



Growing Your Triple Bottom Line

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Welcome to 'Footprints'

Footprints is designed to keep BL³ Strategies' clients informed about environmental and social developments affecting their business.

Your feedback on our success in achieving that goal is always welcome.

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Main Street, Wall Street and Social Responsibility

Numerous homes are fore-closed upon while the Fed and JP Morgan make a deal to keep Bear Sterns afloat. For many Americans, there's something wrong with this picture.

Should we be surprised with poll results showing that 70% of Americans do not trust 'big companies'?

A new poll of Fortune 500 companies by the American Society for Quality (ASQ) indicated that 96 % of U.S. business leaders think their company's corporate social responsibility behavior will greatly impact the nation's economic future. Yet, more than 40% do not have policies in place to guide their company's actions.



The ASQ poll also found that the vast majority of companies that implemented social responsibility policies did so after 2001 and the Enron collapse. Maintaining their brand image, employee morale and reducing liability risks were the main reasons they would implement a social responsibility policy.

For more discussion of the poll results, go to www.asq.org

Social Responsibility Guidance In Progress

The International Standards Organization (ISO) is developing voluntary guidance for implementing a corporate social responsibility program. ASQ is a U.S. member of the international working group chartered with developing the ISO 26000 standard which they intend to publish in late 2008. Information about ISO 26000 can be found at : www.iso.org and www.asq.org

What is Social Responsibility?

The International Standards Organization (ISO) 26000 definition:

Responsibility of an organization for the impacts of its decisions and activities on society and the environment through transparent and ethical behavior that:

- is consistent with sustainable development and the welfare of society;
- takes into account the expectations of stakeholders;
- is in compliance with applicable law and consistent with international norms of behavior; and
- is integrated throughout the organization and practiced in its relationships.



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Climate Change: Not in the Forefront, But Not Out of Mind

Although surveys indicate the economy and Iraq remain the top concerns of Americans, they clearly remained concerned about climate change.

During a July 23-26, 2007 survey by Yale University, Gallup and the ClearVision Institute, 40% of respondents said a presidential candidate's position on global warming will be either Extremely Important (16%) or Very Important

(24%) when casting their ballots.

That percentage seems to have risen considerably since only last summer. According to a February 8-10, 2008 USA Today/Gallup poll, 62%

of Americans indicated that candidate positions on the environment, including global warming, would be Extremely or Very Important in influencing their vote for president. That is a 50% rise just over 6 months.

Despite candidates' focus on the economy and Iraq, it appears the public continues to be significantly influenced by national media reporting of global warming impacts.



Despite the economy and Iraq, Americans are increasingly concerned about global warming.

In 2005, China had 15 passenger cars for every 1,000 people, close to the 13 cars per 1,000 that Japan had in 1963. Today, Japan has 447 passenger cars per 1,000 residents, 57 million in all. If China ever reaches that point, it would have 572 million cars -- 70 million shy of the number of cars in the entire world today. (WSJ, March 24, 2008)

Growth: Where is the ceiling?

You can debate all day about whether climate changes are related to natural cycles over geologic time or rapid and human-induced through greenhouse gas emissions. It really doesn't matter.

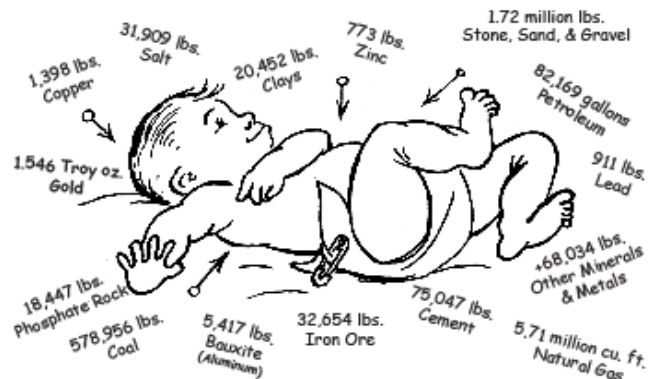
Ask the question "Is our present course sustainable?" and the unanimous answer is "No".

In 2050, it is projected there will be 50% more people on the planet. At the same time, standards of living are rising in developing countries, such as India & China.

A March 24, 2008 Wall Street Journal article (**New Limits to Growth Revive**

Malthusian Fears) examines our heavy reliance on future technology developments to minimize global conflict for strategic resources. Will the limits of arable land and fresh water resources be reached before new technology can keep pace with new challenges? Go to http://online.wsj.com/article_print/SB120613138379155707.html or our 'News' page at www.bl3strategies.com

Every American Born Will Need . . .



3.7 million pounds of minerals, metals, and fuels in their lifetime

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BL3 Strategies enhances long-term shareholder value of client businesses through adoption and implementation of corporate sustainable development principles.

'Footprints' is intended to provide clients and friends with information on recent developments in corporate sustainability. This newsletter should not be construed as legal/professional advice on a specific situation.

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