



**CORPORATE  
GREENING**

**2.0**

CREATE AND  
COMMUNICATE  
YOUR COMPANY'S  
CLIMATE CHANGE  
& SUSTAINABILITY  
STRATEGIES

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**I am Bruce Harrison**

**My topic today is...**

**Creating and  
communicating corporate  
climate change and  
sustainability strategies**



**At a time like this, do you *really* want to talk about climate change and social responsibility and philanthropy!?**



"Can he really play?" a girl whispered. "Heavens, no!" Arthur exclaimed. "He never played a note in his life."

# They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur. "Heavens, no!" Arthur exclaimed. "He never played a note in all his life... But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

## Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first bars of Liszt's immortal Liebestraume. I heard gasps of amazement. My friends sat breathless—spellbound.

I played on and as I played I forgot the people around me. I forgot the host, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—unreal. Only the music was real. Only the music and the visions it brought me. Visions as beautiful and as changing as the wind-blown clouds and drifting moonlight, that long ago inspired the master composer. It seemed as if the master musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies.

## A Complete Triumph!

As the last notes of the

Liebestraume died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—silly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions.... "Jack! Why didn't you tell us you could play like that?"

"Where did you learn?" "How long have you studied?" "Who was your teacher?"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story. "Have you ever heard of the U. S. School of Music?" I asked. A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by note in just a few months."

## How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"It seems just a short while ago," I continued, "that I saw an interesting ad of the U. S. School of Music mentioning a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used required no laborious scales—no heartless exercises—no tiresome practicing. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson.

"The free book arrived promptly and I started in that very night to study the

Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course.

"When the course arrived I found it was just as the ad said—as easy as A. B. C.! And as the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease. And I never did have any special talent for music."

## Play Any Instrument

You, too, can now track yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown almost half a million people how to play their favorite instruments by note. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the ad, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

## Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—and at once for the free booklet and Demonstration Lesson. No cost—no obligation. Sign and send the coupon coupon now. Instruments supplied when needed, cash or credit. U. S. School of Music, 812 Brunswick Bldg., New York City.

U. S. School of Music,  
812 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in Your Own Home," with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your offer. I am interested in the following course:

Have you above instrument?.....  
Name..... (Please write plainly)  
Address.....  
City..... State.....

## Pick Your Instrument

Piano	Harmony and
Organ	Composition
Violin	Sight Singing
Drums and	Ukulele
Trumpet	Guitar
Mandolin	Hawaiian
Clarinet	Steel Guitar
Flute	Harp
Saxophone	Cornet
"Cello	Piccolo
	Trombone
Voice and Speech Culture	
Automatic Finger Control	
Piano Accordion	
Banjo (3-String, Plectrum or Tenor)	



**As corporate  
communicator, what  
value do you bring?**

A satellite image of a tropical cyclone, showing a well-defined eye and spiral cloud bands over a dark blue ocean. The word "SAMPEG" is overlaid in large, bold, black capital letters across the center of the storm.

