



Looking Outside for Insights

Stakeholder Engagement
Around Environmental
Sustainability

Michael Kehs, Partner and Director
Washington DC Public Affairs
January 18, 2008

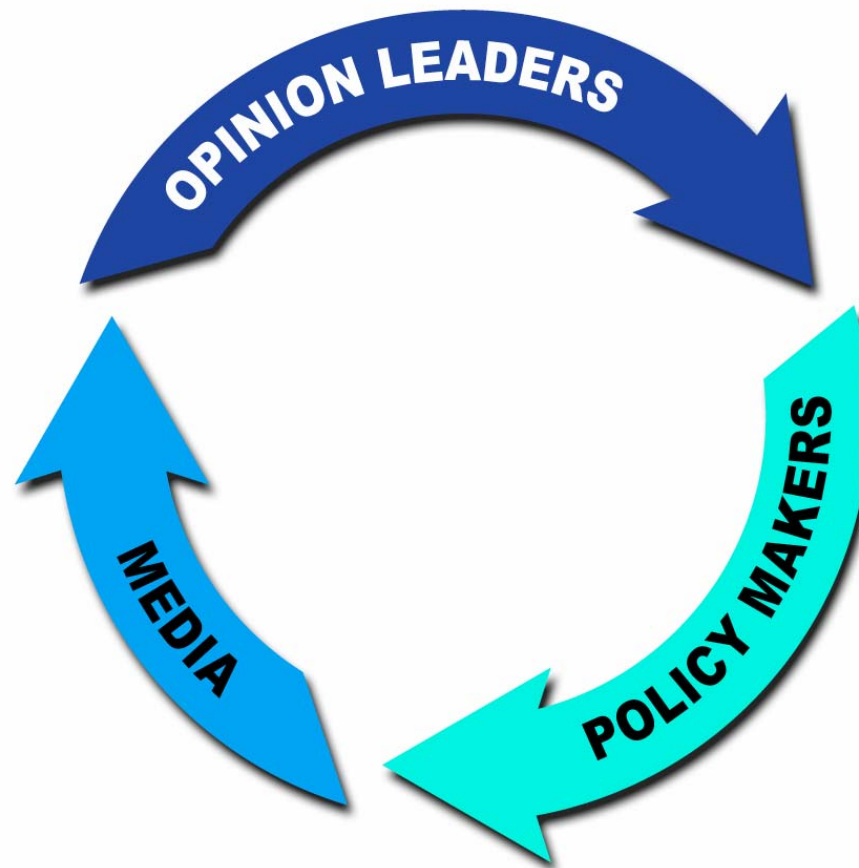


Many Minds. Singular Results.

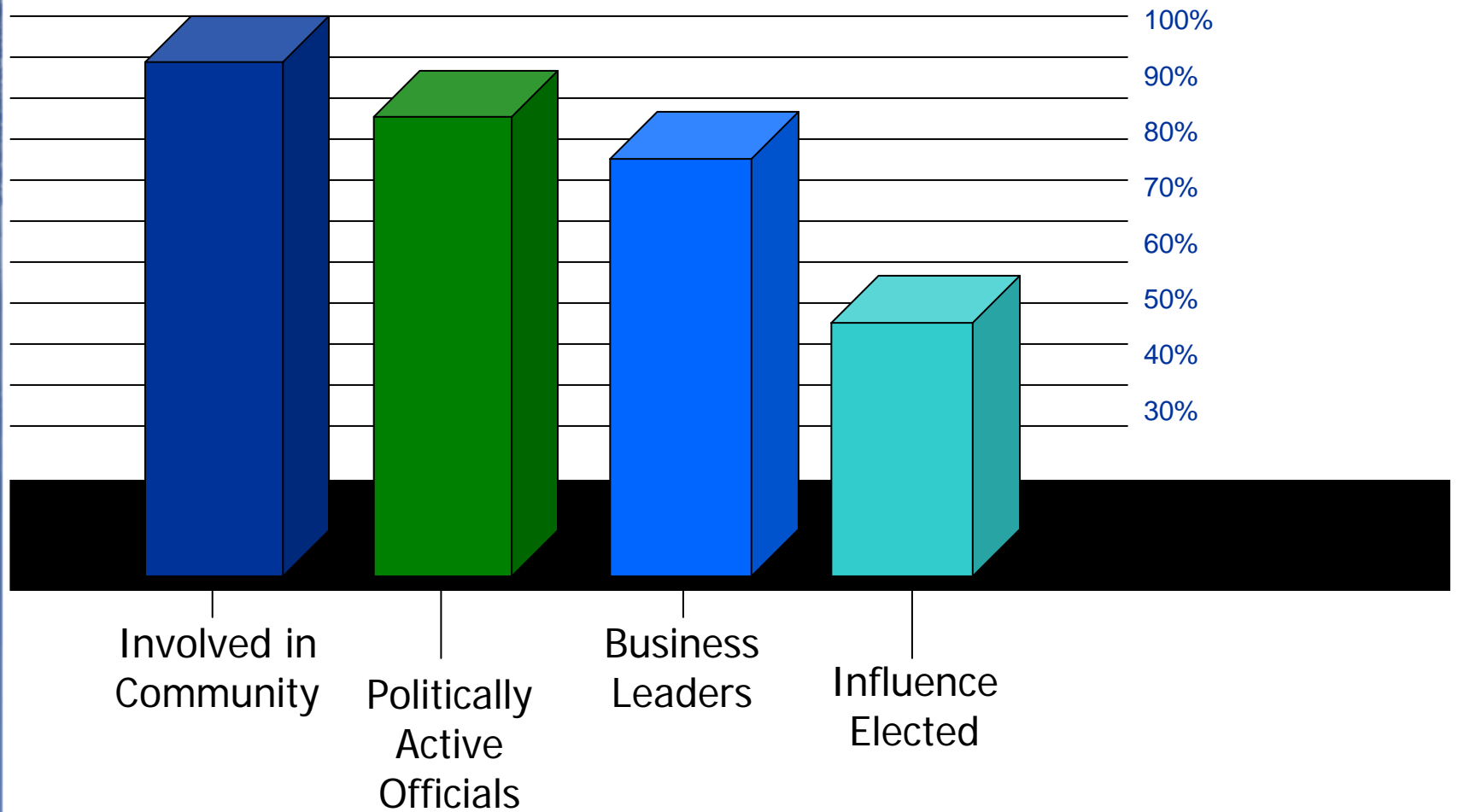
“What does sustainability mean to your company?”

