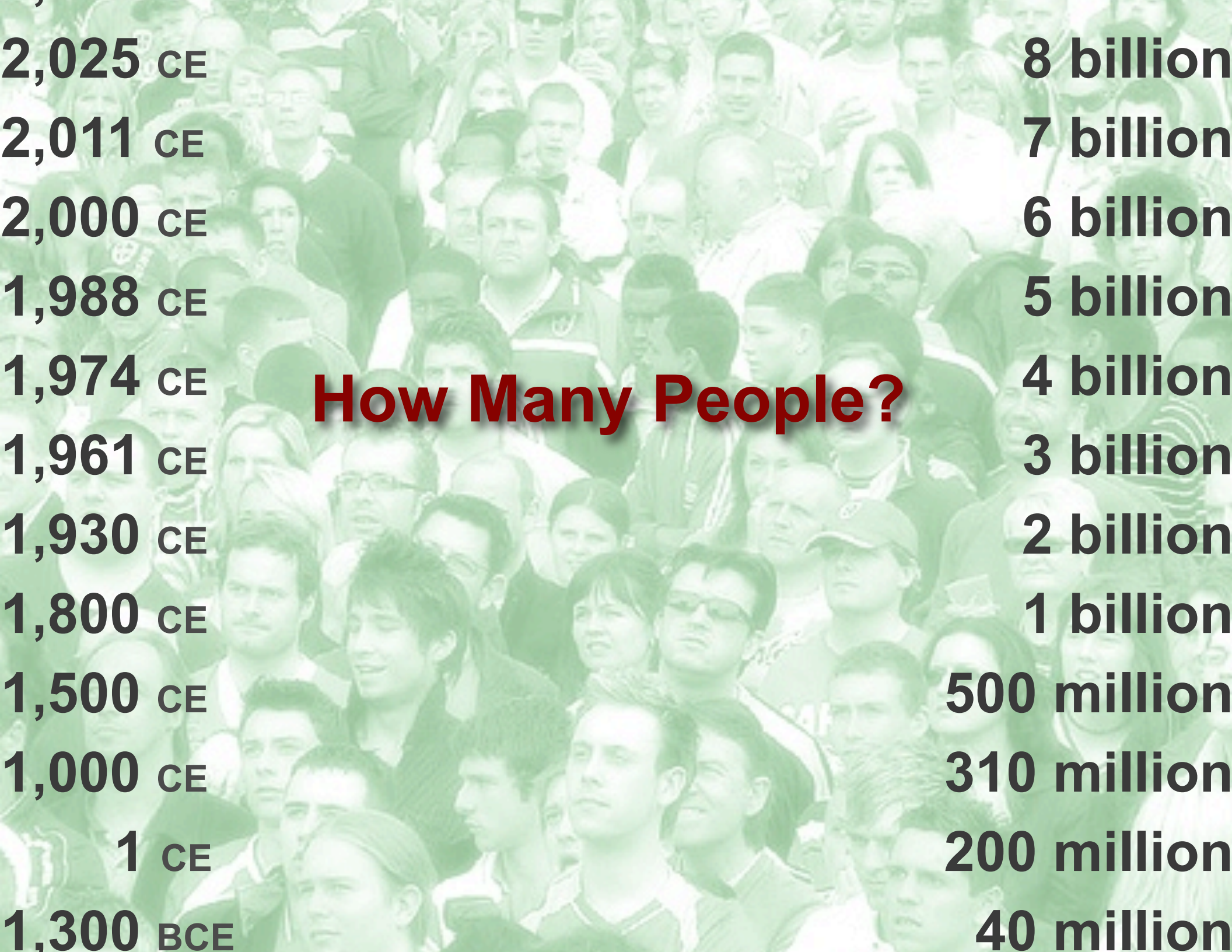
nd Your Green Edge

Compete In a Brave New Marketplace

Bowman

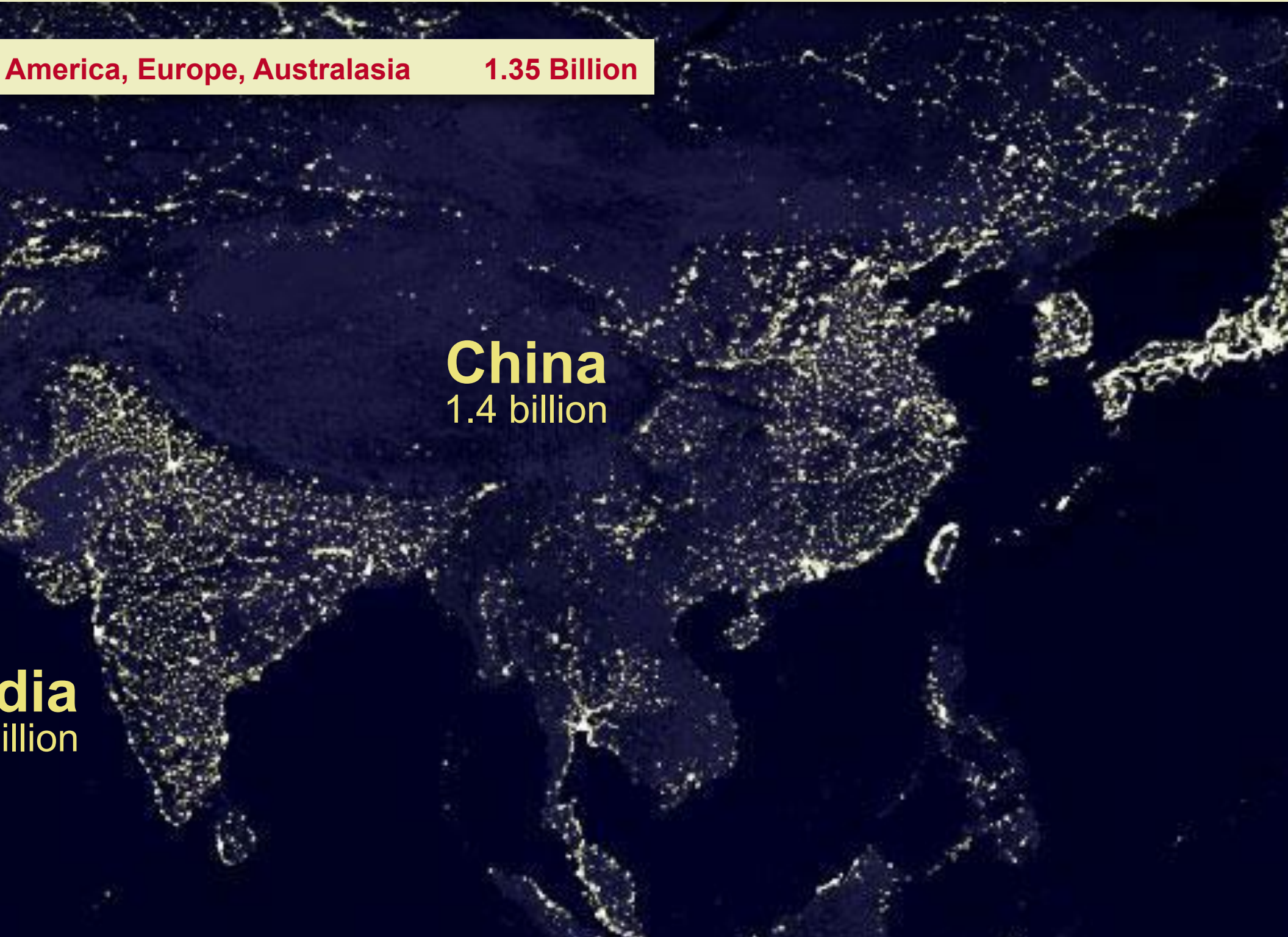
World Summit 2014
India
1, 2014

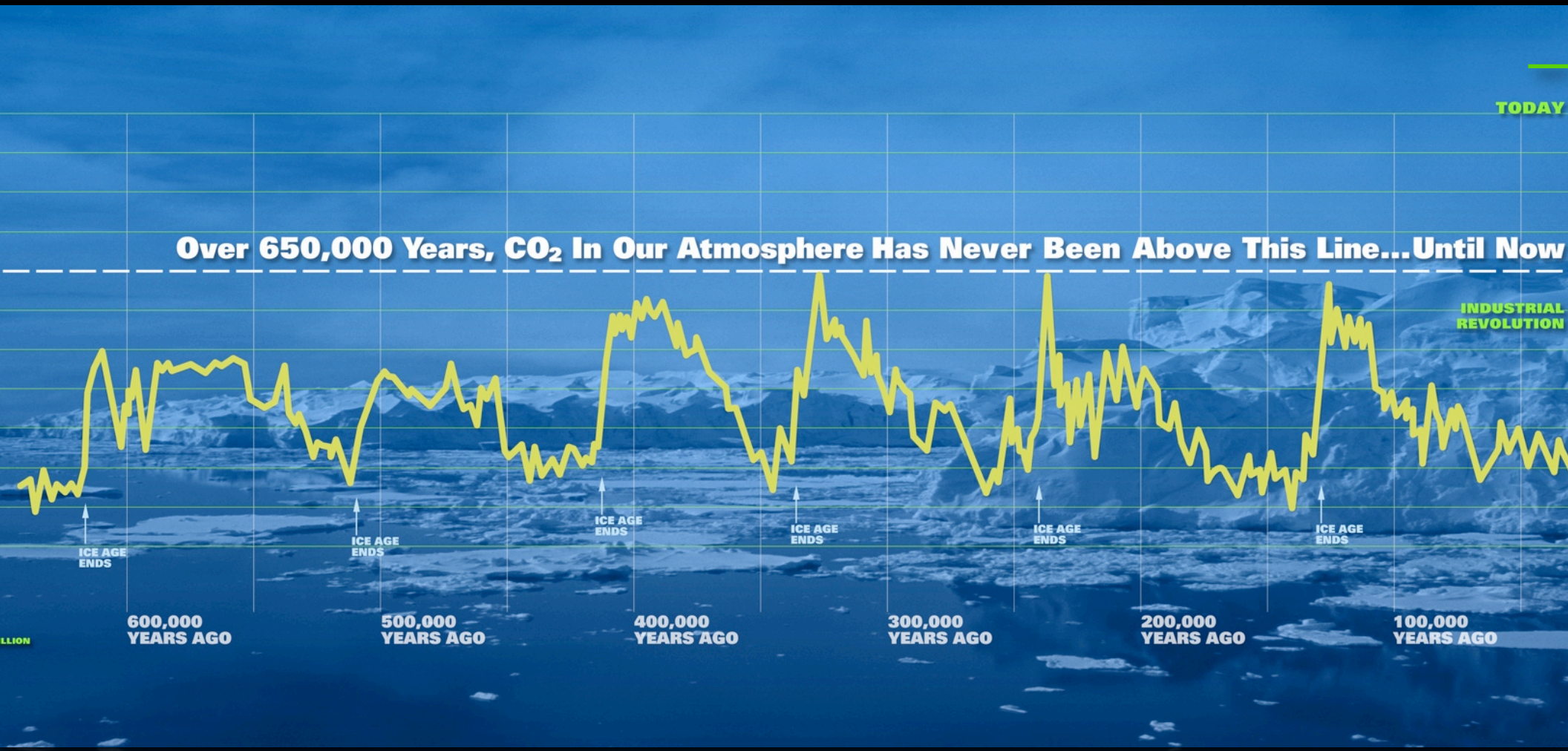

How Many People?
2,025 CE
8 billion
2,011 CE
7 billion
2,000 CE
6 billion
1,988 CE
5 billion
1,974 CE
4 billion
1,961 CE
3 billion
1,930 CE
2 billion
1,800 CE
1 billion
1,500 CE
500 million
1,000 CE
310 million
1 CE
200 million
1,300 BCE
40 million

a + China

2.6+ Bi

America, Europe, Australasia 1.35 Billion





um, Scripps Institution of Oceanography, UC San Diego
sign Group/Ed Hackley Design, 2007

