

Environmental Innovation Solutions (EIS)

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A recent study by Treasury and Risk Magazine revealed that while companies are environmentally aware and are promoting more environmentally-friendly practices, **most of the treasury professionals surveyed felt that their company has yet to assess its own carbon footprint or simply weren't aware if they had done so.** And 29% of respondents were unaware of which business line within their company owned the execution of its company's sustainability program. A link to the survey is attached below.

This raises a number of interesting questions. Given that cap-and-trade has already been established in the European Union with similar consideration being provided by regional players in the US such as RGGI and WCI, as well as the vocal national debate, why aren't corporate treasury departments more involved from a strategic planning perspective? The environmental securities market could possibly become the largest traded commodity class in the world. Depending on your industry and corporate strategy, it could become a source of revenue, an incremental cost that is passed on to your customers or an additional expense added to the price your company pays for goods and services.

Now is the time for US corporations to become educated about the potential impacts of the environmental financial markets to their firm and begin planning an appropriate response. This effort spans the entire corporation including but not limited to Treasury, Legal, Environmental Health & Safety, Investor Relations and Human Resources.

Who's Helping You?

[View 2010 Going Green Survey Results](#)

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Resources

[EPA's Center for Environmental Finance](#)

[Glossary of Terms](#)

[Carbon Disclosure Project](#)

[BNY Mellon CSR 2009 Highlights](#)

[World Bank's State and Trends of the Carbon Market 2010](#)

[Previous GEM eBulletins](#)

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