# SAMPEG













20<sup>th</sup> Montreal Protocol





➤ Sustainable development as international relations theory

➤ Social responsibility as global business practice

➤ Climate change as global political theory





## CG 1.0 Sociopolitical Implications

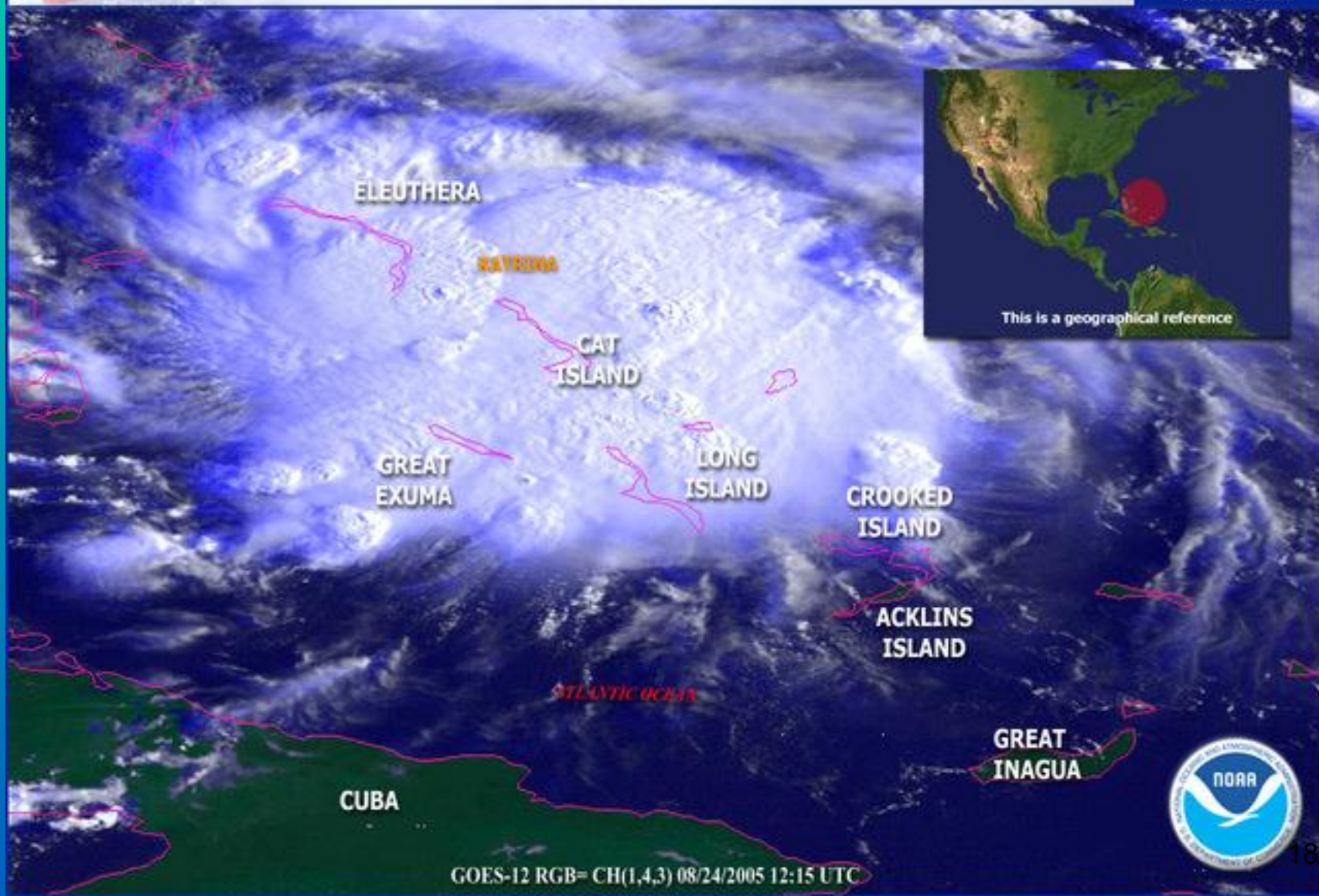
- Turns backpackers into environmental activists
- Raises scientists as social change originators
- Puts U.S. in the lead for government rulemaking
- Defines terms and players for next level of economic, social and political activity



# **Corporate Greening 2.0**

Tropical Storm KATRINA is moving northwest at 7mph. It has max sustained winds of 34mph and gust of 46mph.

Credit: NOAA



# Hurricane Katrina

August 29, 2005



Photo: FEMA



# Congress is now taking climate change fairly seriously

Nov. 15, 2007  
*The Economist*



**Who needs  
Washington's  
leadership?**

Bwaaaaaah ha ha ha  
ha haaaaa ha ha ha

GOVERNOR




A close-up photograph showing a person's hands in a dark suit jacket plugging a black charging cable into a yellow electric vehicle. The person's right hand is holding the cable's handle, while their left hand is positioned near the charging port. The background is slightly blurred, showing the side of the car and a grey tiled floor.

# 1. Green enlists in a war on carbon

# 1. Green activism is strongly revived





**“...It is time for  
civil disobedience  
to prevent the  
construction of  
new coal plants  
that do not have  
carbon capture  
and  
sequestration.”**

# 3. Pressure mounts from investors



# 1. Green collar execs step it up

“Green is green”

