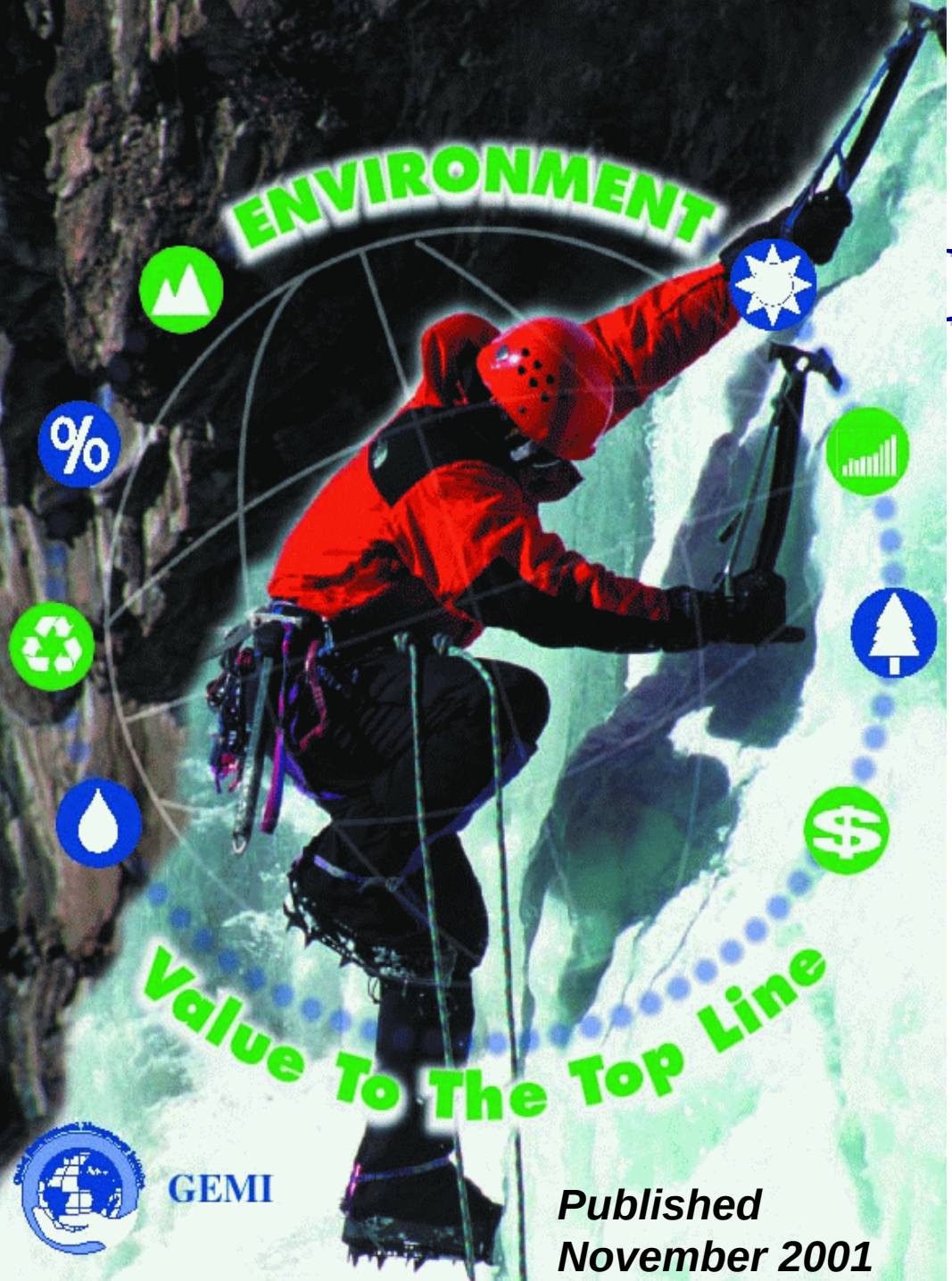

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The Global Environmental Management Initiative (GEMI)

"Environment: Value to the Top Line"

The First Step: *Environment: Value to Business (EVTB)*

- 1996-1997: Growing need by EHS professionals within companies to show value
- 1997: Formation of GEMI EVTB Work Group to provide focus on growing need
- 1998: Discussions with stakeholders, such as academic institutions and financial analysts, to gain additional perspective on topic
- Late 1998: Published *Environment: Value to Business* tool

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What is the Purpose of This Document?

- Create awareness
- Develop a process
- Provide concrete examples
- Enhance communication and collaboration

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Definition of "Top Line"

- "Top line" refers to what is represented by the top line of an operating or income statement: ***revenue*.**

- The "TOP LINE" consists of:
  - Revenues or sales
  - Market share growth
  - Share price
  - Enhanced Brand

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How Environmental Activities are Related to Business Strategies

- Strategic business concepts
  - Value
  - Differentiation
  - Brand image
- Key business learnings
- Value chain

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A Company's Environmental Top Line Pathway is Driven by its Strategy and Core Strengths

Core Strengths

Product Innovation	**Creating Customer Environmental Solutions**	**Developing Environmentally Responsible Products**
Relationships	**Bundling Environmental Services**	**Enhancing Brand**
	Revenue Driven	**Brand Driven**

Company Strategy

GEMI®

The Value Chain is a Tool for Understanding How Environmental Top Line Value Can be Created in each of the Different Parts of a Business Enterprise.

Value Chain

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Case Studies Illustrate the Top Line Framework

Core Strengths	Revenue Driven	Brand Driven
Product Innovation	• DuPont • Electrolux	• Koch • Cargill Dow
Relationships	• Ashland • DuPont	• BP

Company Strategy

GEMI

Key Learnings from the Case Studies

- Define “sustainable development” in a meaningful way
- Use business-based metrics
- Engage stakeholders
- Develop new business models
- Design environmentally responsible products that require no trade-offs by the consumer
- Provide vision from top management
- Understand the customer value chain.

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Visit GEMI's website to view:

Environment: Value to the Top Line

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