



At IRT H we believe that being a good corporate citizen and respecting our planet is paramount to long-term profitability and sustainable growth.

To that end, we have put together a simple list of 5 companies, in no particular order, that have paid close attention to their business practices and put the environment at the forefront of their agendas. Some you have heard of, and some you may not recognize.

1. lululemon Athletica – Publicly traded on the Nasdaq, symbol: LULU

<http://www.lululemon.com>

After 20 years in the surf, skate and snowboard business, founder Chip Wilson took the first commercial yoga class offered in Vancouver and found the result exhilarating. The post-yoga feeling was so close to surfing and snowboarding that it seemed obvious that yoga was an ideology whose time had come (again).

Cotton clothing was being used for sweaty, stretchy power yoga and seemed completely inappropriate to Chip, whose passion lay in technical athletic fabrics. From this, a design studio was born that became a yoga studio at night to pay the rent. Clothing was offered for sale and an underground yoga clothing movement was born. The success of the clothing was dependent on the feedback from yoga instructors who were asked to wear the products and provide their insights.

Founded in 1998, lululemon's first real store opened in the beach area of Vancouver BC called Kitsilano, in November of 2000. The idea was to have the store be a community hub where people could learn and discuss the physical aspects of healthy living from yoga and diet to running and cycling as well as the mental aspects of living a powerful life of possibilities. Unfortunately for this concept, the store became so busy that it was impossible to help the customer in this way in addition to selling the product.

Although the initial goal was to only have one store, it was soon obvious that to provide a fulfilling life of growth, family, salary and mortgage for our amazing staff, we would have to provide more opportunities. It was really a matter of grow or die because active minds need a challenge.

lululemon's corporate philosophy is built around a set of core values they call their 'Manifesto'. The company has always viewed efficiency & waste reduction as smart business, particularly in their manufacturing processes. Their designers continually innovate with sustainable styles that reduce waste in the design and production processes. The OQOQO line has fibres that are at least 75% natural, organic or sustainable. OQOQO is lululemon's main investment in sustainable fabrics and styles. In addition to lululemon products, the store development team is actively adding energy efficiencies into store design and using renewable building materials e.g. reclaimed wood flooring, use of natural lighting and environmentally safe paint. Staff are encouraged to walk/run/bike for their commute. They recycle at all of our facilities and are working to reduce waste across all departments.



2. Unilever – Publicly traded on the NYSE, symbol: UL

<http://www.unilever.com>

The consumer goods giant incorporates environmental sustainability into its overall business strategy. It pioneered a zero industrial waste policy, initiated a project to develop an approach towards zero-effluent factories and is rolling out globally applicable agricultural practice guidelines. It participates in a project to develop common approaches to sustainability and is implementing a Sustainable Water Initiative.

Back in the early part of the decade, Unilever bought Ben & Jerry's ice cream. Critics of the deal were outraged that the founders would sell out to a multi-national behemoth like Unilever. However, Unilever, to its credit, has preserved the founders' socially responsible approach.

Unilever has worked side-by-side with the National Park Foundation for more than 11 years, helping to preserve and protect America's nearly 400 national parks. In fact, they are the longest standing corporate partner of the National Park Foundation, having contributed more than \$24 million in donations and support.

Unilever's National Parks Program stands at the heart of its long-term commitment to sustainability and corporate social responsibility. Beginning before the global 20th anniversary of Earth Day, Unilever set out to demonstrate its commitment to recycled materials, recyclable packaging, and source reduction. In 1989, Unilever was among the first corporations in the US to use recycled plastic in its packaging at levels between 25-35%.

Through their flagship "recycling at work" program, Unilever has donated 100% recycled plastic and sustainable lumber to more than 125 national parks for use in building boardwalks, docks, fences, site amenities, and interpretative displays. For example, when the Statue of Liberty re-opened on 3 August 2004, Unilever donated sustainable lumber to rebuild and reopen the shuttle dock at Liberty Island. To date, Unilever's sustainable lumber donation represents more than 14 million plastic product containers recycled rather than landfilled.

