

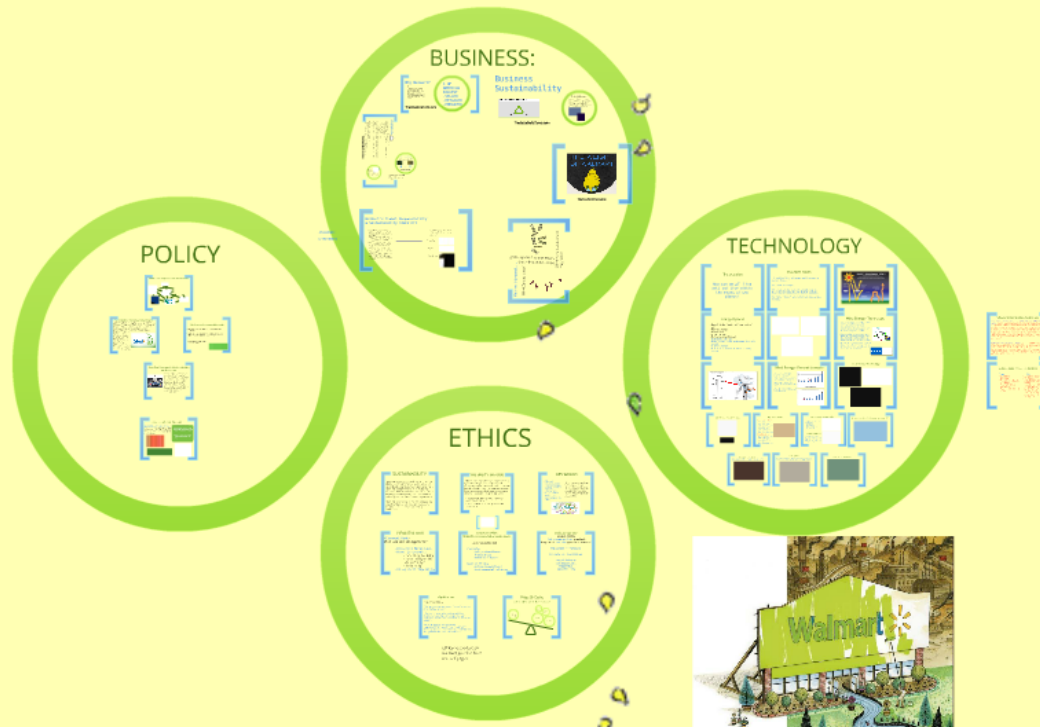


Walmart
Save money. Live better.



