

Adding Top Line Value



NAEM Workshop: Adding Business Value Through EHS

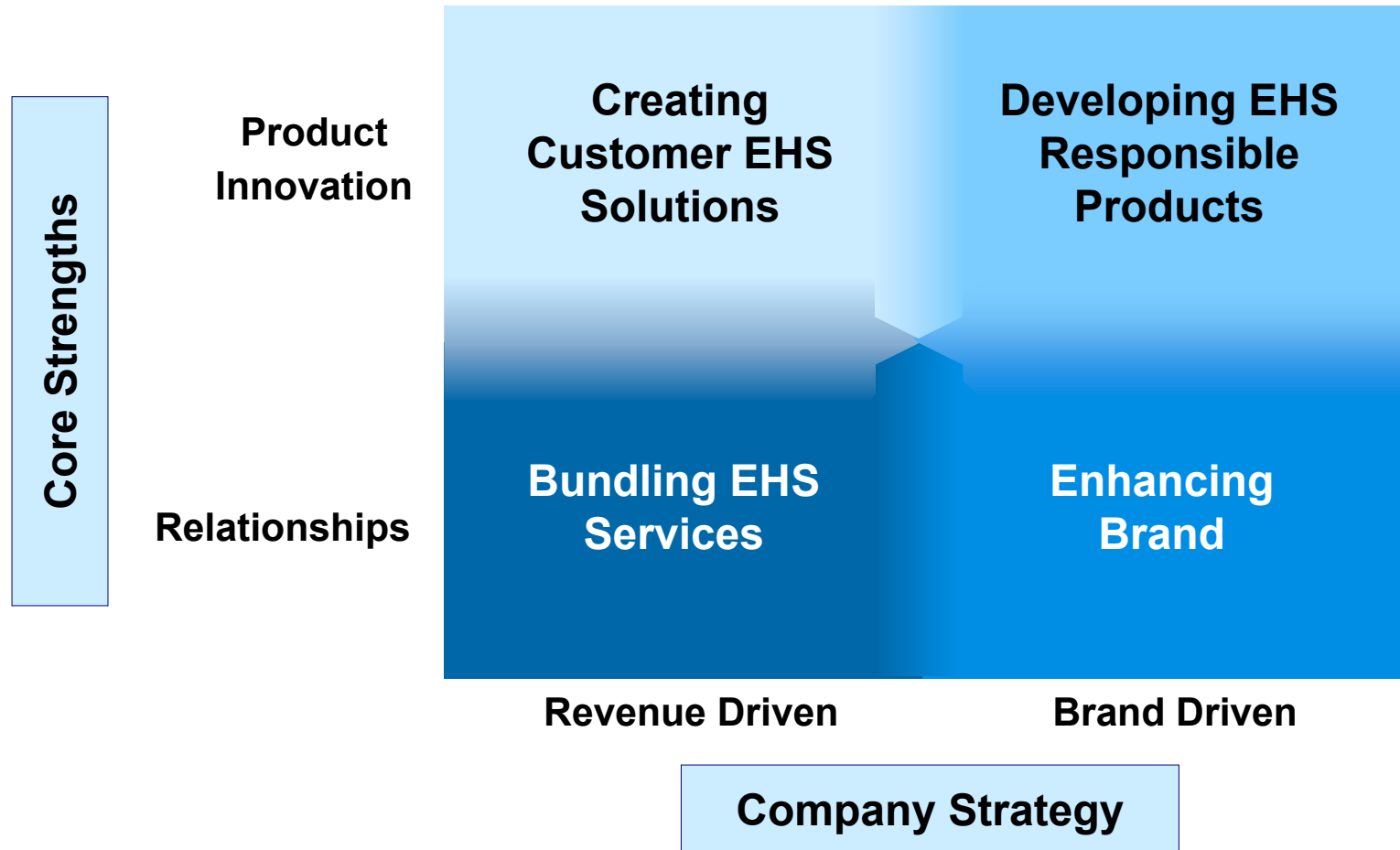
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**The Boston Environmental Group
Stephen Poltorzycki, President**