#1 business priority: Solve global challenges

Environment — Resource Scarcity — Transparency

climate report™

A Forecast for Business

TomBowman.com

Download on iTunes

Sustainability Resources

GMIC
INSPIRING SUSTAINABILITY
• VERIFIED •

APEX/ASTM Sustainable Meetings Stand

ISO

ISO 20121 Event Management System

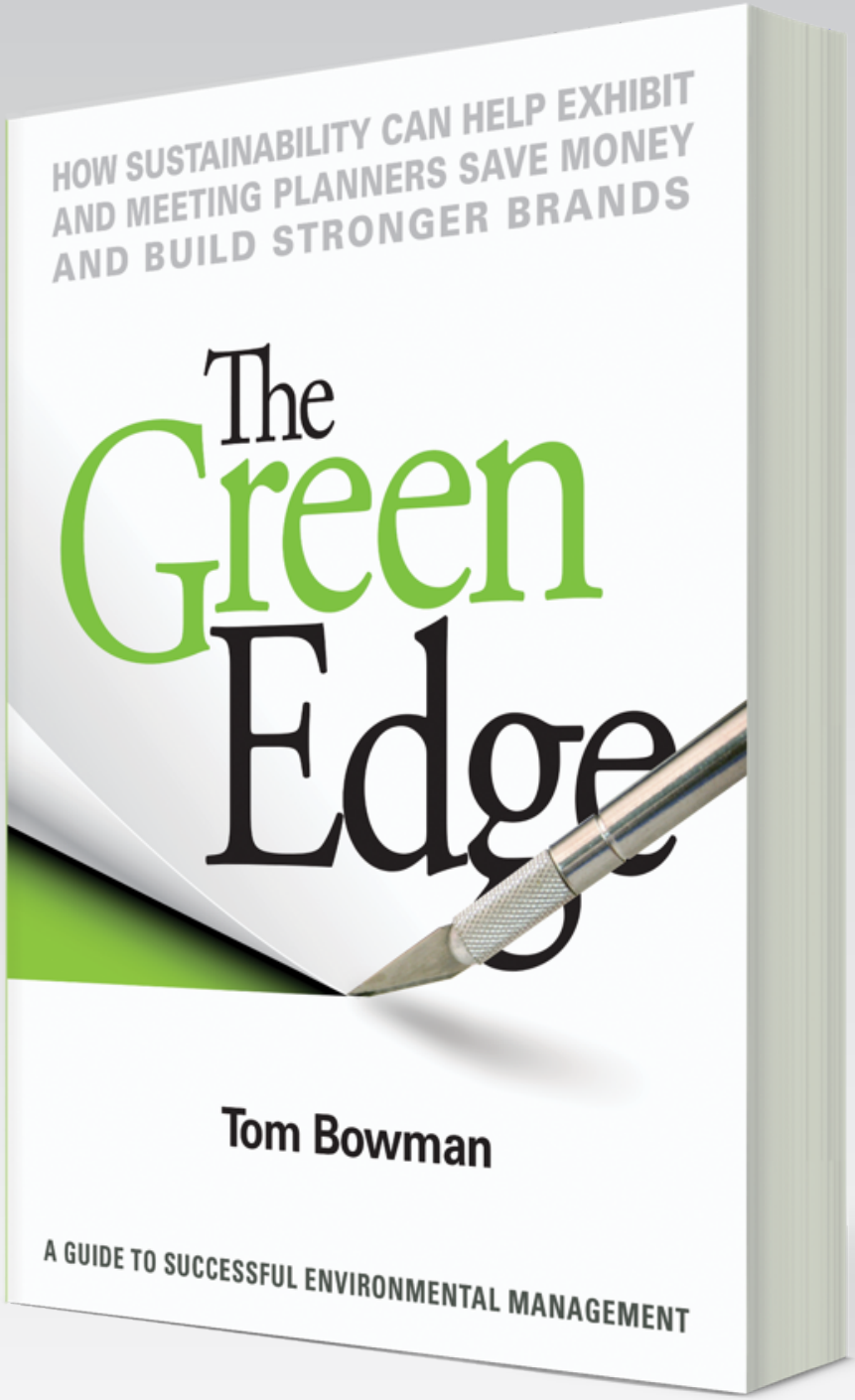
Sustainable Company
powered by FAMAB

FAMAB Sustainable Company Certificati

position Industry:

