

FOM-Conference

FOM International CSR Research Conference

Implementing Sustainable CSR Management Solutions



Track 1, Session 1
Global Sustainability

18.04.2013, 13:15 Uhr

„Update from the USA – Key issues and debates
inside the American Sustainability Agenda“

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FOM Hochschule für Oekonomie & Management
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Update from the USA

*Key issues and debates inside the
American Sustainability Agenda*

An outline map of the United States is centered on a background of a light blue sky with white clouds. The map is a simple black line drawing. At the bottom of the image, there is a strip of green grass.

***Let's get started
with a few quotations
from some great Americans...***

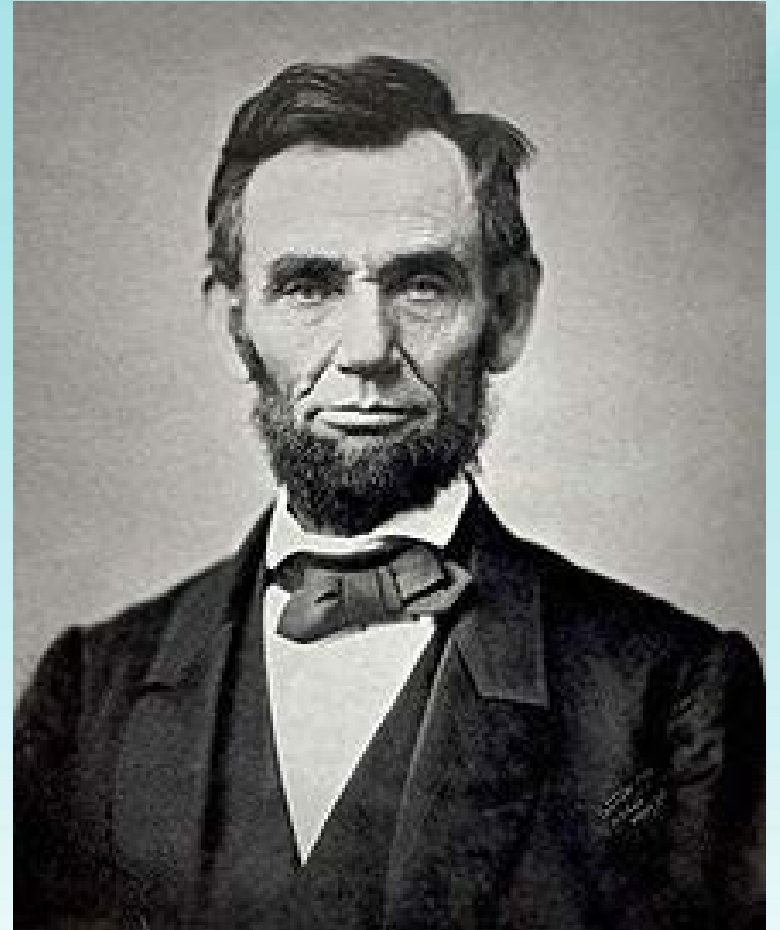


“Man did not weave the web of life, he is merely a strand in it. What he does to the web, he does to himself”

-Chief Seattle

“I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crisis. The great point is to bring them the real facts.”

-Abraham Lincoln



“The signs that the world is spinning out of kilter are increasingly difficult to misinterpret. The question is how to convince enough people to join a critical mass of urgent opinion, in the U.S. and the rest of the world.”

-Al Gore





“If everything isn't black and white, I say, 'Why the hell not?’”