- Majority of business respondents speak to business issues (16/20) vs. environmental issues (4/20)
 - **RebeccaL**
In our industry, it means selling at good prices, desired quality and on time deliveries.
 - **JohnJ**
In retail, we need to sustain and grow our company base through marketing and in store experience.
 - **DavidF**
Meet needs of customers and vendor relationships and you will have sustainability.

Public Opinion Loop

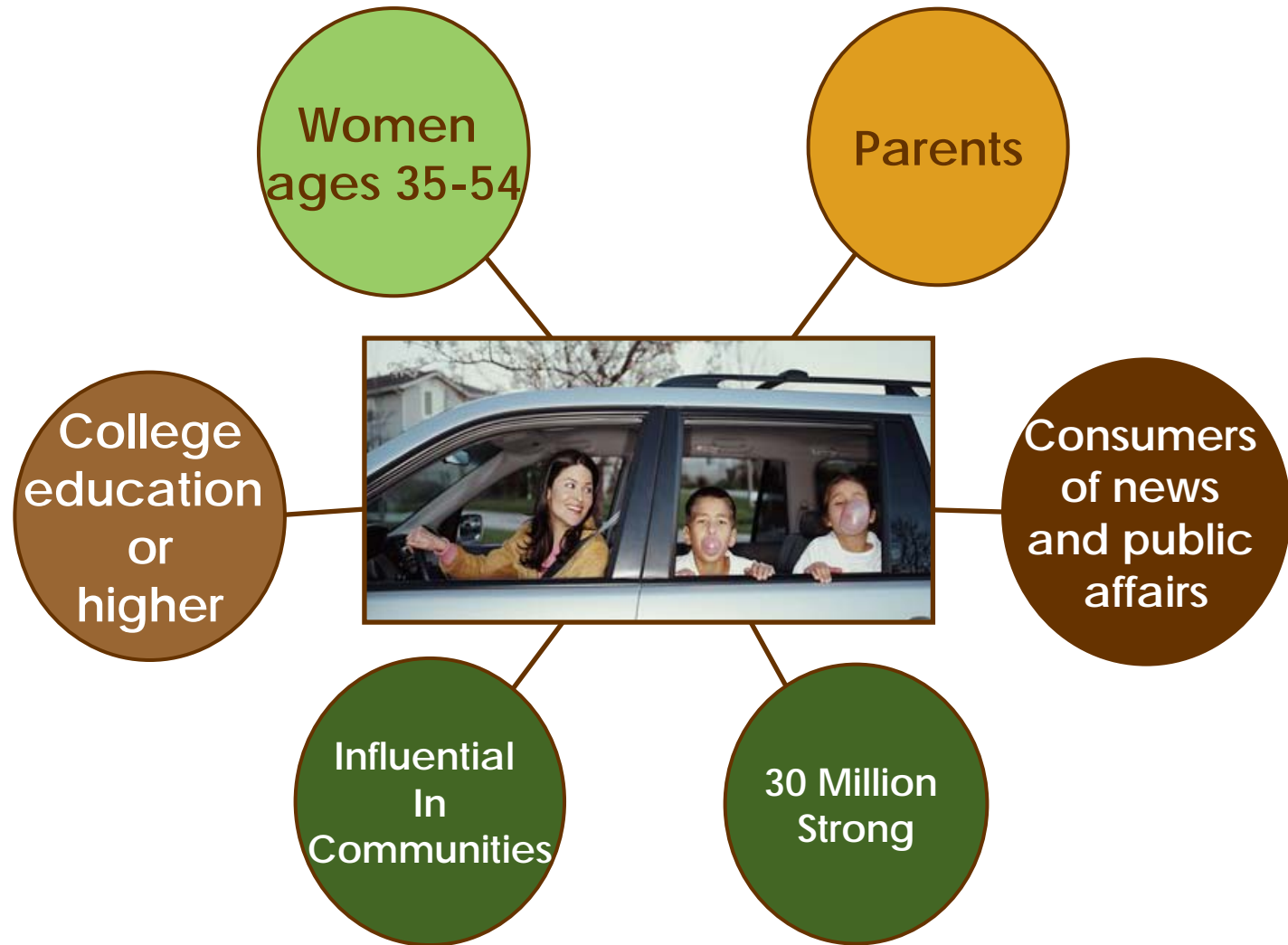


Target Audience: Opinion Leaders





Opinion Leading Consumer Audience: “Legacy Moms”

