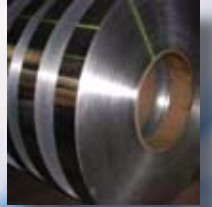


Take Time to Plan Ecomagination



In 2005, GE introduced its Ecomagination program.

The goal of the program is "to imagine and build innovative solutions to today's environmental challenges while driving economic growth."



Their 2005 goals were by 2010 to:

1. Double their investment in clean research and development:
 - GE met their goal a year early by investing \$1.5 billion on ecomagination in 2009
2. Increase revenues from ecomagination products:
 - revenues grew 6% over that 5 year period
3. Reduce greenhouse gas emissions by 30% by 2012 and improve the energy efficiency of its operations. What they achieved was:
 - a 22% reduction of GHG; and
 - improved energy intensity 34% from 2004
4. Reduce water use and improve water re-use by 20% by 2012:
 - they achieved a reduction of 30%, again surpassing their goal
5. Keep the public informed:
 - used their www.ecomagination.com website to engage in a dialogue with the public about GE and ecomagination



What they learned:

- vision has to be inextricably fused with measurement
- external partnerships are powerful in helping to realize goals
- sustainability is as much about change management as it is about business or science

Their 2015 goals are to:

1. Invest an additional \$10 billion in ecomagination R&D
2. Grow revenue of ecomagination products at twice the rate of total company revenue
3. Improve energy intensity of its operations by 50% (2004 base year)
4. Reduce absolute GHG emissions by 25% (2004 base year).

Source: <http://www.gereports.com/ecomagination-at-5-unleashing-action-measurement/>



QUESTIONS/DISCUSSIONS

1. What can we learn from GE's approach?
2. How can we use external partners (neighbours, environmental groups, regulators) to move our EARTH 1st program forward?
3. What resistance is there to change in our organization?
4. How can we overcome that resistance?



You must be the change you wish to see in the world.
Mahatma Gandhi

www.walkerind.com



Take Time to Plan
Our Environmental Messenger™

GE – ECOMAGINATION

COMMIT ■ CREATE ■ PARTICIPATE



Our Environmental Messenger™

Take Time to Plan

GE – ECOMAGINATION

COMMIT ■ CREATE ■ PARTICIPATE

Company _____ Date _____ Delivered by _____

Other topics discussed _____

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RECORD RESPONSES

1. What can we learn from GE's approach?
2. How can we use external partners (neighbours, environmental groups, regulators) to move our EARTH 1st program forward?
3. What resistance is there to change in our organization?
4. How can we overcome that resistance?

EARTH 1st CHAMPIONS

IMS and Niagara Biosolids have been busy establishing and maintaining their own vegetable gardens.

NBLP's garden was successfully grown using Niagara Soil Amendment. IMS has future plans of expanding their garden and donating the fresh vegetables produced to the local food bank.

- VEGETABLES GROWN:**
- Tomatoes
 - Corn
 - Zucchini
 - Cabbage
 - Radishes
 - Peppers
 - Carrots
 - Cucumbers
 - Sunflowers
 - Pumpkins



Congratulations to IMS and Niagara Biosolids for their hard work and success!

Who do you know who commits, creates and participates in EARTH 1st?



You can email us at: environment@walkerind.com
 You can write us at: Environmental Performance Department,
 P.O. Box 100, Thorold, ON L2V 3Y8
 You can call us at 905.680.3693

Who have you spotted "Going Green"?