



Welcome to the July Edition of MOSS News Views and Events 2012

Today not only marks the beginning of a new financial year, it's also the beginning of Australia's transition to a low carbon economy. As of today [various types of emissions units will be considered financial products](#) under the Corporations Act, and of course it's the beginning of Australia's Carbon Tax. And whilst many are divided in terms of the mechanisms that should be used to achieve the transition, those who have already gone down the path of energy efficiency will all tell you - it's possible you can save on average 40% off your energy costs and shave millions off the bottom line - and not have to worry about the carbon tax.

From Royal Mail and Marks and Spencer in the UK to Dong Energy in Copenhagen, they will all tell you the same thing - don't follow compliance - go beyond it as it's only when you go down the path of business and energy transformation - that the real benefits can be achieved and you "*won't be worried by a carbon tax.*"

To both celebrate the success of companies who have a triple bottom line (economic, social and environmental) approach to business, and to encourage best practice knowledge sharing amongst global and regional organisations, to meet industry experts and discover how business can innovate and make the most of the Green Economy as opposed to having to pay the carbon tax,  [MOSS is delighted to be appointed by International Green Awards for Creativity in Sustainability](#) based in the UK to deliver 5 Sustainability Summits across the country in August.

One Day Summits will be held in TOWNSVILLE Aug 13, BRISBANE Aug 14, SYDNEY Aug 17, MELBOURNE Aug 20 and PERTH Aug 23. Thanks to our sponsors Industry RE, Renewablelogic, Sustainable Townsville and Townsville Solar City tickets that would normally sell at \$1,000 will be FREE for the first 200 participants. So take advantage of the MOSS pre-release of tickets and [book today.](#)

With the Rio Earth Summit also now behind us and increasing frustration that it's taking too long to come to a global agreement on how to keep our climate safe - it's considered more likely business will be the ones to transform our economy - not governments. So there's never been a more important time for our business leaders to understand the tools available to performance manage your business in a changing economy. If you have a Board or CEO who is not yet seeing the opportunities of energy efficiency and sustainable business practices - do yourself a favor and bring them with you to our Best Practice Sustainability Summits.

And last but not least it would be remiss of me not to mention  [MOSS are delighted to have appointed International Sustainability Advisor and Professor of Sustainable Business Dr Martin Blake](#) as our Corporate Strategic Advisor. If you've not yet met Martin - he'll be joining us for our Sustainability Summits. Few in the world have the experience Martin has in energy efficiency and sustainable business - so for companies struggling with innovation, strategy and who are still determining the business case Martin will be a very valuable resource be it an hour, a day's strategic planning session or long term guidance and support to boards and C-Suite Manager. So Officially - WELCOME DR BLAKE! We are honoured to have you available to support Australian Business who for many years were considered to be lagging other developed countries.

I look forward to seeing many of you at our Sustainability Summits in August and to introducing you to our new strategic advisor.

Happy New Financial Year!

Anne-Maree Huxley

Founder and CEO

Models of Success and Sustainability (MOSS)

NEWS

The 7th International Green Awards™ launches and calls for entries. We've seen several Australian companies enter and win in previous years - so if your organization has been on the journey for some time imbedding sustainability across the organisation - register today. It's free to enter and all participants also receive a free sustainability review. [Entries close Aug 23...](#)



Momentum builds to link CEO salaries with sustainable measures as UN Global Compact launches [Integrating Environmental, Social and Governance issues into executive pay: guidance for investors and companies](#)

Beyond the bottom line: How to reward executives for sustainable practice. Are sustainability-dependent executive bonuses the answer to saving the planet? Research recently conducted by the Centre for Corporate Governance at the University of Technology, Sydney, examined whether a sample of Australia's leading corporations are rewarding their executives for achieving sustainability targets as well as financial targets. [More...](#)

How Walmart is using its sustainability metrics to drive productivity. Whenever Walmart takes on a project, it creates ripples - if not tidal waves - throughout every industry it touches. So it's somewhat surprising, looking back, to learn that when the retail giant first began tackling sustainability goals, it followed an anecdotal, aimless route, seeing an opportunity and going after it, without a system. [More...](#)

How Unilever crowd sourced creativity to meet its sustainability goals. After the global consumer goods company published its Unilever's Sustainable Living Plan laying out ambitious sustainability goals, company leaders realized meeting those goals was going to be tough. So they got creative. [Discover how Unilever engaged with civil society, companies, government and other key stakeholders to develop new models of collaboration.](#)

Sustaining Human Progress in a Changing Climate. Human beings can no longer continue to think of themselves as distinct from the environment. [More...](#)

Renewables now around half of new additions to global electricity projects. The [REN21s Renewables Global Status Report](#) reveals the world has changed how it sources energy. 118 countries have now implemented RE targets.