-John Wayne

Update from America

- ***The Landscape***
 - ***Social challenges***
 - ***Political stalemate***
 - ***Economic strength***

Update from America

- ***Social Challenges***
 - ***Obama agenda creates a house divided***
 - ***Media partisanship***
 - ***Consumerism continues to be the rage***
 - ***Violence is in the spotlight***
 - ***Old debates linger on***

Social Challenges



Update from America

- *Political Stalemate*
 - *Two parties, no progress*
 - *Unable to set a national agenda*
 - *Lobbyists with overpowering influence*
 - *« Just say yes, » and pay for it later*

Update from America

- *Political S*

- *Two part*

- *Unable to*

- *Lobbyists*



- *« Just say yes, » and pay for it later*

Political Stalemate



Update from America

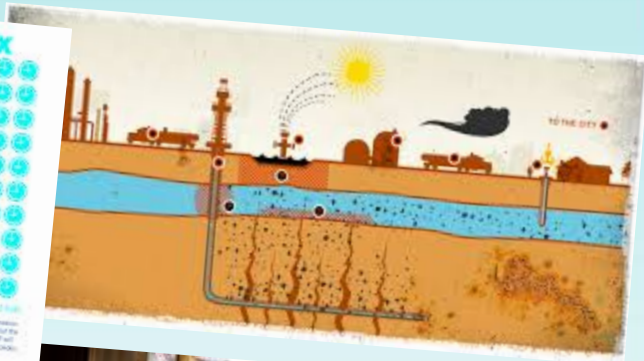
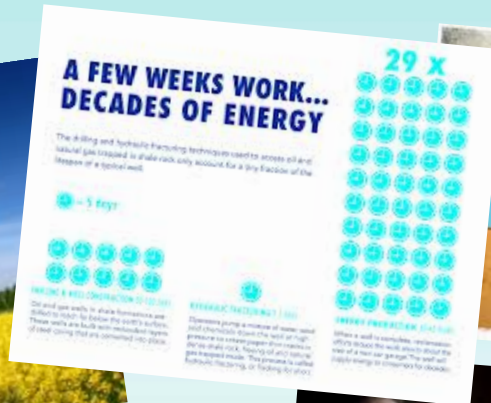
- ***The Economy***
 - ***Strong corporate performance***
 - ***Excellent investment returns***
 - ***Stabilization in banking sector***
 - ***Low interest rates***
 - ***Improvements in employment data***
 - ***Solid performance in housing sector***
 - ***Better off than most of the world***

The Economy



Update from America

- **Sustainability Agenda showing mixed results**
 - **Renewable energy vs. Hydraulic fracking**

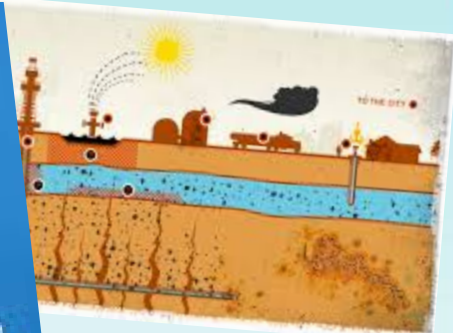


Update from America

- *Sustainability Agenda showing mixed results*
 - *Renewable energy vs. Hydraulic fracking*



A FEW WEEKS W...
DECA... 29 x



Update from America

- *Sustainability Agenda showing mixed results*
 - *Renewable energy vs. Hydraulic fracking*
 - *Transportation efficiencies vs. Status Quo*



SUBWAY



Update from America

Which of the following do you think is the **BEST** reason to support expanding and improving our transportation options, including public transportation such as trains, rail, ferries and buses, as well as walking and biking options?



Future of Transportation National Survey – March 2010

Update from America

- *Sustainability Agenda showing mixed results*
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SUB



Update from America

- **Sustainability Agenda showing mixed results**
 - *Renewable energy vs. Hydraulic fracking*
 - *Transportation efficiencies vs. Status Quo*
 - **Green buildings vs. ? ? ? ?**