Corporate managers

Privately held companies



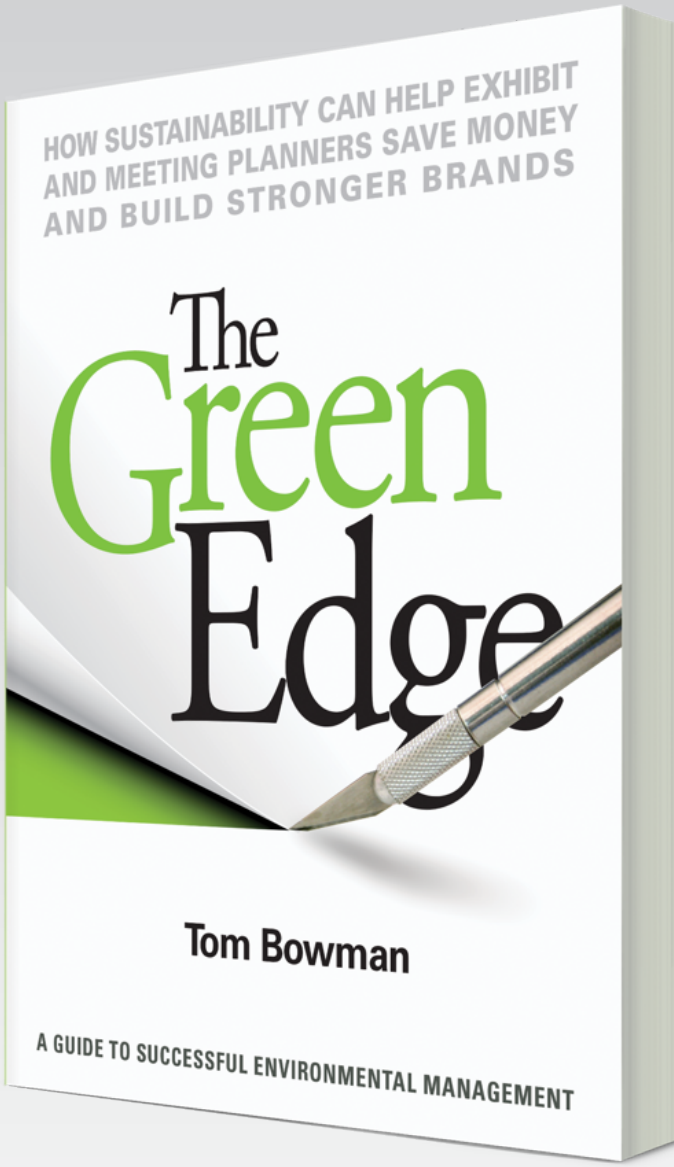
Make Every Decision a Green Decision

A dripping wet towel
will not dry

Just wring it out.

e Every Decision a Green Decision.

wring out the waste.



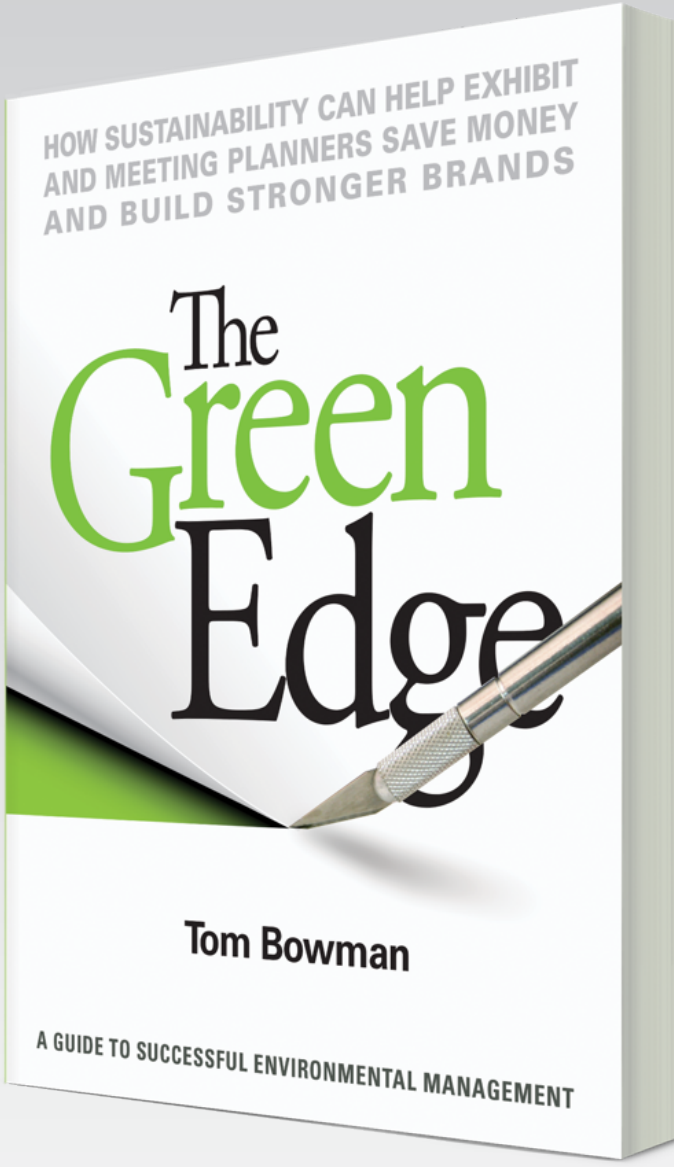
Technology helps reduce financial & environmental costs

e Every Decision a Green Decision.

wring out the waste.