Unilever's National Parks America Tour in partnership with Wal-Mart Stores, Inc., the National Park Foundation, and Take Pride in America, engages citizens in volunteer service in national parks. The program expects to send 100,000 people into volunteer service in national parks in five years, resulting in a \$1.6 million in-kind manpower donation to the National Park Service.

3. Vestas Wind Systems – Publicly traded on the Pink Sheets, symbol: VWDRY

<http://www.vestas.com>

Vestas is the leading manufacturer of wind turbines in the world. The Danish company has more than 30,000 wind turbines generating electricity globally and its high-tech systems are 80 percent recyclable. Vestas sources 68 percent of its energy requirements from renewable sources. Furthermore, the turbines generate, in six to eight months, the equivalent energy required to manufacture, transport and assemble the products. This makes the turbines carbon neutral within that timeframe.



In 2005 Vestas presented a new [vision: Wind, Oil and Gas](#). As No. 1 in modern energy, this vision expresses their aim to make wind energy the preferred supplement to oil and gas.

In 2008, the U.S. accounted for 22% of Vestas' \$8.8 billion in revenue, including 725 turbines with a combined generating capacity of 1.3 gigawatts. (A gigawatt is how much comes out of one very large coal or nuclear plant.) Sales in the U.S. also contributed 20% or so of the worldwide \$750 million cash hoard Vestas netted last year.

Vestas benefitted from the spike in oil prices in 2008. That's when U.S. wind farm developers installed 8.3 gigawatts of new turbines, pushing the total to 25 gigawatts of peak power. That's enough to power 2 million homes, as the U.S. nudged past Germany to become the largest producer of wind power. A December 31, 2008 expiration of a federal tax credit worth 2 cents for every kilowatt-hour of electricity from a wind turbine made for some tense moments late in 2008. The credit brings the net cost of wind energy down from 9 cents or so, on average, to 7 cents, making it competitive with coal-fired electricity, which costs 8 cents per kwh. Two months before the expiration Congress extended the credit a year; in February lawmakers guaranteed it through 2012. It also gave investors the option to exchange production credits for upfront grants worth 30% of project cost.

All these factors and more are working in Vestas favor. As the world's number one producer of the cleanest renewable energy source we know of, we had to add them to the list.

4. Svenska Cellulosa – Publicly traded on the Pink Sheets, symbol: SVCBF

<http://www.sca.com>

The Swedish company SCA makes everything from nappies, sanitary towels and tissues to packaging, papers and pulp. It is Europe's largest private forest owner, all of which is managed to FSC standard and all wood supplied to its mills to produce its paper products must meet FSC criteria. In addition, the company has a commitment to use a high proportion of recycled fiber in its tissue products.

It has clear policies on avoiding illegal logging and others covering water emissions, it is replacing oil and coal with some carbon neutral fuels, such as wood residue and bio-fuels. SCA also has high rates of waste recovery.

SCA's Sustainability Report for 2008 follows Global Reporting Initiative guidelines (version G3). SCA is reporting on the A-level as defined by GRI, which has been confirmed by PricewaterhouseCoopers. Work with environmental issues is given high priority at SCA. Instead of viewing environmental work as an expense, SCA considers it a prerequisite for the creation of a successful company.

The basic principle for the Group's environmental work is local responsibility and adapting to local conditions. Issues of group-wide significance are coordinated when it is considered that a common line should be taken. Environmental issues at Group level are managed through a number of networks which include representatives from relevant business groups. These issues include emissions, product safety and water treatment.



SCA has an extensive resource management system (RMS) that describes how SCA utilizes energy, water, transport and raw materials and specifies [waste](#) and emission volumes. This information is available both for individual production plants and entire business groups.

SCA is committed to creating value for its shareholders and other [stakeholders](#) and to building relationships based on mutual respect, responsibility and excellence in a socially and environmentally responsible manner. Achieving this requires strong financial performance, environmental stewardship and social commitment.

5. Subaru of America – A division of Japan's Fuji Heavy Industries

<http://www.subaru.com/company/index.html>

Subaru of America, Inc. is a wholly-owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, New Jersey, the company markets and distributes all-wheel drive Subaru vehicles, parts and accessories.