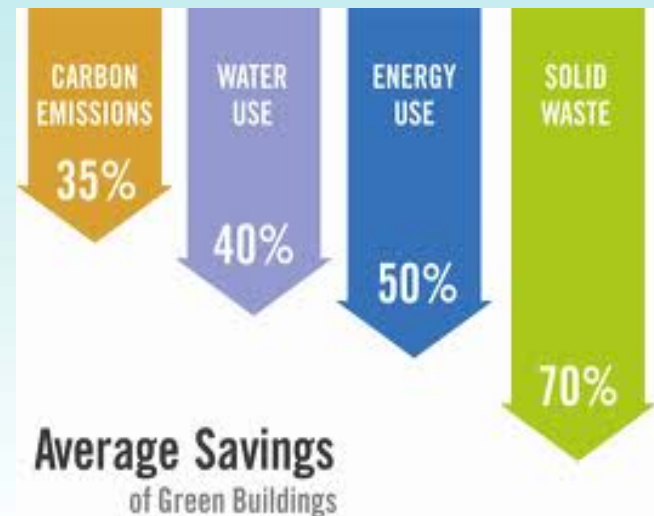
Buildings Consume:
12% of potable water
39% of primary energy
40% of raw materials
48% of U.S. carbon emissions
70% of U.S. electricity

Green Buildings Save:
30-50% of energy
35% of carbon emissions
40% of water
70% of solid waste

Average Payback: **12-24 months**

Average Payback Over the Lifetime of the Building: **20%**

Average Cost Premium for Building Green: **1-2%**



Update from America

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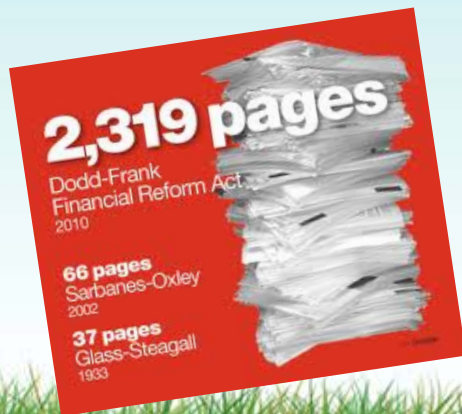


Average Payba
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Buildings

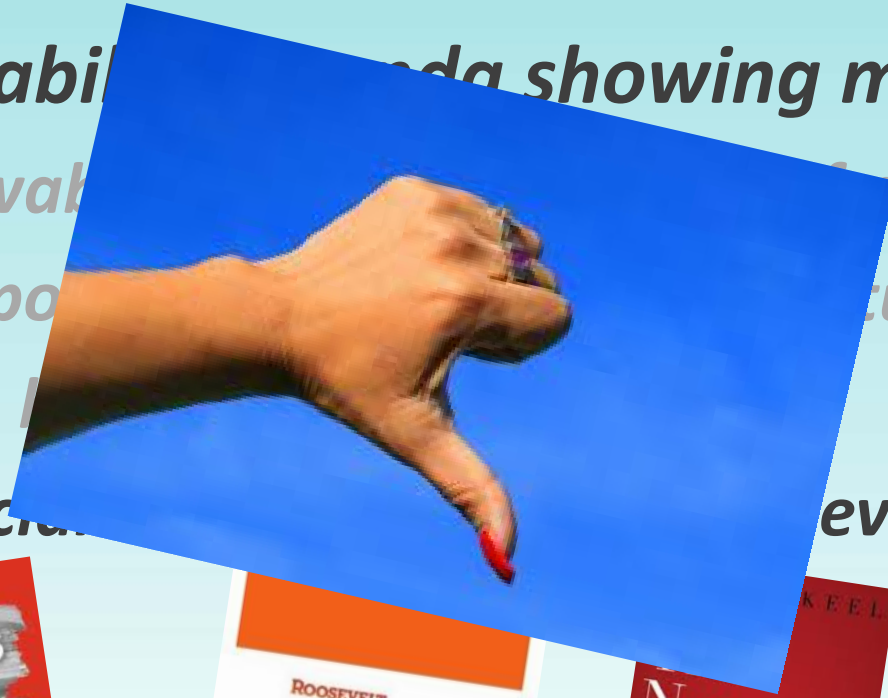
Update from America

- **Sustainability Agenda showing mixed results**
 - *Renewable energy vs. Hydraulic fracking*
 - *Transportation efficiencies vs. Status Quo*
 - *Green buildings vs. ? ? ? ?*
 - **Financial reform vs. Bigger than ever**