Wal-Mart's Sustainable Product Index

TheCaseSolutions.com



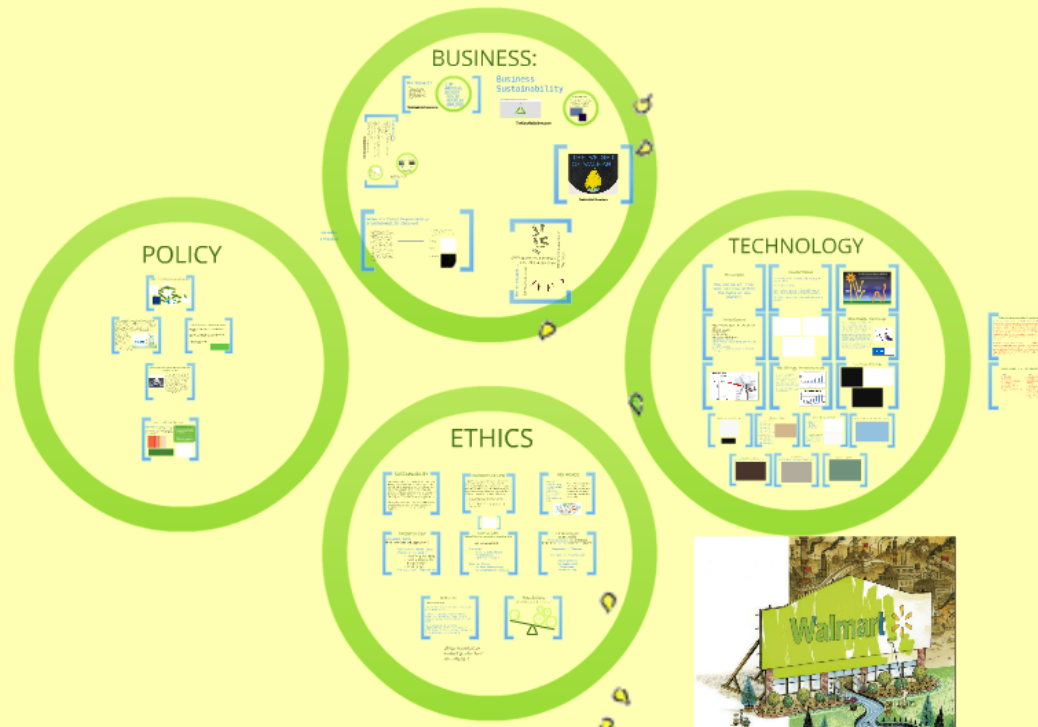


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ESG.

Business Sustainability

VALUE-ORIENTED APPROACH: THE CR TRIANGLE



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Business sustainability is often defined as managing the triple bottom line - a process by which companies manage their financial, social and environmental risks, obligations and opportunities. These three impacts are sometimes referred to as profits, people and planet



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Why Walmart?

2011:

- 8,970 Walmart stores worldwide
- 100 million customers per week
- Net Sales: 419 Billion dollars—larger than the GDP of 170 countries
- Number of Walmart Associates > 1.4 billion more than US firefighters & greater than the population of South Dakota

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1 OF
AMERICAS
BIGGEST
-SELLER
-RETAILER
-EMPLOYER

THE WEIGHT OF WALMART



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- value proposition: "Everyday Low Prices"
- distribution channel: Mass media and advertising companies
- set customer relationship:
 - "brand aspirations"
 - "price sensitive effluents"
 - "value shoppers"
- key activities: are to purchase goods, deliver goods, and control costs
- key resources: physical resources, human resources, company culture
- key partnerships: brand-supplier
- revenue stream: retail sales
- cost structure: cost driven, minimizing costs at every level

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Bolt-in vs. Emb

Is Walmart's 'greening' program Bolt in or Emb



+

or

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To be supplied 100% by renewable energy
 To create zero waste
 To sell products that sustain people and the environment

In China...



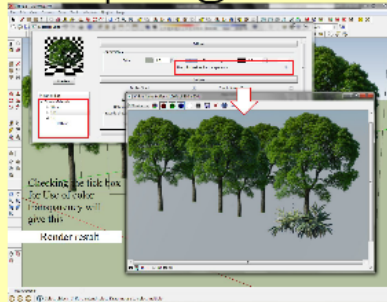
The bitter reality is that even if unrestricted consumerism becomes less environmentally destructive per unit of production than it was in the past, it is still unsustainable in the long run.

Innovative of corporate and statist green strategies may register an environmental breakthrough and good business for Walmart, and good policies for the Chinese governments, it may nonetheless end up being very bad business for humankind.

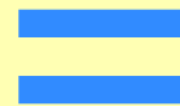
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Bolt-in vs. Embedded

Is Walmart's 'greening' sustainability program Bolt in or Embedded?



or



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In China...

The Atlantic
December 2011
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How Walmart Is Changing China

THE WORLD'S BIGGEST CORPORATION AND THE WORLD'S MOST POPULOUS NATION HAVE LAUNCHED A BOLD EXPERIMENT IN CONSUMER BEHAVIOR AND ENVIRONMENTAL STEWARDSHIP: TO SET GREEN STANDARDS FOR 20,000 SUPPLIERS MAKING SEVERAL HUNDRED THOUSAND ITEMS SOLD TO BILLIONS OF SHOPPERS WORLDWIDE. WILL THAT EFFORT TAKE HOLD, OR WILL IT UNRAVEL IN A RECRIMINATORY TANGLE OF MISGUIDED EXPECTATIONS AND BROKEN PROMISES?

By Orville Schell

"Now Walmart is acting something like a private regulator. Nonetheless, the nature of their outsourced business model is not, ultimately, sustainable."

-Hume

In fact, one could say the same thing about China, which—after so many decades of defiant proletarian opposition to capitalism, consumerism, and American imperialism—has embraced the American-style market and is ardently following the Walmart path to prosperity.

The bitter reality is that even if unrestrained consumerism becomes less environmentally destructive per unit of production than it was in the past, it is still unsustainable in the long run.

Innovative of corporate and statist green strategies may represent an environmental breakthrough and good business for Walmart, and good politics for the Chinese government, it may nonetheless end up being very bad business for humankind.

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