

Partners

GreenOrder

Many companies seek to reduce environmental and climate impacts. The next challenge is to make sustainability a source of business value through greater innovation, competitive advantage, and profitability.



Andrew L. Shapiro, Founder and CEO, GreenOrder

For example, my firm has helped General Electric to launch "ecomagination", an initiative to create and sell more environmentally advanced technologies in areas ranging from transportation to water filtration to power generation. GE aims to double revenue from these offerings to about 20 billion dollars by 2010, while helping customers to reduce greenhouse gas emissions (and substantially reducing its own).

Related Articles

» "No Silver Bullet"

We are pleased to see other companies, including Allianz, endorse the view that investing in sustainability is smart for the planet, for people, and for long-term profitability.

GreenOrder is a strategy and marketing firm that helps companies maximize the value of sustainability - making environmental excellence, energy innovation, and corporate responsibility drivers of profitable growth.

© Allianz 2007, All Rights Reserved