

# Leadership Forum: Sustainability Now!

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Steelcase

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### Marketing



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### Environmental Sustainability and Competitive Advantage in the Office Furniture Industry.

Is it possible environmental sustainability creates competitive advantage for one company over another?  
Is this happening in the industry today?

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### Government

Environmental sustainability must go beyond regulatory compliance. Government ability to drive what companies do, creating a level playing field is key.

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### Integration

Office furniture manufacturers, office furniture retailers and suppliers need to understand the environmental trends and the marketing of office furniture. Office furniture manufacturers and suppliers need to understand the marketing of office furniture and the marketing of office furniture. Office furniture manufacturers and suppliers need to understand the marketing of office furniture and the marketing of office furniture.

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### Operational Cost

According to a 2008 study by GFI, 45% of office furniture manufacturers and office furniture retailers are using energy-efficient office furniture. Office furniture manufacturers and suppliers need to understand the marketing of office furniture and the marketing of office furniture.

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### Research Method

- Surveys
- Industry Experts
- Company Reports
- Analytical Information
- Member of CQMI
- Based on GFI
- Support Document for Team
- Sustainability through
- Furniture Industry

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**Marketing**  
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**Integration**  
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**Operational Cost**  
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**Government**  
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**Research Method**  
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***Environmental  
Sustainability and  
Competitive Advantage in  
the Office Furniture  
Industry.***

- Is it possible environmental sustainability creates competitive advantage for one company over another?
- Is this happening in the industry today?

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## ***Definitions***

- **Environmental sustainability must go beyond regulatory compliance.**
- **Government already dictates what companies must do, creating a level playing field to start.**

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# *Marketing*



You Tube



You Tube

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## ***Operational Cost***

According to a Nielsen Global Survey, only 42% of North American consumers and 40% of Europeans would consider paying more for an environmentally friendly product.

Hewlett Packard has saved \$870k per year by changing their shipping practices to utilize returnable slip sheets instead of wooden pallets.

Epson has saved \$300k per year by reducing excess foam in their packaging.

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## ***Integration***

Office furniture industry lacks sufficient information on cost improvements via environmentally friendly initiatives.

Marketing strategies are similar between rival companies; none stand out to the average consumer.

Majority of consumers are not willing to pay more for eco-friendly products or companies, necessitating need to share as cost savings

Integrate environmental thinking into lean initiatives

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## **Research Methods**

- Books
- Scholarly Essays
- Corporate Reports
- Personal experience
  - *Former member of EQAT Team at HMI*
  - *Support Environmental Team occasionally through problem solving.*

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**Marketing**

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**Environmental Sustainability and Competitive Advantage in the Office Furniture Industry.**

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**Integration**

How do you integrate the different elements of your business to create a cohesive and sustainable strategy? How do you ensure that your sustainability efforts are integrated into your overall business strategy? How do you ensure that your sustainability efforts are integrated into your overall business strategy?

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**Operational Cost**

How do you reduce operational costs while maintaining high quality and sustainability? How do you ensure that your sustainability efforts are integrated into your overall business strategy? How do you ensure that your sustainability efforts are integrated into your overall business strategy?

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**Government**

Environmental sustainability must go beyond regulatory compliance. Government policy changes which companies must do, creating a level playing field for all.

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**Research Method**

- Surveys
- Industry Experts
- Company Reports
- Analytical Information
- Partner Member of CQMI
- Roundtable
- Support Environment for Team
- Knowledge through
- Analysis and

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