Bold. Do the impossible.

- ✓ **Reduce GHGs 75% within 3 years.**
- ✓ **Ship 80% less material next year.**
- ✓ **Build nothing new within 3 years.**



"Stretch goals drive creativity by asking the near impossible and demanding the reexamination of assumptions. They force everyon to search for new ways to meet old goals." — *Green to Gold*

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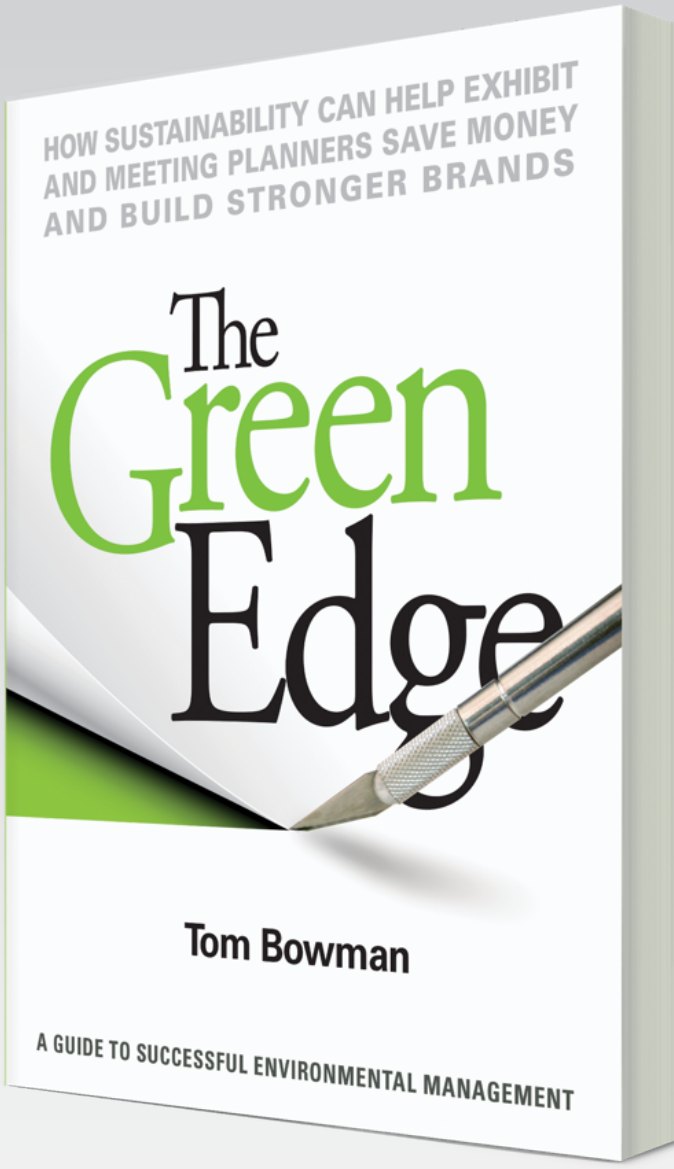
wring out the waste.

old. Do the impossible.

ublic. Let teamwork pull you forward.



