

ACCO Climate Leadership Summit

November 8-9, 2010 | Hyattsville, Maryland

Marriott Inn & Conference Center, University of Maryland University College  
(The nation's first LEED certified conference center)

## ROUNDTABLE NOTES

**Track 1: Redefining & Inspiring Climate Leadership**

**Session 4: Making the Business Case for Climate Change**

Moderator: Michael Mondshine

### Takeaways:

Climate change (and more broadly, sustainability) creates marketing opportunities. Companies like GE (e.g. Ecomagination) have found new lines of business.

Climate change strategies are risk management tools (reducing emissions often reduces operating costs for energy and water and reduces risks in the value chain).

How do we make "eco-friendly" compelling?

### Next Steps:

Establish working group to develop a "Climate Change 101" curriculum.

Conduct research on conditions of environmental and "traditional" workforce

Develop list of responsibilities and objectives for climate change officers

Establish working group to produce white papers and blogs on related topics, including:

- Stock performance by companies employing progressive climate change strategies
- Training materials for employees on climate change related considerations
- How to translate skills into operational performance and economic development