



**GEMI®**

# **GEMI Tools That Can Help Connect Communities and Decision-makers with Environmental Information**

**Steve Hellem  
Executive Director, GEMI**

*before  
The 2010 National Training Conference on the Toxic Release Inventory  
and  
Environmental Conditions in Communities  
Washington, DC  
November 3, 2010*



## **Vision:**

*“GEMI is a global leader in developing insights and creating environmental sustainability solutions for business.”*

## **Mission:**

*“Business helping business achieve environmental sustainability excellence”*



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# Current Members



biogen idec



ConAgra Foods®





- **Supports senior-level EHS and Environmental Sustainability practitioners so they can become more globally effective and valuable to their companies**
- **Provide programs and opportunities for members to learn from one another and from EHS and Environmental Sustainability thought leaders across diverse business sectors**
- **Creates environmental sustainability solutions/tools to address issues and challenges identified by the GEMI Membership.**
- **Conducts 3-4 member meetings / year consisting of Network/Work Group sessions and Forum Days**
- **Conducts 3-4 formal benchmark surveys as well as numerous member-requested “quick” surveys throughout the year**
- **Our members use tools to manage data driven environmental performance improvements**

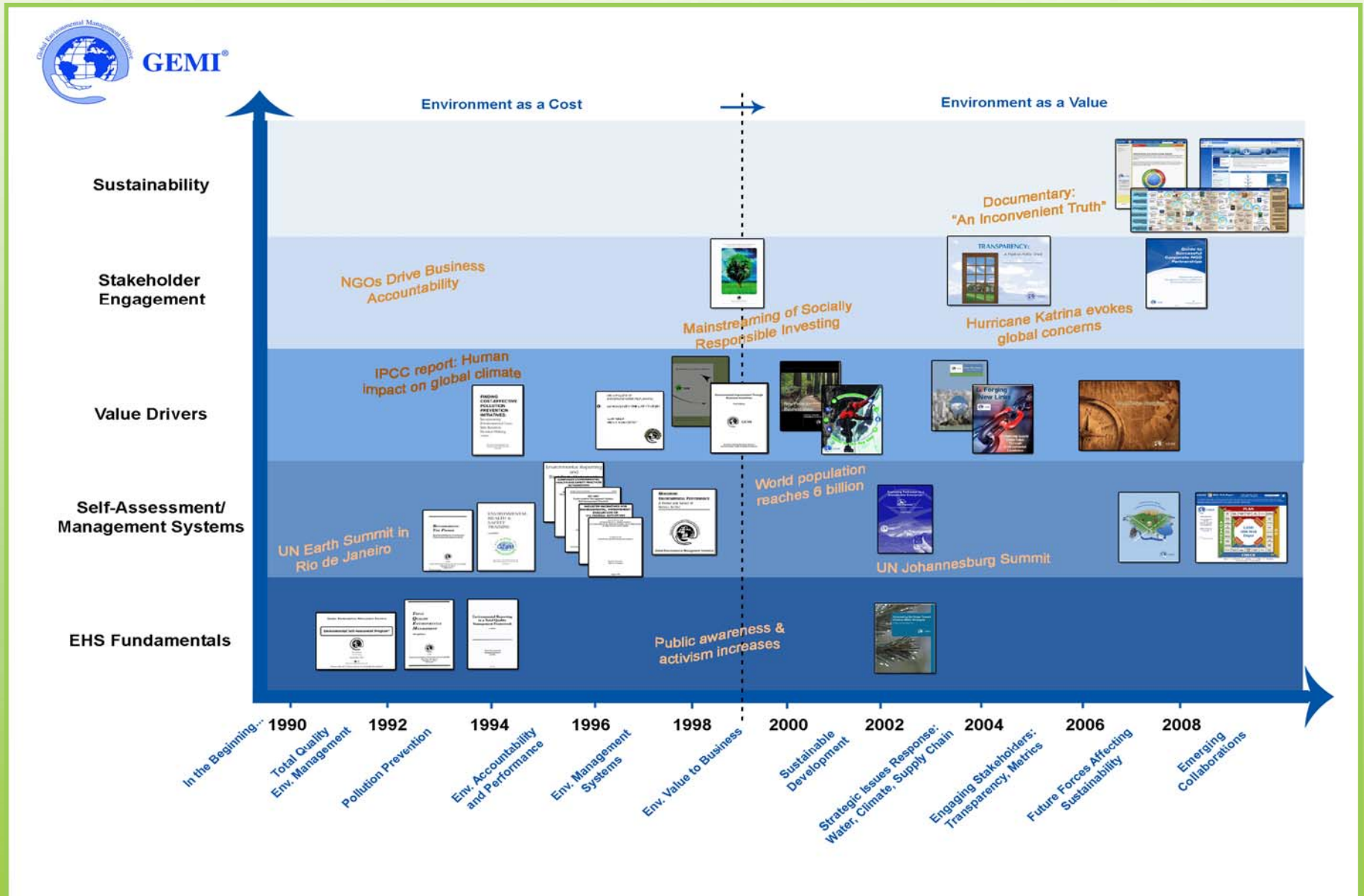


- **Climate Change & Energy**
  - Providing tips and tools to help integrate climate & energy issues into EHS/CSR efforts worldwide
- **Supply Chain**
  - Focus on implementing targeted EHS-related changes across the value chain that reinforce brand equities upon which the brand has been established
- **Water Sustainability**
  - Facilitate process for developing corporate and localized water use strategies, including sharing best practices and experiences
- **Emerging Issues**
  - Share ideas, tools and techniques for anticipating, identifying, understanding & managing emerging issues (e.g., health & safety, security, EHS training)
- **Communications**
  - Share ideas, practices and techniques for addressing environmental sustainability activities through various communication outlets – press releases, annual reports, community activities, social media, etc.



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# A Legacy of Value-Driven, Integrated Tools: The GEMI Solution Tools Matrix™

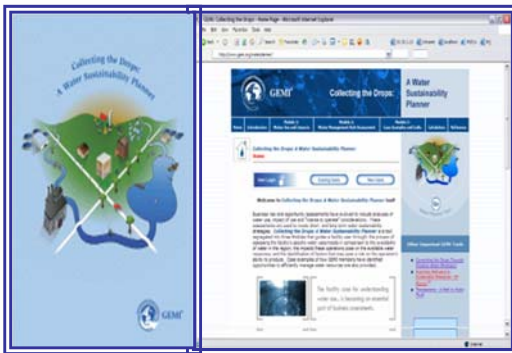




*“Map of Future Forces Affecting Sustainability”*



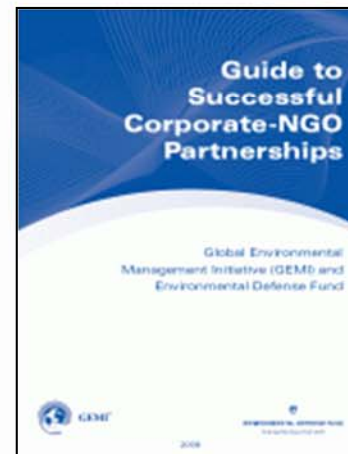
[www.gemi.org/sd](http://www.gemi.org/sd)



[www.gemi.org/waterplanner](http://www.gemi.org/waterplanner)