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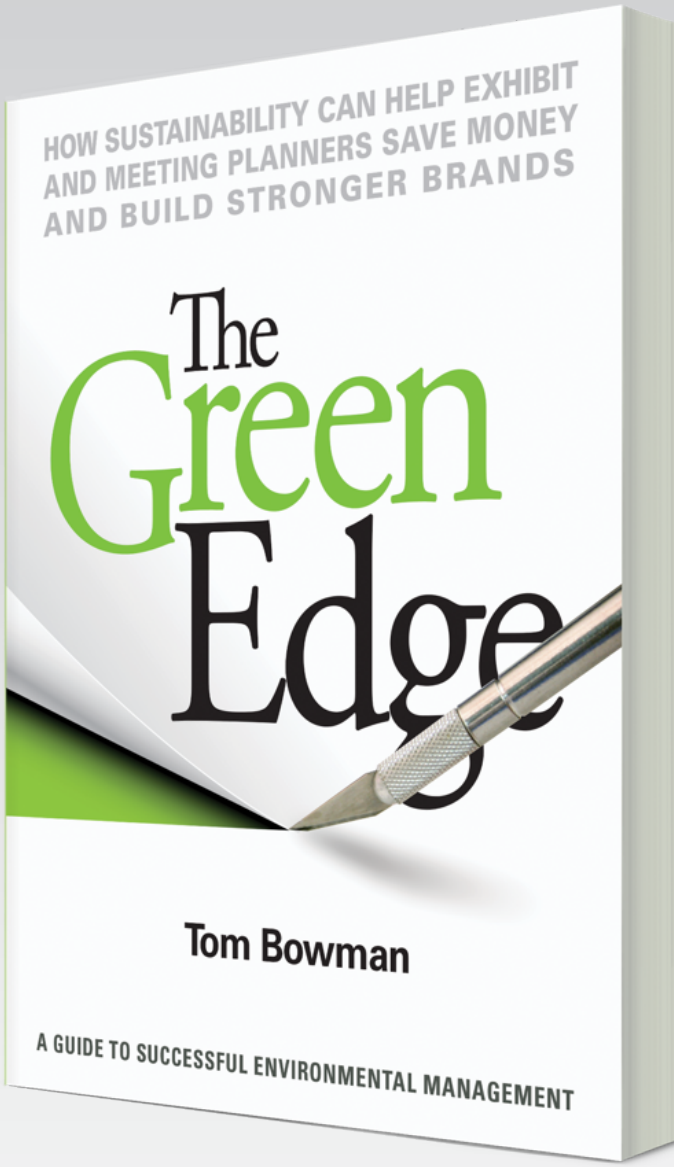
n in doubt, zoom out.