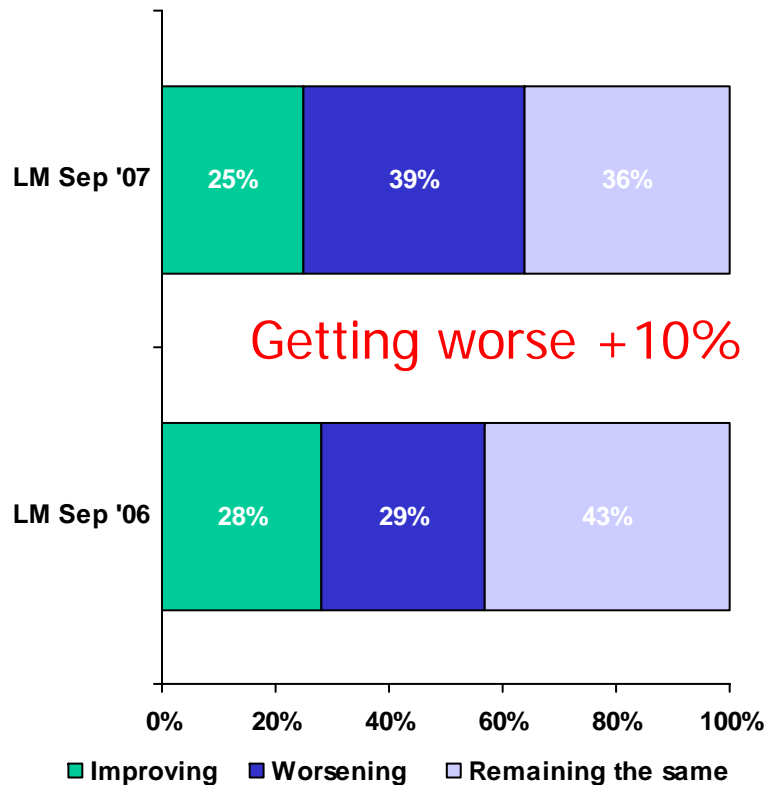


Green is Everywhere

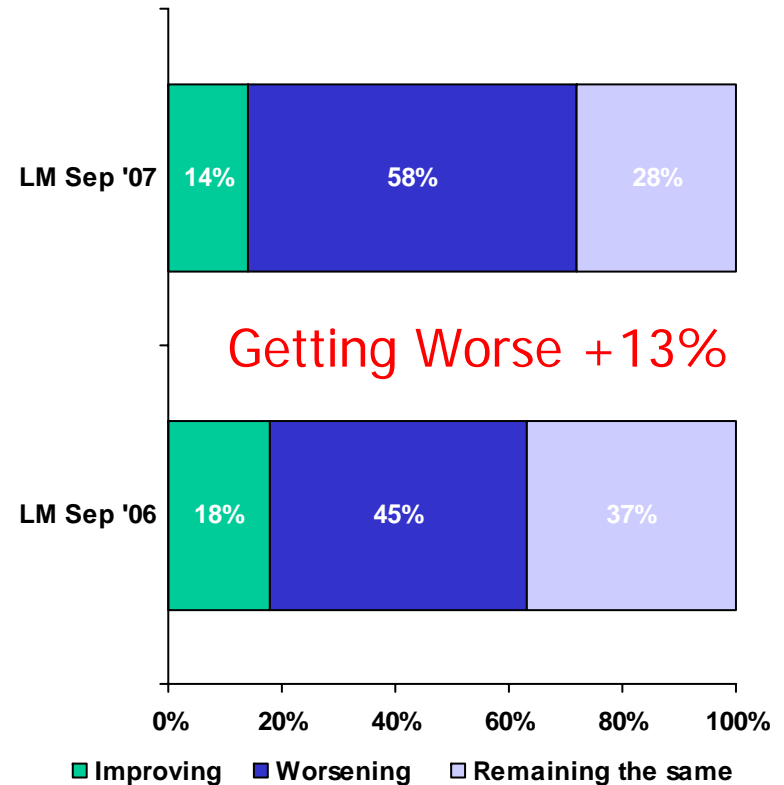


State of Environment in the US and the World

“Over the past year or two, would you say that the state of the natural environment in the United States is improving, worsening, or remaining the same?”

