



Green and Socially Responsible Growth Companies

- The first Earth Day was celebrated over forty years ago, and since then more and more companies around the world have become increasingly conscious of their impact on the environment and the importance of sustainable business practices.
- Today, most of the world's largest companies issue Corporate Social Responsibility ("CSR") reports on an annual basis. These reports outline the relationship between the company, its stakeholders and society at large, and describe how the company is meeting its responsibilities for good corporate citizenship.
- Here are four high-quality growth companies that scored in the top 5% of companies ranked by *Newsweek Magazine* (2009) for green and sustainable business practices:

McDonald's

As CEO Jim Skinner stated, "McDonald's has been thinking and acting green for over thirty years. Not just because it's the right thing to do, but because it's the right thing to do for our business." Since 1989, the company's policy has been to not purchase from cattle suppliers who destroy rainforests or fisheries that are not sustainably managed. McDonald's is currently working on ending the use of antibiotics in food products, reducing the use of pesticides, and eliminating Styrofoam in packaging.

Johnson & Johnson

JNJ has a strong environmental program in place with specified yearly goals and an annual review process. It has the largest fleet of commercial hybrid vehicles in the world and 100% of its automotive purchases are made through minority suppliers. As part of its broad stewardship effort, the goal throughout the company is to reduce packaging weight, increase the recycled content in packaging and eliminate materials of environmental concern.

Nike

A socially responsible industry leader, Nike requires its suppliers -- numbering over 650 across 52 countries -- to have written environmental policies. Some of its initiatives include using organic cotton and generating less waste during its manufacturing process than in its retail packaging. Some of Nike's current shoes are made from environmentally preferred materials, such as recycled polyester, and are packaged in 100% recycled fiber boxes.

IBM

With formal environmental policies in place since the early 1970s, IBM is the only company to have received the EPA's Climate Protection Award twice. New employees undergo training for environmental awareness and the company is spending over \$1 billion per year to double data center capacity without increasing power consumption.