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*GEMI-EDF Guide*



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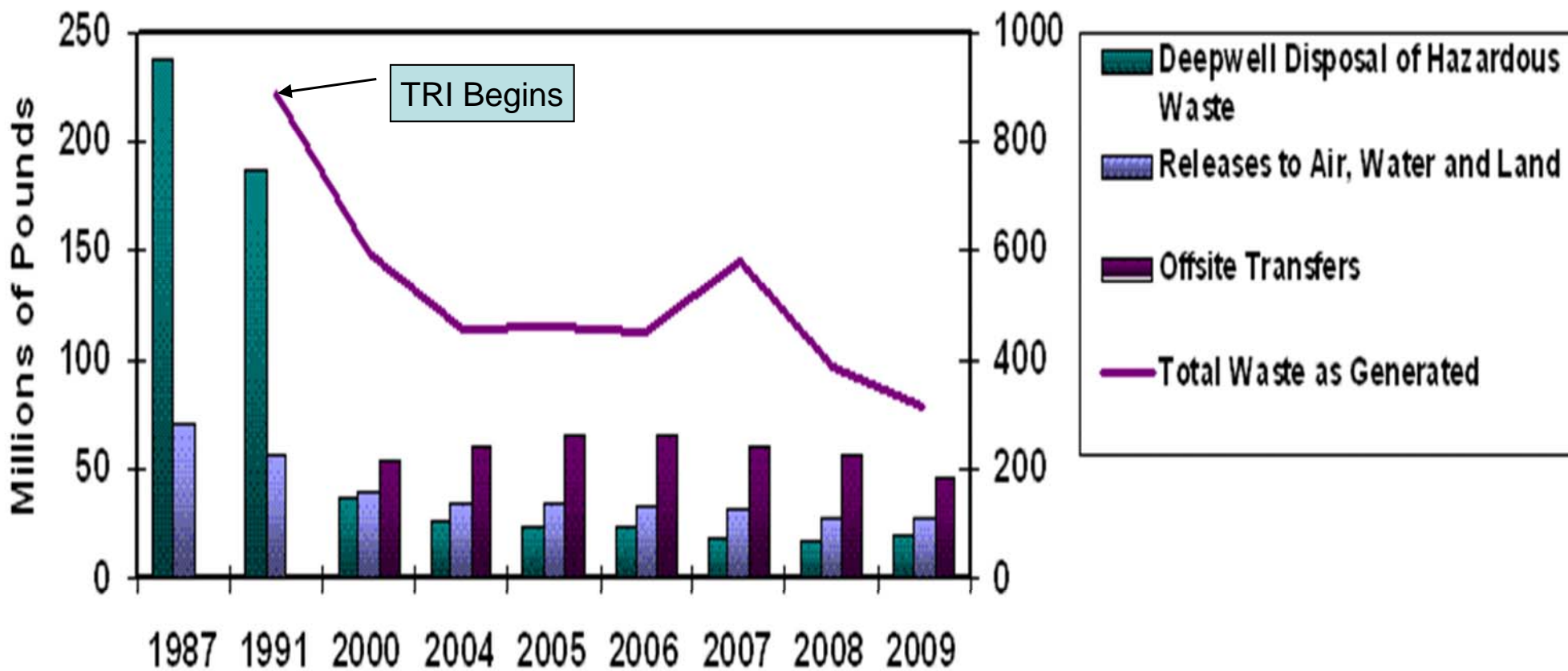


- The creative use of information is powerful and effective and can help drive cost effective performance.
- Business “can’t manage what it can’t measure”.
- TRI worked to drive significant environmental performance. Unlike a command and control program is allowed companies to make reductions where they were most cost effective.
- Information can similarly be a powerful tool to guide individual company actions on important global environment challenges such as climate change.