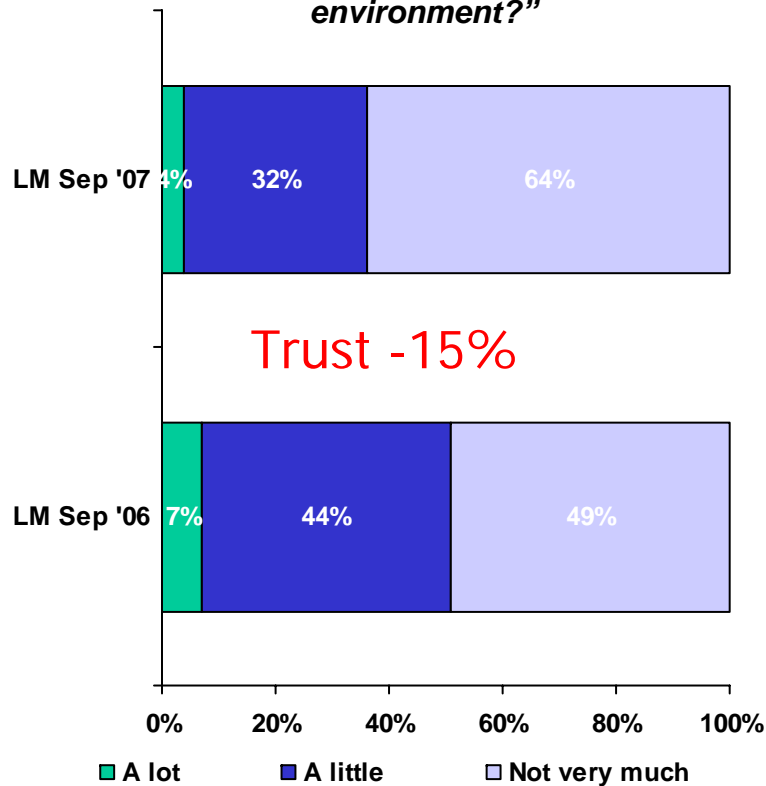


“And over that same period of time, would you say that the state of the natural environment in the world is improving, worsening, or remaining the same?”

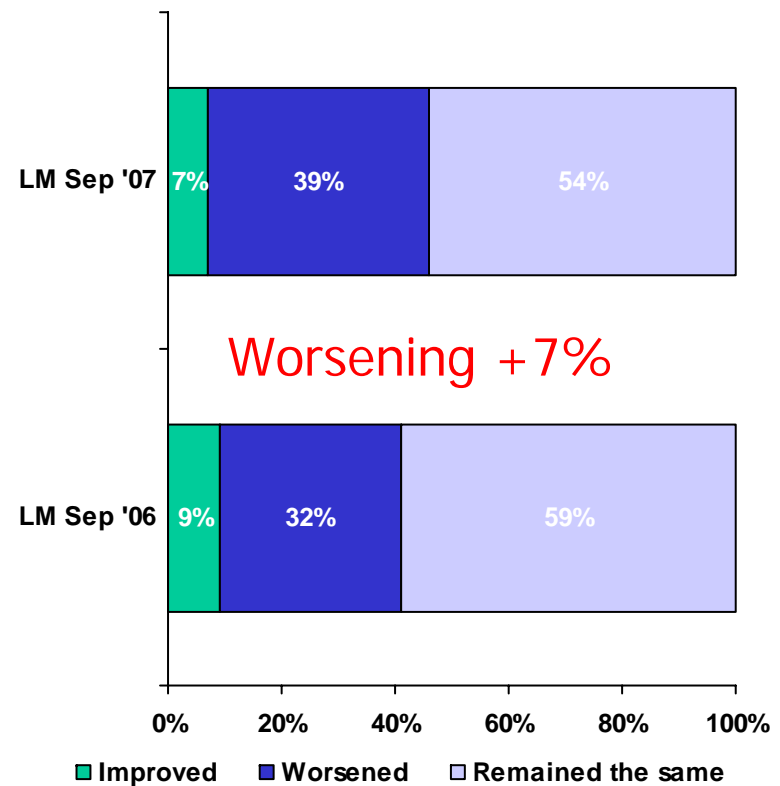


Trust in US Government to Address Environmental Issues

“Would you say you have a lot, a little, or not very much trust in the US government to do the right thing with regard to the environment?”