Jeff Immelt  
GE, 2005

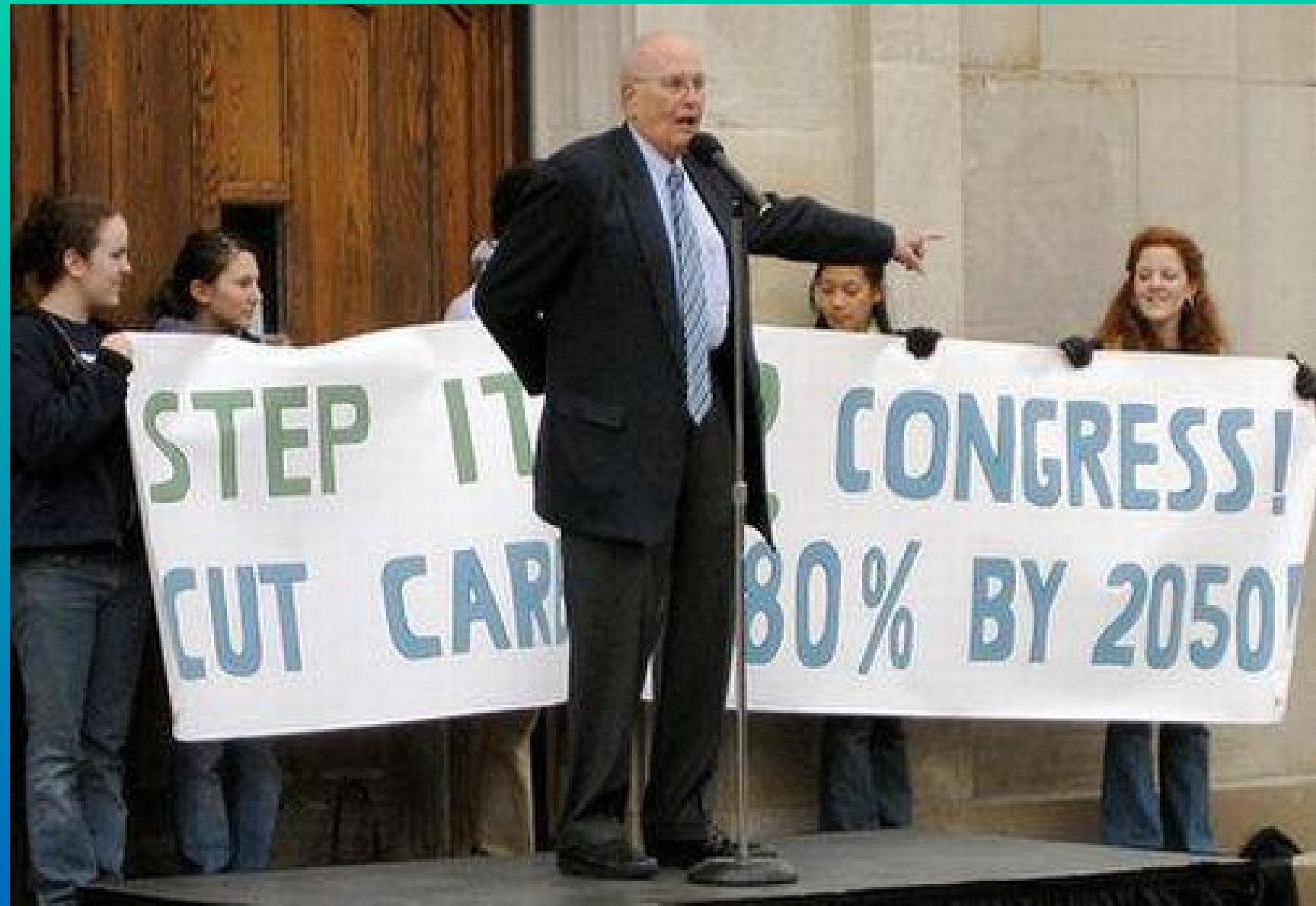
ecomaginati

**“What you want to do is anticipate trends...and position the company optimally within that context...**

**Understand the trend and say how can I turn a challenge into an opportunity?”**

*Peter Darbee  
PG&E, 2007*







**\$800 Million** – Wind, biomass, geothermal & garbage for power plants

**\$1.5 Billion** – Carbon capture projects - sequestration

**Major money** – Ethanol, biofuel  
**Corporate and personal tax breaks** – Wind, geothermal heat pumps, plug-in cars, trucks, buses



**5. Corporate  
communication  
moves toward  
corporate  
sustainability**



## CG 2.0 Sociopolitical Implications

- Links green action, energy and climate change
- Introduces carbonomics to the corporate strategy table
- Touches off innovation, encouraged by government
- Supplants the dynamics of CSR with those of corporate sustainability

# Forward Factors Engaging Corporate Communications

- Congressional approval of cap and trade
- Application of state-led CO2 air rules
- Aggressive transparency of business data
- More sophisticated score keeping
- Highly active \$70B carbon trading market
- Well financed carbon-constraint R&D
- Well financed public interest campaigns



**As corporate  
communicator, what  
value do you bring?**

- ✓ Competition insights
- ✓ Stakeholder social capital
- ✓ Political climate
- ✓ Carbonomics factors
- ✓ GHG disclosure
- ✓ Collaboration options



# Communications Guide Formula

**CS = E + S + P**

**T**

Corporate Sustainability



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