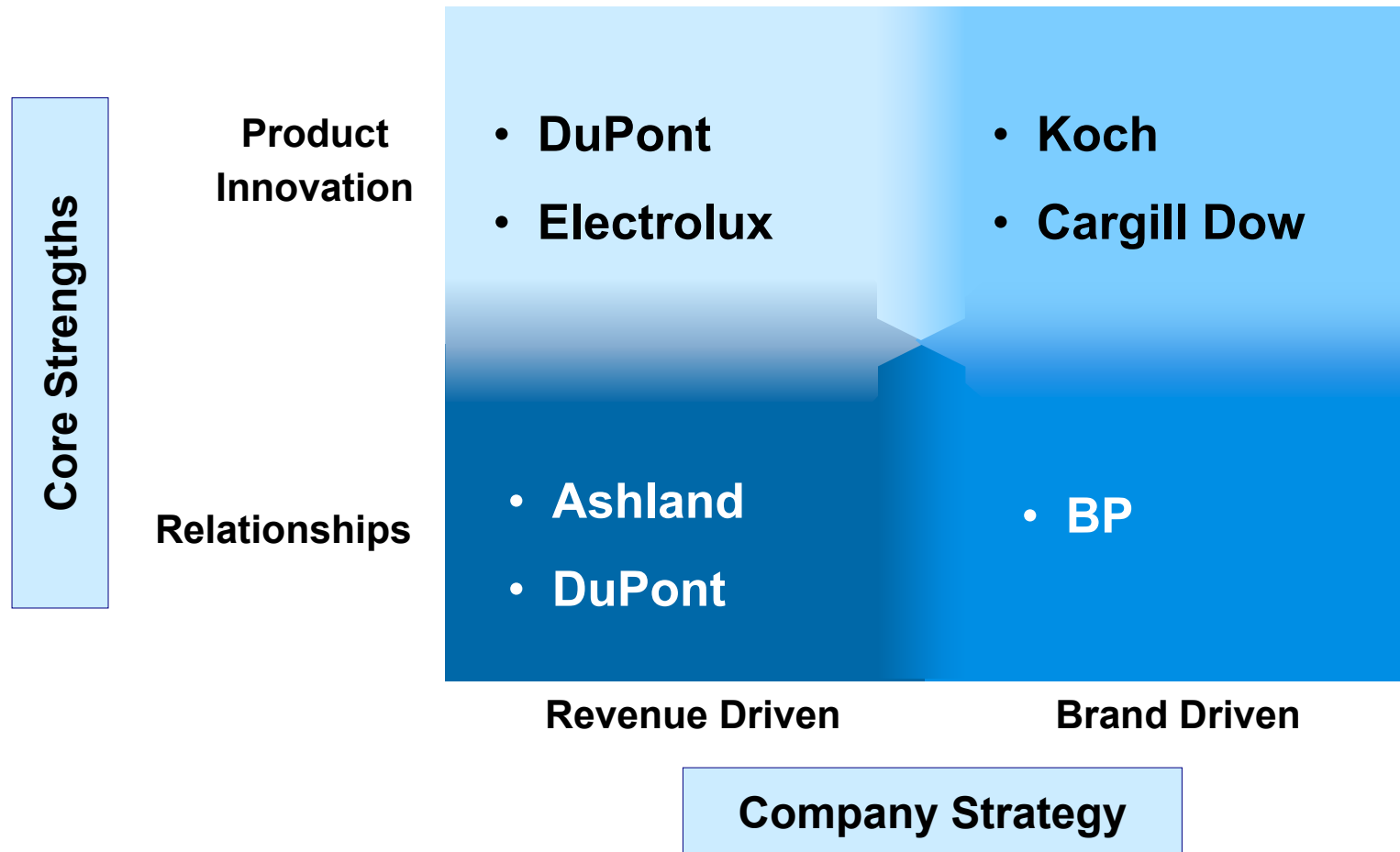
Top line value needs to be viewed in a business context.

- Strategic business concepts
 - Value
 - Differentiation
 - Brand image
- Different pathways for achieving EHS top line value
- Value chain

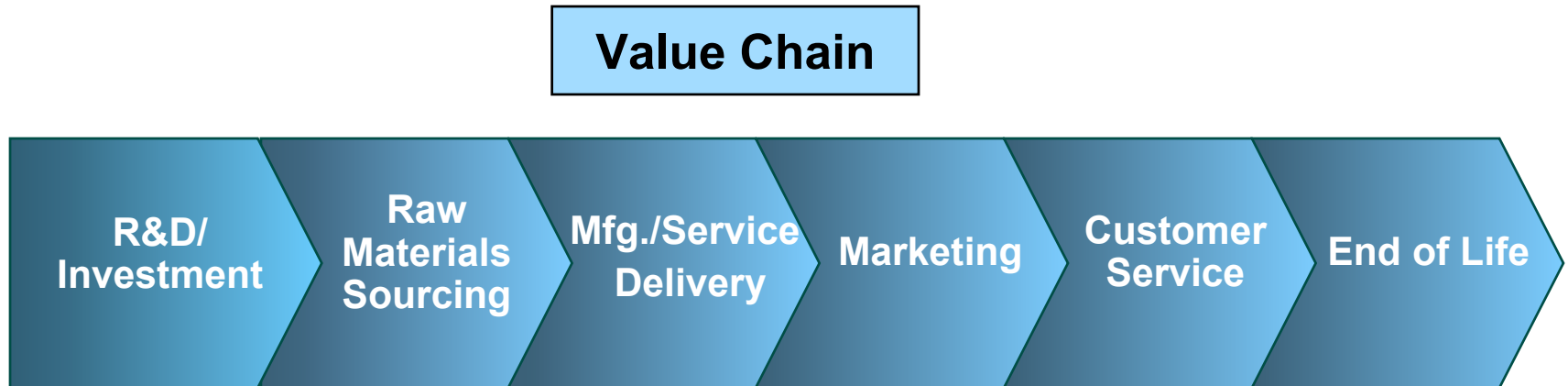
A company's EHS top line pathway is driven by its strategy and core strengths.



In GEMI's *Environment: Value to the Top Line* report, case studies illustrate the top line framework.



The value chain is a tool for understanding how EHS top line value can be created in each of the different parts of a business enterprise.



Environment: Value to the Top Line also contains a number of key learnings that arise from the case studies.

- Define “sustainable development” in a meaningful way
- Use business-based metrics
- Engage stakeholders
- Develop new business models
- Design EHS responsible products that require no trade-offs by the consumer
- Provide vision from top management
- Understand the customer value chain