SOA understands its responsibility to the global environment, society at large, its customers, its distribution network and its employees. SOA is committed to establishing and maintaining an effective environmental management system that extends further than just meeting the stated environmental laws and regulations, and that encompasses the integration of sound environmental practices in all of our business decisions.

SOA is committed to:

- Comply with all environmental laws and regulations and other requirements related to its business activities.
- Implement effective pollution prevention systems that protect our air, land and water.
- Conserve natural resources, by reducing, reusing and recycling materials.
- Continuous improvement of its Environmental Management System (EMS).
- Create employee awareness and commitment to SOA's Environmental Philosophy and Policy.
- Work with SOA's business partners to improve their operational impact on the environment.

Subaru of America, Inc. is committed to being a world-class leader in environmental performance.

Here's something to think about: next time you take out your trash at home for collection, you're sending more trash to landfills than the *entire Subaru manufacturing plant in Lafayette, Indiana (SIA) does in a year*. The Subaru plant was the first auto assembly plant to achieve zero landfill status - nothing from its manufacturing efforts goes into a landfill. It's all reused and recycled. Each year, SIA actively recycles 99.3% of excess/leftover steel, plastic, wood, paper, glass, and other materials. The remaining 0.7% is shipped to the city of Indianapolis and incinerated to help generate steam. In 2006, SIA recycled 11,411 tons of scrap steel, 1,537 tons of cardboard and paper, and 963 tons of wood. That's equal to conserving 31,040 mature trees, 31,572 cubic yards of landfill space, 711,631 gallons of oil, and 10,759,000 gallons of water.



But SIA is no stranger to being a trailblazer when it comes to being environmentally responsible.

- In 1994, SIA was also the first auto assembly plant in the U.S. to be smoke free.
- In 1998, SIA was the first auto assembly plant in the U.S. to be ISO 14001 Certified.
- In 2002, SIA became the first auto assembly plant in the U.S. with an on-site solvent recovery system that produces dry still bottoms.
- In 2003, SIA became the first U.S. automotive assembly plant to be designated a wildlife habitat. Deer, coyotes, beavers, blue herons, geese, and other animals live there in peaceful coexistence with the Subaru plant. It's our commitment to leave as small a footprint as possible, delivering real-world benefits that everyone can enjoy.
- In 2004, SIA became the first U.S. manufacturing facility to reach zero landfill status.
- In 2006, SIA was awarded the U.S. EPA's Gold Achievement Award as a top achiever in the agency's WasteWise program to reduce waste and improve recycling.

To build a green machine, you have to start green. The Subaru of Indiana plant is a modern marvel, and an excellent example of what can be achieved when industry considers the impact it has on the environment and how profitability can be increased by thoughtful application of technology.

Subaru offers the most fuel efficient All-Wheel Drive vehicle lineup in America. Since 2003, Subaru has offered Partial Zero Emissions Vehicle (PZEV) certified Legacy, Outback, and Forester models for sale anywhere in the U.S. Subaru PZEV vehicles meet California's Super-Ultra-Low-Emission Vehicle exhaust emission standard. Gasoline vehicles meeting PZEV emissions standards can have even lower emissions than hybrid or alternative fuel vehicles. Subaru PZEV vehicles are also U.S. Environmental Protection Agency (EPA) Certified SmartWay Vehicles and are honored in the EPA's Green Vehicle Guide located at <http://www.epa.gov/emissweb>.





Well, we certainly hope this has been a bit inspirational, and gives you an idea of how some large and small companies are making a big difference by adapting their business practices toward sustainability and environmental responsibility.

Be sure to follow IRT H on the web at: <http://www.irthcommunications.com>, and also on Twitter at: <http://www.twitter.com/irthcomm>.

We'll also be launching a brand new directory and portal dedicated to Clean Tech and Renewable Energy, located at: <http://www.cleantech-investor.com>. Be sure to logon and check out our ever expanding directory of Clean Tech and 'Green' businesses.

Contact us at: 866-976-IRTH (4748) to find out more about IRT H and how we help public and private companies speak the language of 'Green'.

Disclosure Statement

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