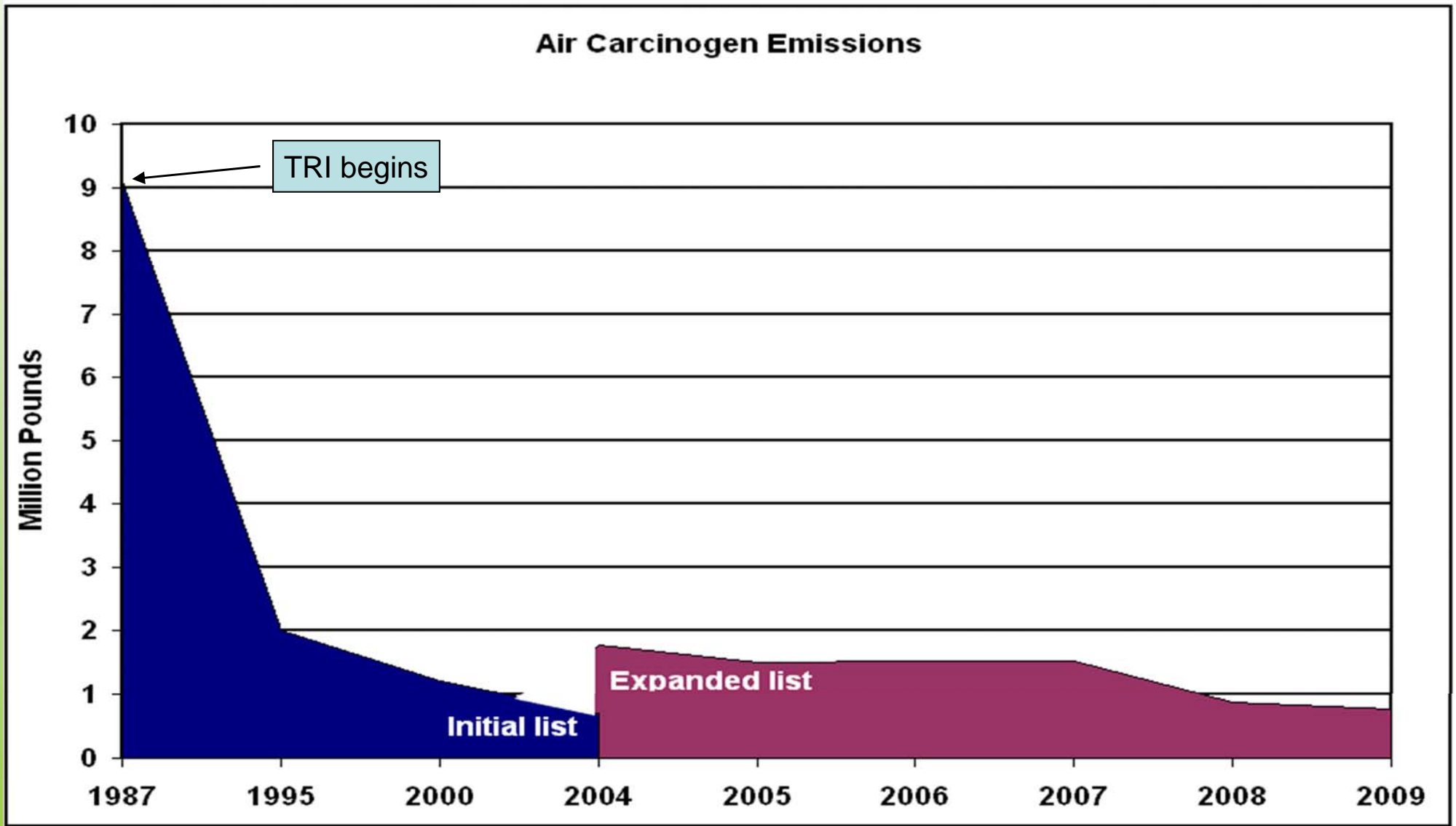
# The Power of Information: One GEMI Member's Reaction to TRI