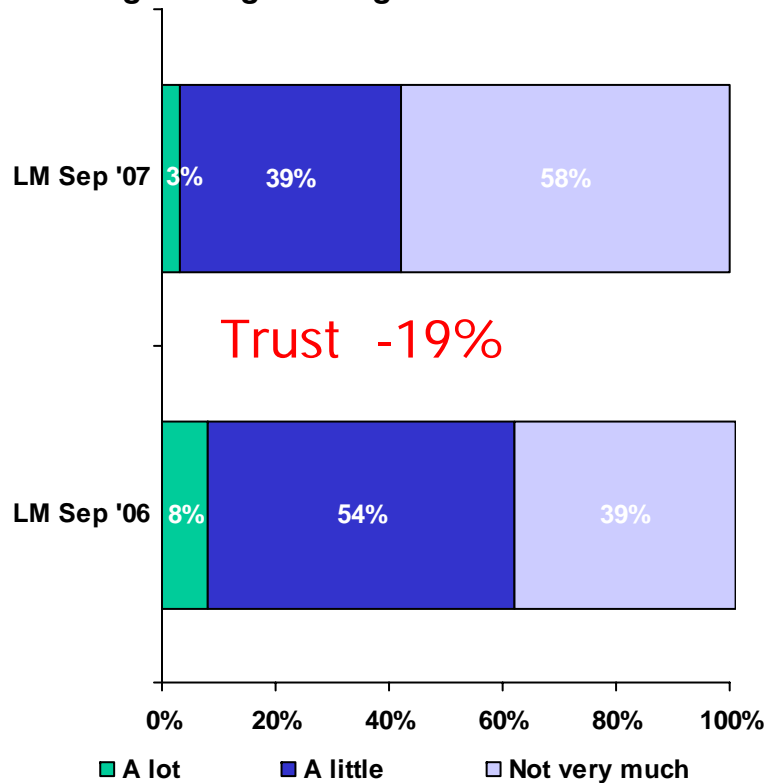


“Has this feeling of trust improved, worsened or remained about the same over the past year or two?”

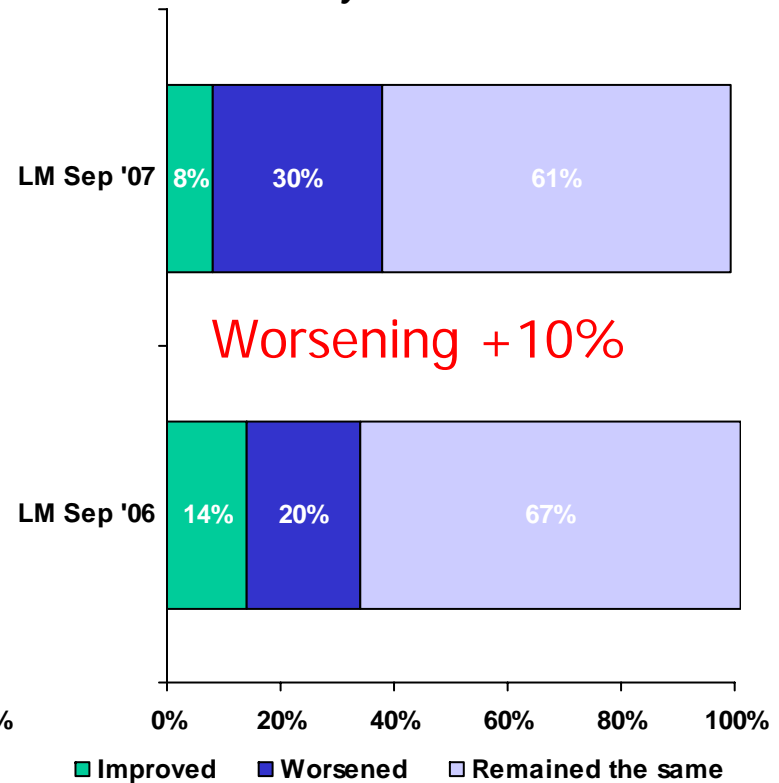


Trust in Major Industries to Address Environmental Issues

“Would you say you have a lot, a little, or not very much trust in major industries to do the right thing with regard to the environment?”



“Has this feeling of trust improved, worsened or remained about the same over the past year or two?”





- Environment ranked second most important cause (71%)
 - Only improving schools ranked higher
- What Americans are actually doing to protect the environment
 - Using less energy at home (68 percent)
 - Recycling at home (62 percent)
 - Buying energy-efficient appliances and insulation (52 percent)
 - Buying products made from recycled paper or plastic (52 percent)



- Americans are most willing to try:
 - Buying products that use less packaging (36 percent)
 - Buy environmentally friendly products (32 percent)
 - **Punish companies with bad environmental records by not purchasing their products (31 percent)**
 - Buy organic foods (31 percent)

