

# The Guide to Corporate Sustainability

## MAKING GREEN MEANINGFUL FOR YOUR BUSINESS.



United States Business Council for Sustainable Development

### What is the United States Business Council for Sustainable Development?

*Our mission is to demonstrate how sustainable development creates business value.*

Launched in 2002, the US BCSD is a regional partner of the World Business Council for Sustainable Development (WBCSD), a global network of 200 international companies with members from 35 countries and 20 major industrial sectors. We show first-hand the benefits sustainable development can provide to a company's triple bottom line – generating economic returns while improving the environment and society.

### Your US BCSD membership:

- Provides the opportunity to participate in **authentic sustainability projects** with industry, government and other key stakeholders.
- Offers **meaningful business relationships** with leaders from diverse industries to develop new working relationships and share the best ideas in sustainability.
- Enhances members' **credibility** through groundbreaking projects and its partnerships with the World Business Council for Sustainable Development.

### By-Product Synergy (BPS)

BPS is a way to turn one company's waste into a valuable resource for another company, saving landfill space and creating new revenues.

- **Chicago Waste-to-Profit Network:** Working with the City of Chicago and other partners, we established a network of businesses in Chicago that diverted more than 22,000 tons of landfill-bound waste in one year, reducing almost 50,000 tons of CO2 emissions and achieving \$4.5 million in savings and new revenue.

### Energy and Climate Change

Encouraging the transition toward a sustainable energy economy not only addresses the vital issues of climate change and carbon output, but also creates major economic value, both on an organizational and national level.

- **Dow Study:** We studied six major Dow manufacturing sites along the Gulf Coast. The project identified ways to decrease waste material production by 155 million pounds per year, turning waste into useful products. It also identified potential annual cost savings of \$15 million, and found opportunities to reduce fuel use by 900,000 MMBTU per year and CO2 emissions by 108 million pounds per year.

### Eco-Systems Management

We find cost-effective ways to conserve and restore natural resources through projects that address real barriers and engage important stakeholders.

- **Sustainable Forestry:** The disaster of Hurricane Katrina gave new urgency to our ongoing reforestation project in the Lower Mississippi Valley, which restores the natural barriers to help slow rainwater runoff and mitigate flooding. Members from fields as diverse as chemicals, cement, law, engineering and forestry, helped convert more than 65,000 acres of cropland into forests. The value from these conversions is estimated to be over \$150 million.

- **Green Brownfields:** *This EPA-supported initiative in Houston/Galveston promotes the conversion of brownfield properties back into productive green space, with a primary emphasis on enhancing the land's ecological or environmental attributes. This conversion enhances the quality of life in a rapidly growing region, providing landowners with a viable and cost-effective way to turn a liability into an asset.*

## Water Resources Management

Such a basic resource is a highly strategic issue for industry, representing both a business opportunity and a potential future risk to sustainable operations. We seek to identify specific water projects that yield tangible economic and environmental results through integrated solutions and strategies.

- **Water Quality Improvement Initiative:** *The US BCSD is establishing partnerships among water users and governments with a goal of reducing dissolved salt concentrations in the Brazos River watershed. This project will propose the implementation of feasible solutions to optimize upstream conditions and improve total dissolved solids loading in middle and lower basin.*

## Collaboration and Business Relationships

The ability to work across industries gives members the power to forge meaningful relationships with government, nonprofit and corporate partners they would not regularly be able to access. These connections help link global strategies to the U.S. operations level, sharing best practices and finding sustainable solutions that have a much broader impact and benefit than if executed by just one company.

- **CemStar:** *This patented process was created using steel slag from Chaparral Steel in a TXI cement kiln to create high-quality Portland cement. Profits for both companies increased, while CemStar reduced energy requirements by 10 percent to 15 percent and decreased carbon dioxide emissions by more than 10 percent per ton of cement produced.*

## World Business Council for Sustainable Development

The WBCSD is a CEO-led global organization that helps businesses make effective contributions to sustainable human progress through knowledge sharing and policy development. US BCSD members can participate in these experiences with colleagues from around the world and share the results of activities and projects initiated by the US BCSD.

- *The WBCSD adopted the US BCSD Lower Mississippi River Valley reforestation project as a case study, further showcasing its success to an international audience.*

## Contact

Membership in the US BCSD is by invitation, but we encourage any company dedicated to sustainable development to contact us.

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