U.S. Toxics Release Inventory



# The Power of Information: One GEMI Member's Reaction to TRI

Air Carcinogen Emissions



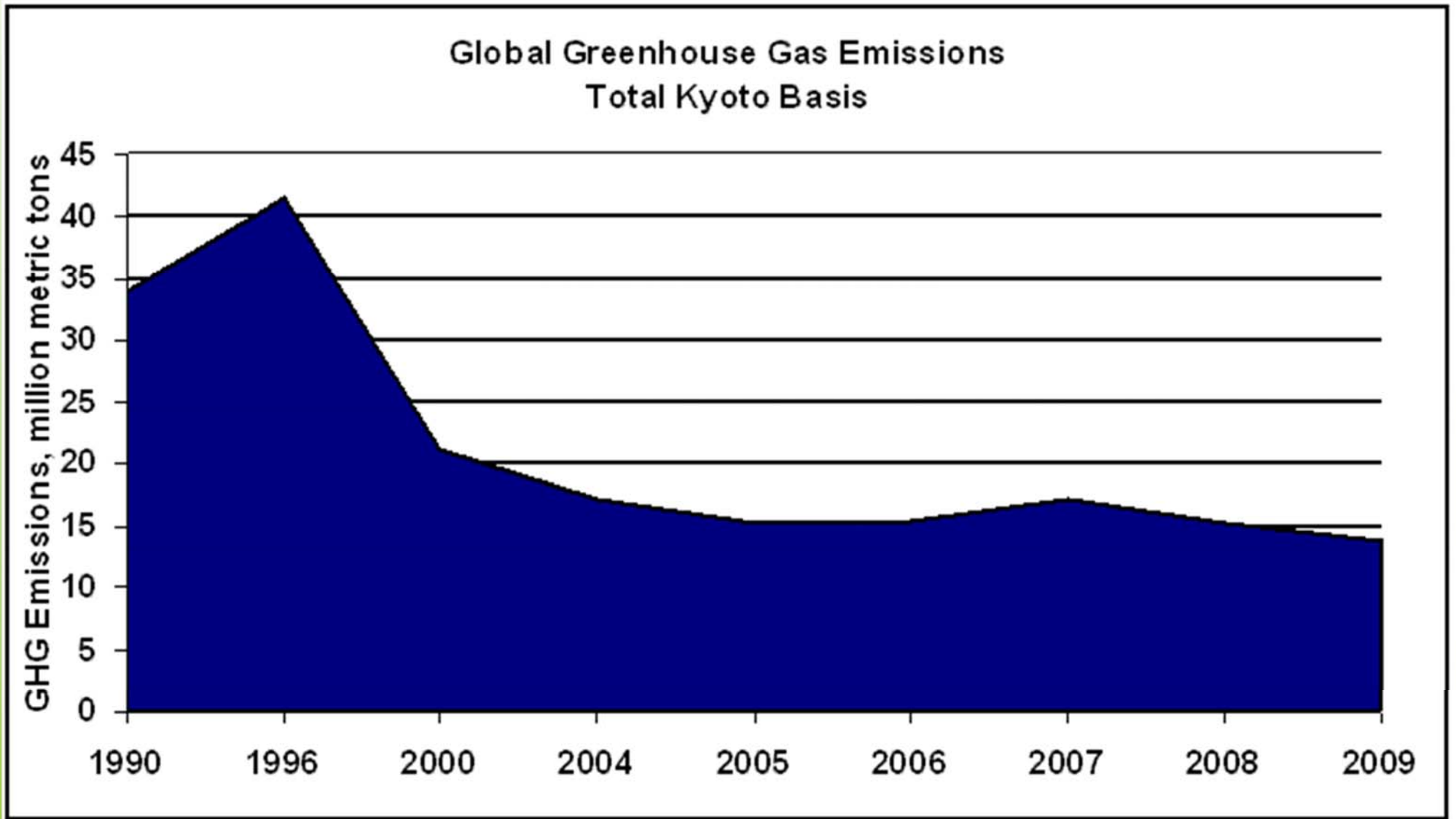


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# The Power of Information— One GEMI Member's Voluntary GHG Reductions



