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GROUNDBREAKING NEW BOOK LINKS SUSTAINABILITY MANAGEMENT IMPROVEMENTS TO CORPORATE FINANCIAL PERFORMANCE

WASHINGTON, DC -- Corporate sustainability and socially responsible investing (SRI) are each attracting growing attention from financial institutions, private investors, nongovernmental organizations, citizens, and policymakers. Despite this, all levels of corporate America – from the C Suite to frontline employees – are still struggling to understand how to use organizational sustainability to drive greater value for shareholders and other stakeholders.

Now, in *CREATING A SUSTAINABLE ORGANIZATION: Approaches For Enhancing Corporate Value Through Sustainability* (Financial Times, February 2012, \$69.99), Peter A. Soyka draws connections between these trends in a comprehensive and compelling manner, linking environmental/sustainability management improvements to financial value creation, stock price changes, and durable competitive advantage.

A needed convergence is coming. Yet, professionals working in the environmental, health, and safety (EHS)/sustainability field and in the financial sector perform different activities; have different perspectives, academic training, and priorities; and rarely cross paths in any regular or organized fashion. This will need to change if members of both communities are to achieve their respective goals, Soyka asserts. EHS/sustainability professionals (and their companies) will need to optimize their decisions and actions to create long-term value both for shareholders and a much broader set of organizational stakeholders. To uphold their responsibilities and hope to outperform their peers, investors will need to understand and leverage corporate attributes that enable delivery of more sustainable products and services, and be able to distinguish them from obsolete and increasingly costly alternatives. Along the way, members of these very different

communities of practice will need to interact much more frequently and deeply than they do at present. To this end, Soyka creates a valuable bridge between the worlds of EHS professionals, business executives and managers, and the financial/investor community, helping each to better establish a more meaningful dialog while being mindful of all the relevant factors and business implications.

“EHS and sustainability professionals, and professionals working in other functions and disciplines must develop a more complete understanding of how the financial community operates, what its members value, what motivates their behavior and the basis of their growing interest in corporate sustainability,” Soyka writes. “At the same time, to take advantage of the opportunities presented by corporate sustainability, financial sector actors, particularly investors and investment analysts, must develop a broader and deeper understanding of how sustainability issues affect companies’ financial posture, performance, and future prospects; what types of corporate practices create the conditions required for sustainable value creation to occur; and what types of indicators may be useful in predicting which firms will benefit (and which will suffer) from evolving sustainability trends.”

Soyka’s new book outlines a coming “sea change” and discusses its implications not only for professionals in the directly affected fields, but for all corporate employees and corporate leaders and, in due course, for policymakers, regulators, and the educated general public. In particular, the book will have import for those who would lead internal sustainability or Corporate Social Responsibility (CSR) efforts – including managers who have recently adopted the Chief Sustainability Officer (CSO) Title.

But most importantly, the book provides a unique resource for business executives and managers who may have an interest in or need to understand and respond to environmental and broader sustainability issues, but do so in a way that is fact-based, business-driven, and financially disciplined. In no other work will mainstream business professionals find such clear and cogent explanations of what sustainability means and why it is important to all businesses, how to effectively pursue it, what stands in the way and how to overcome it, and what rewards can be captured. It makes the business case for sustainability, and then shows what to do and where to get started. As such, this book is the closest approximation to a “one-stop shop” for the business professional who wants to get smart on environment and sustainability that has ever been written. Best of all, underlying the entire book and the wealth of information that it presents is a relentless focus on financial value creation.

“With investors increasingly concerned about whether they have appropriately priced ESG-related fat tail risks in their portfolios, Peter’s book provides a timely explanation as to why financial markets care about how companies manage their material sustainability issues, set performance targets for them, and then embed ESG principles into their core business,” said Abyd Karmali, Managing Director and Global Head of Carbon Markets, Bank of America Merrill Lynch.

Soyka's valuable reference helps readers understand:

- What Sustainability is, and why it is and will remain important to U.S. corporations
- The growing significance of Sustainability investing, and how it will reshape the corporate landscape during the next decade
- The many ways in which environmental, health and safety, social, and other sustainability issues touch the typical company, and how they present both risks and opportunities
- The management approaches that are often used to manage sustainability issues in organizations, and how to apply these approaches in one's own company
- How to determine which investments in improved environmental and social performance create, rather than destroy, corporate financial value
- How to make or guide corporate decisions about which sustainability issues are most important, likely to present value creation potential, and of greatest interest to investors, and
- How best to measure, evaluate, and report performance over time to meet the demands of a growing and diverse set of stakeholders.

“Peter Soyka conducts a full-field scan of sustainability in the marketplace as well as a full-body organizational, behavioral, and historical scan of how corporations are responding to it. In a dispassionate and thorough treatment, he makes a reasoned case that the interrelatedness and magnitude of the sustainability/ES&G issue requires an integrative corporate response, said David J. Vidal, Director, Center for Sustainability, The Conference Board.” “There is a sea change coming. Companies and managerial professionals need more dialogue to meet this change with a shared understanding of sustainability. Getting people to understand sustainability's interconnections is a core challenge Soyka diagnoses well through a come-let-us-reason-together approach and tone. He more than achieves his purpose of demonstrating how the complex nature of sustainability and the ‘show me’ character of the corporation can meet to mutual benefit and to societal and stakeholder gain. He achieves this not only with clarity in his arguments but with evidence from a wealth of field experience. His advice, frameworks, and approaches will help anyone serious about sustainability to promote it faster and better, and those who may not be, to become more so.”

Soyka also spends significant effort in debunking the “green” and “greening” trend that has captured a significant portion of the public mindshare and instead advocates “placing the cart behind the horse.”

“It is critically important for organizations and those responsible for managing them to emphasize accomplishment over accolades, competence over appearances, and fundamentals over capturing favorable publicity,” Soyka states.

Peter Soyka, President of Soyka & Company, LLC, is a highly experienced and respected sustainability and environmental management consultant. A recognized expert working at the intersection of EHS and finance, he specializes in helping companies identify and overcome the obstacles to sustainable business success.

Soyka brings a substantial track record of innovative thinking and success in devising creative solutions to the most challenging environmental/business management problems, and in translating new ideas into approaches, tools, and techniques that produce real results. Much of his recent work has involved identifying and capturing the financial and other organizational benefits of proactive environmental management and sustainability practices.

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