

Sustainability Risk And Opportunity: Customized Research, Analysis, And Planning

➔ **Sustainability** – Meeting the resource needs of the present without compromising the needs of future generations.

Business Case For Sustainability

Driven by an unstable energy market, pending government regulation, and next generation technology, an increasing number of investors are finding addressing sustainability makes good business sense. Here's why:

- **Risk Mitigation**
Future carbon regulation and competitors gaining first-mover advantage
- **Cost Savings**
Energy efficiency gain and resource use reductions
- **Increase Revenue**
Capture market share as mainstream consumers “go green”
- **Enhance Corporate Reputation**
Protect against public, shareholder and stakeholder actions
- **Innovation**
Green initiatives can lead to technical innovation across many fields
- **Employee Alignment**
Increase recruitment, productivity and retention of workforce

FD Element is a specialized sustainable business unit within FD. With more than 20 years experience, FD Element offers unmatched depth and range in communications around sustainable business issues and opportunities.

Clients are able to maximize ROI while we help turn challenges into opportunities through thought leadership, strategic services and outreach to key stakeholders.

FD Sustainability Risk And Opportunity Report

While no two companies are the same, most face the same pressures and potential opportunities in the rapidly emerging world of sustainable business. We can help your company figure out where you stand and understand the unique opportunities you can seize.

Sources Of Risk

- Wholesale energy and climate policy change in Washington, DC and California, with other states also taking steps
- Increased regulation of pollutants and greenhouse gas emissions
- Shareholder concerns about climate change and sustainability
- Reputational damage with investors, clients, and NGOs due to:
 - Unfamiliarity with potential challenges
 - Lack of sound planning by management
 - Exposure to adverse stakeholder opinions

Sources Of Opportunity

- First mover advantage.
- Cost reductions through energy savings and “smart” technologies
- Explosive growth of cleantech sector
- Partnerships with non-governmental organizations
- Generate ROI by acting on business case for sustainability

FD Element will provide a customized report that assesses the following risks and opportunities to your firm:

- Competitive landscape relating to sustainability
- Risks to corporate reputation
- Risks and opportunities associated with climate change
- Cost savings from operations
- Potential partners in the NGO sector
- Specific recommendations to mitigate these risks and maximize the subsequent opportunities



For more information contact:
GRANT DRAPER, Grant.Draper@fdelement.com
DON MILLAR, Don.Millar@fdelement.com