### Global Greenhouse Gas Emissions Total Kyoto Basis

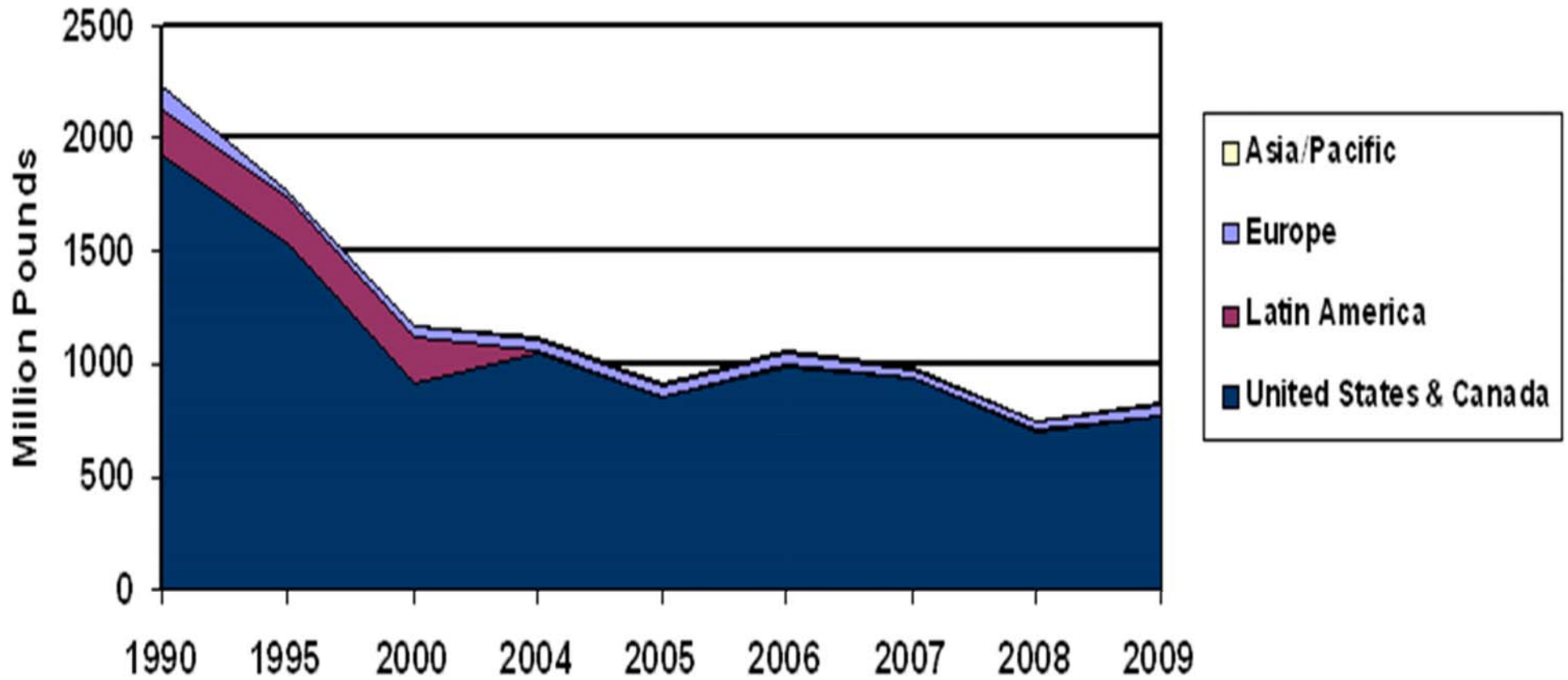




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# The Power of Information – One GEMI Member’s Voluntary Hazardous Waste Reductions

## Global Hazardous Waste





# Closing Thoughts

- Sound environmental information can inform company environmental performance, whether voluntary or regulated.
- Performance based regulations that establish goals (the “what”) and give companies freedom to innovate in meeting them (the “how”) can deliver cost effective environmental performance – e.g. cap and trade.
- A caution: In publicizing information government needs to exercise due caution about exposing trade secrets/confidential business information (vs. emissions data). This is the intellectual property that allows company to innovate and succeed – and exposing this information distorts the competitive market and devalues innovation.
- GEMI has created a wide array of solution based tools that were designed to address issues that leading companies recognize need to be addressed as part of their responsibilities to their stakeholders, shareholders and customers and not one of those tools was mandated by a governmental entity.



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