Shifting To The Lovelock Paradigm: The Evolution of Capitalism. John Elkington shares how the [Gaia theory lights the way to a new form of capitalism.](#)

Bridging the greenhouse-gas emissions gap. Twenty-one coherent major initiatives could together stimulate sufficient reductions by 2020 to [bridge the global greenhouse-gas emissions gap.](#)

Empowering Entrepreneurs. New initiatives demonstrate how innovative entrepreneurs [stimulate job growth and drive social impact.](#)

New methodology could see dairy farmers turn manure into income. A new carbon farming methodology could soon see dairy producers earn carbon credits under the Government's Carbon Farming Initiative (CFI), by capturing and destroying harmful greenhouse gases released by cow manure. [To see how CFI help the farmers.](#)

Biochar research funding to assist farmers in Carbon Farming Initiative. Farmers are funded by two-million dollars under Carbon Farming Initiative program by using biochar to reduce their carbon emissions. [Details of the funding...](#)

Low-carb conferences: New tool to cut carbon from corporate events. Hotel operator Accor has created a calculator designed to help corporate events organizers track the carbon impact of conferences, based on the number of participants, the number of nights they stay, and even what type of food is served. [More....](#)

Sustainable business lobby the White House. Business Call for a New Economy that's built around [triple bottom line principles, shared prosperity and environmental stewardship.](#)

GEMS: Getting serious about energy efficiency. The explanatory memorandum that accompanies the Greenhouse and Energy Minimum Standards (GEMS) Bill 2012 describes how "Australian governments have long supported policies that encourage more efficient use of energy." This is inaccurate. Judging by the responses to several studies into the behaviour of Australian consumers, it is clear that it is the Australian population who support policies that encourage energy efficiency.

[Gordon Weiss explains...](#)

External advisors key to sustainability at Kimberly-Clark. Kimberly-Clark's director of the Enterprise Sustainability Strategy Team, Peggy Ward, says that having strong support from the company's Chairman & CEO as well as an external sustainability advisory board have been crucial to [building and meeting its sustainability metrics.](#)

Paradigm Shifts: Investing in Social Solutions. Impact investment is no longer a movement [its a real and fast growing asset class.](#)

Great Places to Work. Kahler Slater shares [how to build pride in the workplace.](#)

Kraft urges food manufacturers look to Asia. Australian food manufacturers are being encouraged to [look outside their own country](#) for business opportunities if they wish to remain competitive in the future.

VIEWS

Is a *womanly* business a more sustainable one? Mikhail Davis discusses [whether a ?womanly business is more sustainable.](#)

The new sustainability language: materiality and risk. Joel Makower talks about [how materiality and risk are related to sustainability.](#)

How IT creates 'intelligent efficiency' for buildings and transport. Derek Top shares [how IT creates ?intelligent efficiency for buildings and transport.](#)

Do carbon labels change consumer behaviour? Jerry Vanclay discusses [whether carbon labels change consumer behavior.](#)

How do sustainability-minded investors decide to keep or dump a stock? Michael Kramer introduces [how do sustainability-minded investors decide to keep or dump a stock.](#)

BusinessClimate: Bringing corporate sustainability to the mainstream. Chrissy Coughlin and Andrew McKeon discuss how [important bringing corporate sustainability to the business.](#)

Nourishing Our Planet at Campbell Soup: 50 Interviews, 5 Sustainability Priorities. Dr. Daniel Sonke introduces the Agriculture Sustainability Program carried out by Campbell Soup. [Details...](#)

The balancing act of corporate sustainability and consumption. Robert Kropp shares his view on [the balancing act of corporate sustainability and consumption.](#)

What sustainability efforts could learn from Angry Birds. Vreni Hommes points out that [people who work for sustainability should learn from Angry Birds.](#)

How cows, chemicals and Walmart benefit from sustainability metrics. Padma Nagappan introduces how [cows, chemicals and Walmart benefit from sustainability metrics.](#)

Levi's makes life-cycle assessment part of its [Levi practices Life-Cycle Assessment into design process.](#)

How your firm can adjust as energy gets more & less carbon-intensive. Ryan Schuchard shares how [the firms can adjust as energy gets more & less carbon-intensive](#).

5 ways sustainability managers can use data to make their business case. Heather Clancy introduces [5 ways sustainability managers can use data to make their business case](#).

3 keys to making sustainability central to success. Barbara O. Brown introduces [3 approaches to make sustainability central to success](#).

UPS gets companies thinking green inside the box. There's a delicate balance between protecting goods and protecting the environment when shipping products around the world. [More...](#)

REPORTS

Australians world's seventh biggest user and polluter of natural resources. WWF's 2012 report offers [priority solutions to enable the worlds population to live within the means of one planet](#)

How sustainability can give your company a competitive edge. Network for Business Sustainability gives us a summary on [how the company can use environment performance to get to the top](#).

EVENTS

[Chick here](#) to checkout our Sustainability Summits across Australia. Be sure to invite your board or your CEO and all known skeptics - they will be astounded what they are missing out on, and how they could be in breach of their fiduciary duties!

That's it for this edition. Our special thanks to Jose Tsang our intern for the past 7 weeks from Hong Kong for her help and support in pulling our latest edition together!

Martin and I look forward to seeing many of you in August with our International Green Awards for Creativity in Sustainability *Best Practice Sustainability Summits*.

*Anne-Maree Huxley
Founder and CEO MOSS*