

## **Consumer Goods Technology, Dec. 17, 2009**

### **Is Your Company Greening Up?**

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In *Newsweek's* current Green Rankings report, the consumer products industry was conspicuously absent: only one company made the Top 10 while only two brands made the industry's Top 20 listing. This is surprising for three reasons:

- Revenue results are directly impacted by improving and communicating environmental sustainability results
- Lowering operating costs and avoiding sudden operating cost increases are possible through proactive environmental sustainability planning and execution
- Environmental sustainability risks need coordinated decisions and actions for mitigation

