

the new CEO

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Green business means putting environmental performance at the centre of your working culture, expressed through your company values, business objectives, performance measures and management structure. If not made a core part of your company's strategy, environmental goals can end up being tacked on to decisions after the financial and technical experts have had their day. Leading corporations are addressing this by appointing a chief environmental officer to the executive suite, with authority equal to the chief financial officer, chief operations officer or chief information officer. Any size business can profit from an eco-monitor. The point is not to create a green bureaucracy but to sharpen focus on implementation and show staff that sustainability is pivotal to business strategy.