Failure to Engage External Stakeholders Is Not an Option

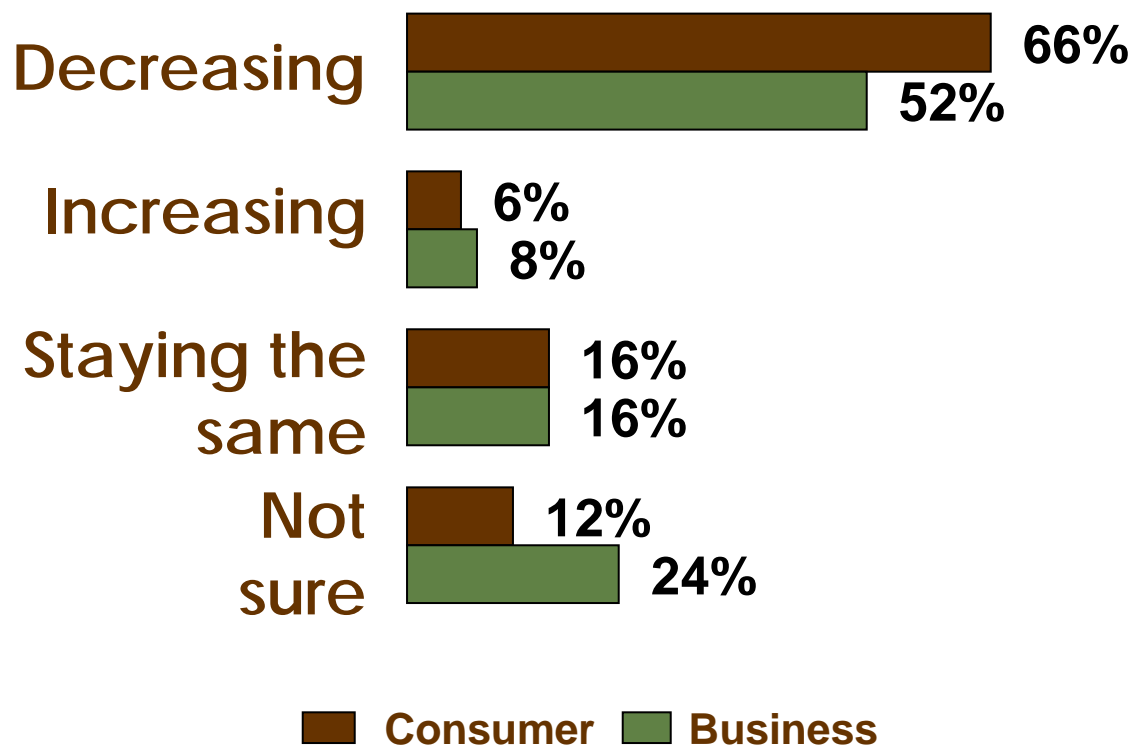
- All stakeholders are consumers first!
 - They read the media
 - They track public opinion
 - They act on what they think they know
- Uncorrected myths become “facts”
- External engagement helps correct internal perceptions

Abundant Forests Alliance

Renew. Reuse. Respect.SM

Perceptions of the Condition of the Forest

How would you characterize the amount of forestland in the U.S.?



The Abundant Forests Alliance

Mission:



Assure
consumers
& customers



Strengthen
positive
associations



Provide
useful tools



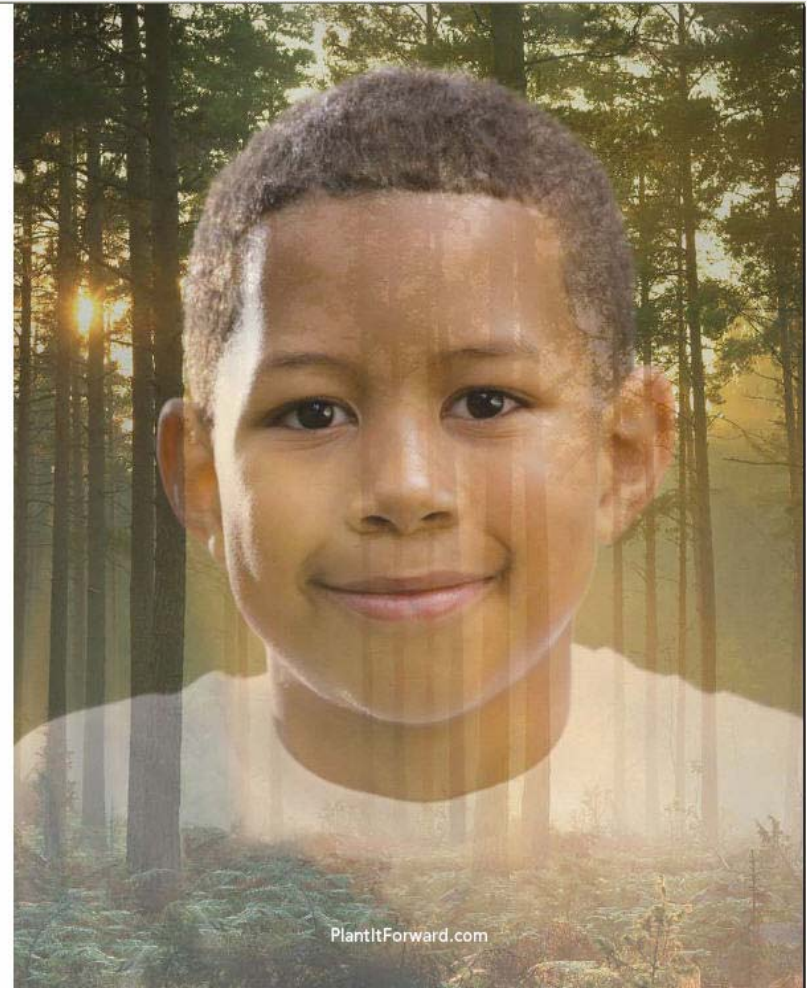
Something good
is bound to happen
when you plant
1.7 million trees every day.

We all want abundant forests for our children and grandchildren. So, it's good to know the people of the wood and paper products industry are working on that every single day. By replanting enough trees to more than make up for what is harvested, encouraging consumers to choose products from certified sustainable forests, and carefully managing our forest resources, we've helped America's forests increase by 12 million acres since 1987. Together, we can do even better. Visit PlantItForward.com today for easy ideas that will make a difference.



