKETING

81% of CEOs said they expect to adjust their marketing strategies in response to increasing influence of consumers' perception of corporate sustainability performance.

~ MIT Sloan Management Review 2013

Shared value consists of policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates.

CREATING SHARED VALUE



AUBURN UNIVERSITY

OFFICE OF SUSTAINABILITY

