The Global Environmental Management Initiative (GEMI)

“Environment: Value to the Top Line”

Published November 2001
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
What is the Purpose of This Document?

- Create awareness
- Develop a process
- Provide concrete examples
- Enhance communication and collaboration
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
How Environmental Activities are Related to Business Strategies

- Strategic business concepts
  - Value
  - Differentiation
  - Brand image
- Key business learnings
- Value chain
A Company’s Environmental Top Line Pathway is Driven by its Strategy and Core Strengths

- Core Strengths
  - Product Innovation
  - Relationships

- Developing Environmentally Responsible Products
- Creating Customer Environmental Solutions
- Bundling Environmental Services
- Enhancing Brand

Revenue Driven
Brand Driven

Company Strategy
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.
Case Studies Illustrate the Top Line Framework

- DuPont
- Electrolux
- Ashland
- DuPont

- Koch
- Cargill Dow
- BP

Company Strategy
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.
Visit GEMI’s website to view:

Environment: Value to the Top Line

www.gemi.org

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