Abundant Forests. Plant It Forward.™

Abundant Forests Alliance
Renew. Raise. Respect.™



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Do you recycle? Reuse paper grocery bags? Every time you do things like these that **Renew. Reuse. Respect.**SM our forests, you *Plant It Forward*. Pick any 3 activities from the hundreds on this site. Then tell 3 friends to visit and pick 3. You can also submit your own idea.

▶ Video Site Tour

Print List

My Plant It Forward List Pick three. Tell three.

As you search for ideas you may add them here. Aim for 3 ideas to begin *Planting It Forward*.

Get inspired. See other's lists.

Enter a screen name or keyword to access the lists of friends and people in your area. Feel free to make their ideas your own.

Name or Location

ZIP Code

Search

Keyword

Select a Category

Search

Your search for ideas starts here.

Click on any topic to get ideas. The ones in big letters are the most popular now. Or enter a keyword and click Search.

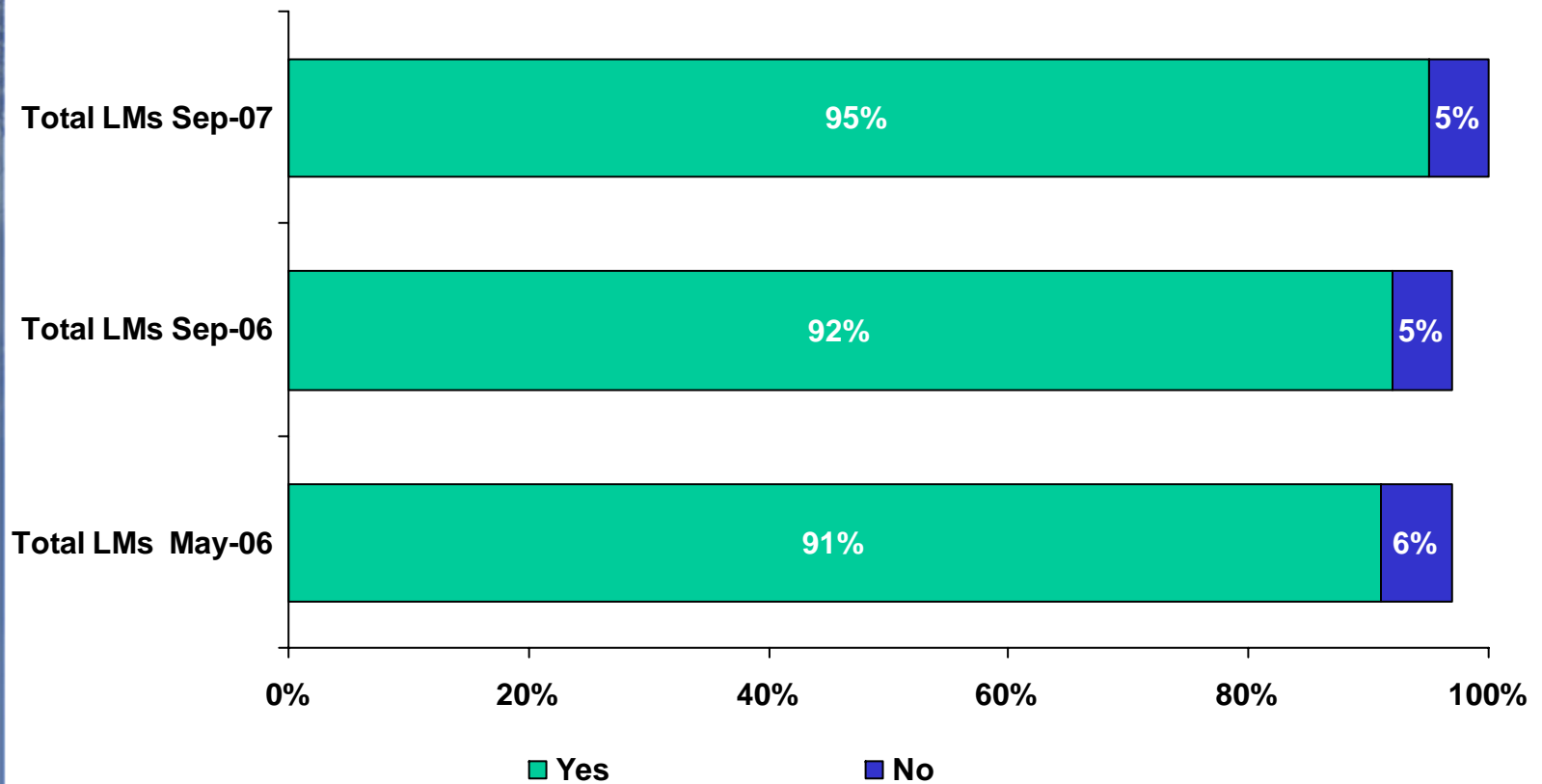
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They Plant It Forward.
Do you?



