Now I am totally confused…

• Three perspectives for today:
  – Government (EPA/State) ill-equipped to regulate “significant environmental performance” – at least, toward regulating effective marginal improvements
  – Corporate “plunderers” can and should embrace the business case for sustainability
  – “There is money to be made in doing good,” but responsibility (above compliance) of firms shouldn’t extend beyond profits, products, salaries, etc.

• Based on each of these perspectives, what is a manager to do?
  1. Provide evidence to support the proposition to which you are assigned.
  2. Each places emphasis on the role of corporations to voluntarily engage in some form of social/environmental activity, for your proposition what motivates this role?
  3. Are firms equipped with the expertise/skills/resources to succeed in this new role?
  4. Where are the limitations to this perspective?
ESPM 3604/5604 Group project

• Objective:
  – understand and analyze the environmental strategy and/or the EMS of a company/a facility
• How do company activities align with
  – the environmental strategy of the firm?
  – a formal EMS?

How?

• Choose a local company or organization
  – Business organization or non-profit
  – Manufacturing sector is not your only choice!
  – Consider size
    • Ease of direct access
    • Amount of publicly available information
• Research public information on:
  – the industry,
  – the business,
  – the facility.
• Visits, phone calls, interviews, etc. are encouraged to supplement your analysis.
Requirements

- Progress report I
  - 5 min presentation on env. strategy of company
- Progress report II
  - 5 min presentation on implementation of env. strategy/EMS
- Final presentation
  - 20 min presentation
  - Simulate a management review of env. strategy/EMS
- Final report:
  - 15 pages
  - Supporting material in appendix (Figures, flowcharts, tables etc.)
  - Include a paragraph detailing who did what

Content of final report

- Overview of issue + background information on organization
- Analyze environmental strategy of the organization
  - Strategic goals and mission?
  - Environmental risks and opportunities?
  - Weaknesses and strengths?
- Analyze implementation of this strategy and/or the EMS
  - Functional organization
  - Human resources (training)
  - Communication
  - Monitoring + measurement
  - Documentation + auditing
- Simulate a management review
  - Recommendations for continuous improvement
## Important Dates

- **Today:** Group selection
- **Sept. 24:** Organization/issue selected
- **Oct. 20:** Group progress report #1
- **Nov. 17:** Group progress report #2
- **Dec. 8 + 10:** Final presentations
- **Dec. 17:** Final paper due