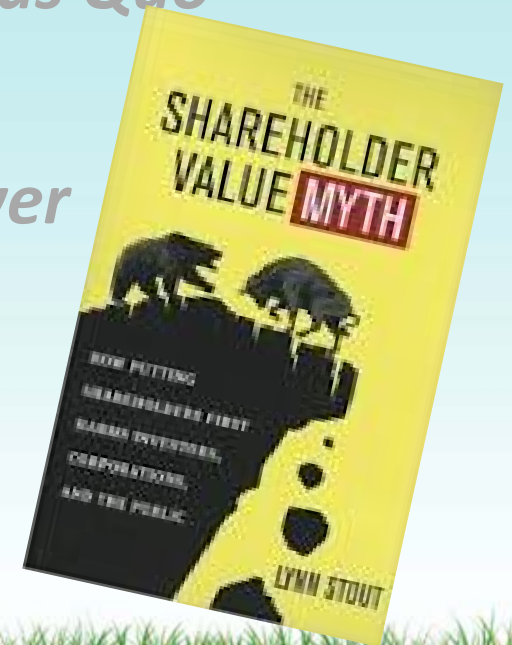
Update from America

- **Sustainability in Canada showing mixed results**
 - **Renewable Energy**
 - **Transportation**
 - **Green Buildings**
 - **Financials**



Update from America

- *Sustainability Agenda showing mixed results*
 - *Renewable energy vs. Hydraulic fracking*
 - *Transportation efficiencies vs. Status Quo*
 - *Green buildings vs. ? ? ? ?*
 - *Financial reform vs. Bigger than ever*
 - *CSR vs. Shareholder primacy*

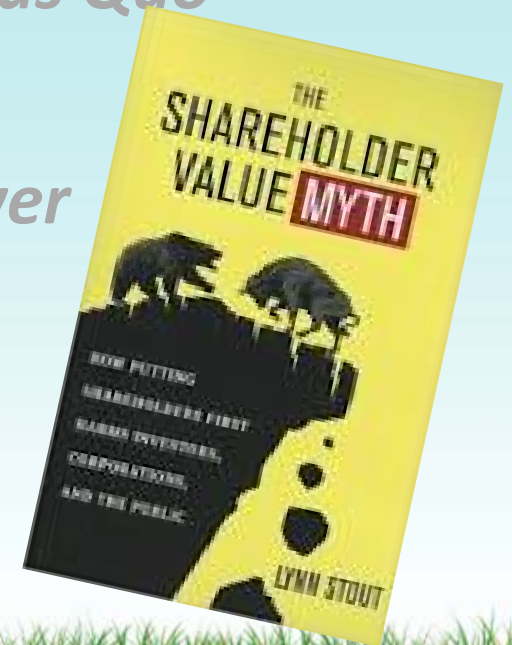


Update from America

- **Sustainability Agenda showing mixed results**
 - Renewable energy vs. Hydraulic fracturing
 - The Status Quo



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Update from America

- ***Sustainability Agenda showing mixed results***
 - *Renewable energy vs. Hydraulic fracking*
 - *Transportation efficiencies vs. Status Quo*
 - *Green buildings vs. ? ? ? ?*
 - *Financial reform vs. Bigger than ever*
 - *CSR vs. Shareholder primacy*
 - ***Consumption mindset mostly unchanged***

Update from America

- ***Sustainable Agenda showing mixed results***
 - *Renewable Energy*
 - *Transparency*
 - *Green*
 - *Finance*
 - *CSR vs. Shareholder p*
 - ***Consumption mindset mostly unchanged***