Interest in Seeing Educational Campaign Continue

“In the future, would you like to see the forest products industry continue this kind of educational campaign or not?”

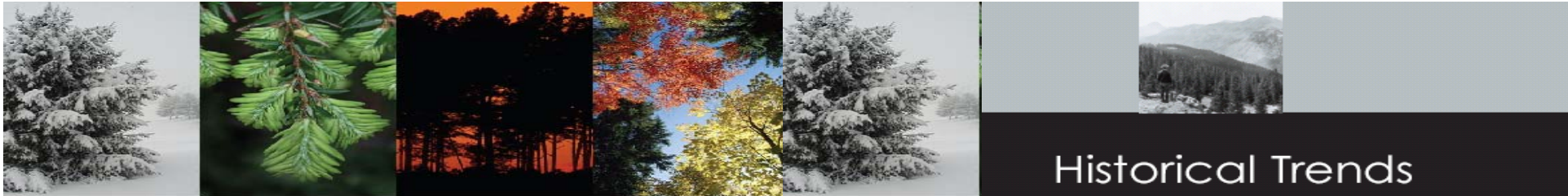




The State of America's Forests



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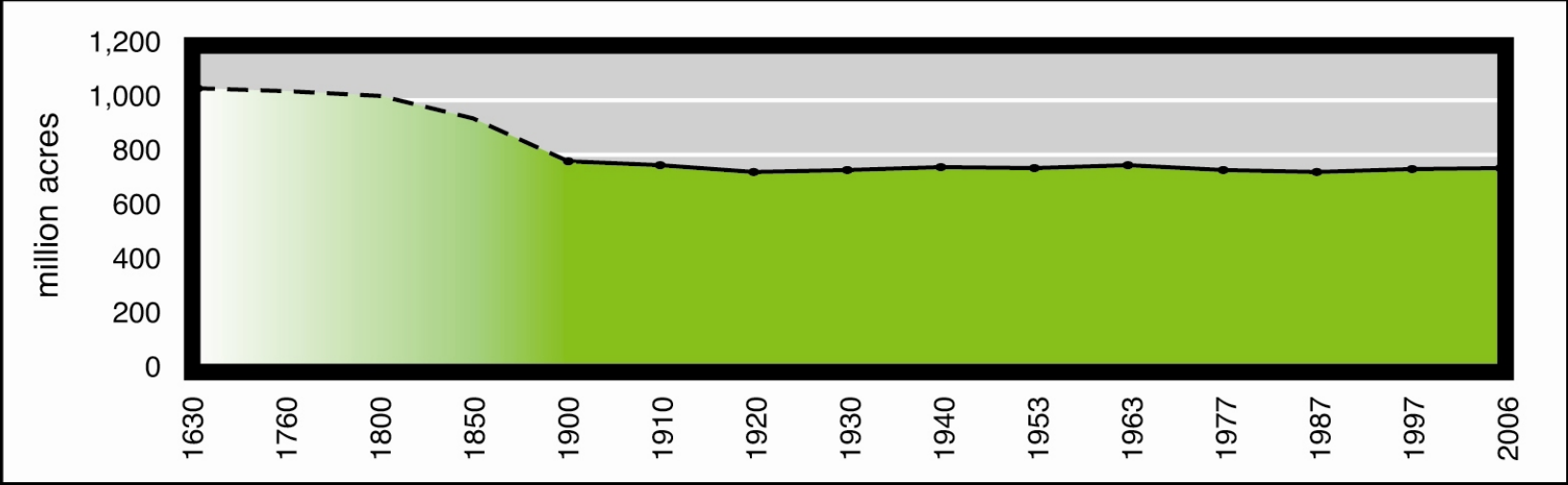


Historical Trends

The U.S. is covered by 750 million acres of forestland, an amount essentially unchanged over the past 100 years.

In addition, forestland in the United States has increased by more than 10 million acres over the past 20 years.

Trend in US forestland area, 1630 to present




Note: Data prior to 1950 are based on historical evidence, not field sampling.

Source: USDA Forest Service, Forest Inventory Analysis Program. 2006.



SUSTAINABLE
FORESTRY
INITIATIVE



 SUSTAINABLE FORESTRY INITIATIVE *Good for you. Good for our forests.*

Forest Certification

- Low awareness of certification among Legacy Moms
 - But when explained, certification assuages concern
 - And is something that they would consider using as a purchase criteria
- More certified products coming to retail



S|E|E| CHANGE

BETTER BUSINESS. BETTER WORLD.
A BUSINESS ROUNDTABLE INITIATIVE



SEE CHANGE
A BUSINESS ROUNDTABLE INITIATIVE



Business Roundtable

Sustainable Growth Toolkit: Opportunities and Risks from Environmental and Social Trends

Benefits of Engagement

- External stakeholders have points of view that help determine the risks and opportunities of social and environmental trends
- Engaging with external stakeholders may lead to new collaborative partnerships to promote growth opportunities

Three Rules of Engagement

- Transparency
- Transparency
- Transparency
 - Set benchmarks
 - Show progress (or explain lack of it)
 - Be authentic
 - Be visible



Thank You.