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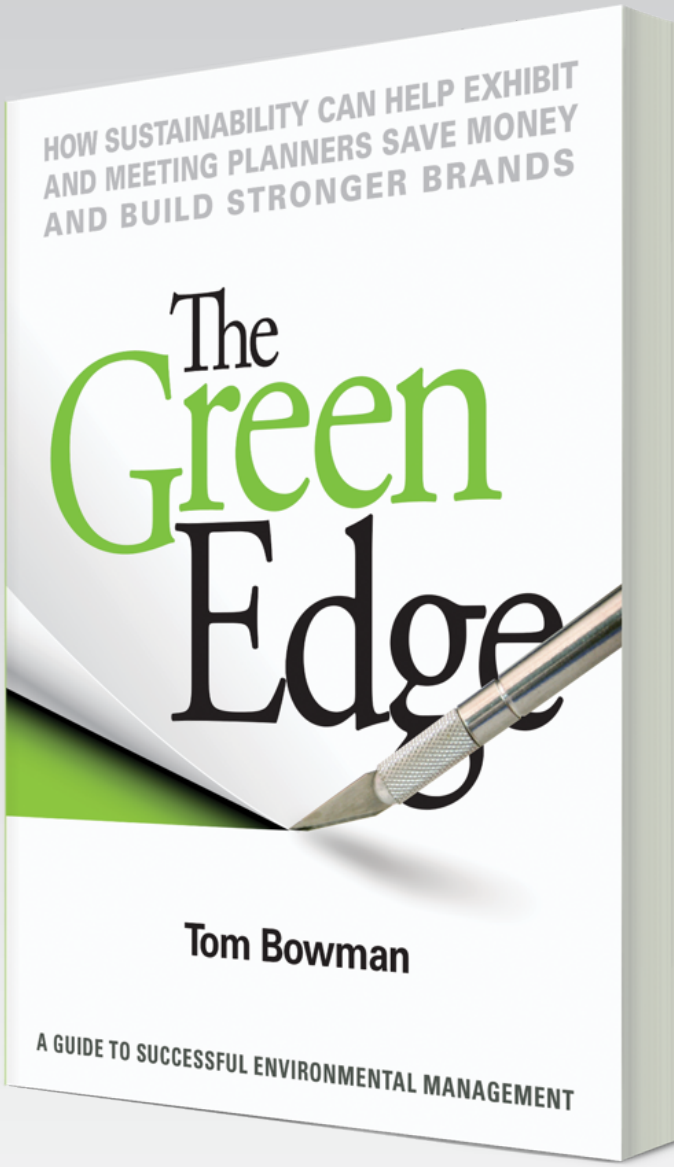
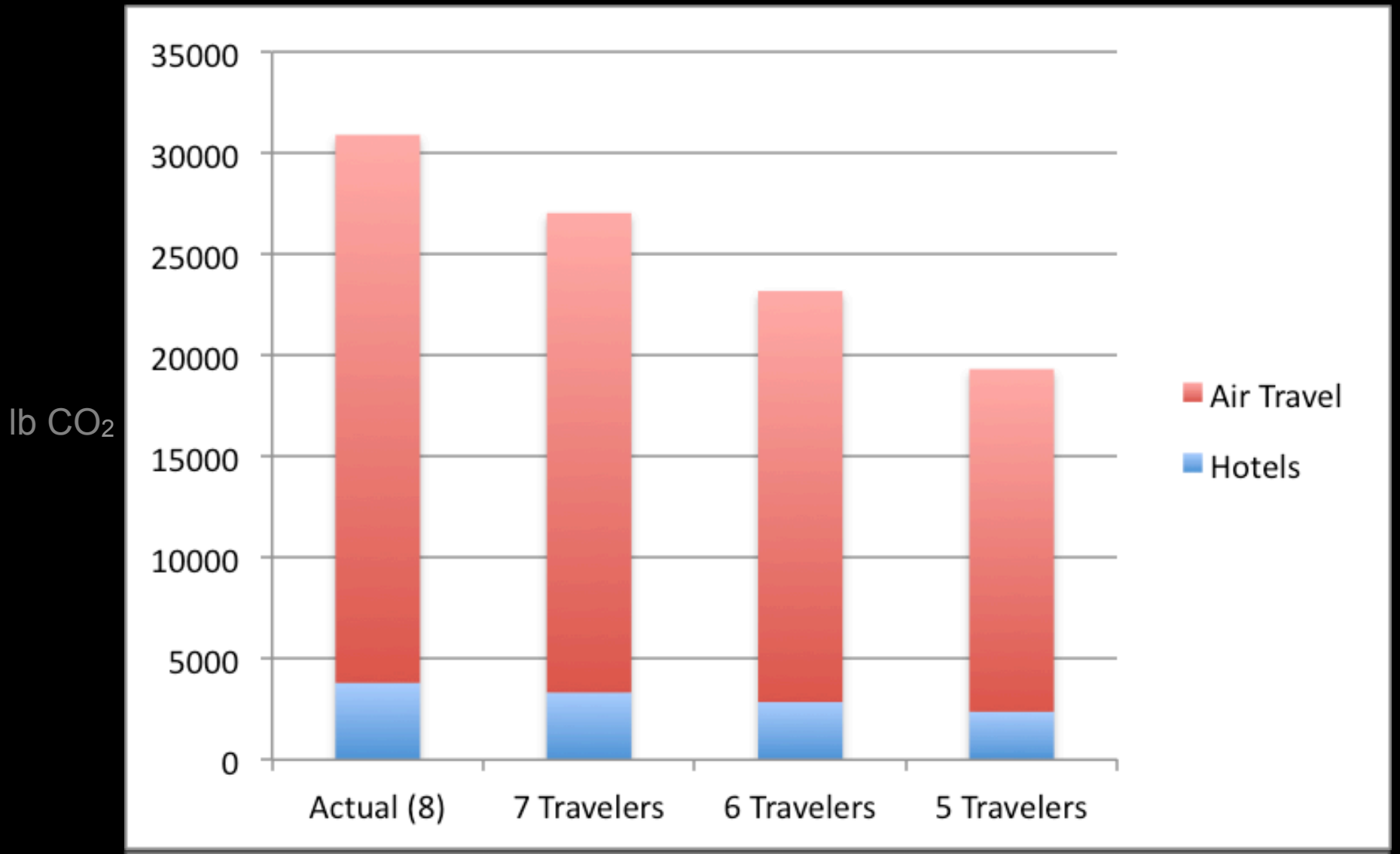
metrics only to compare options.



Simple comparison: number of people traveling to an event



Simple comparison: construction materials & shipping

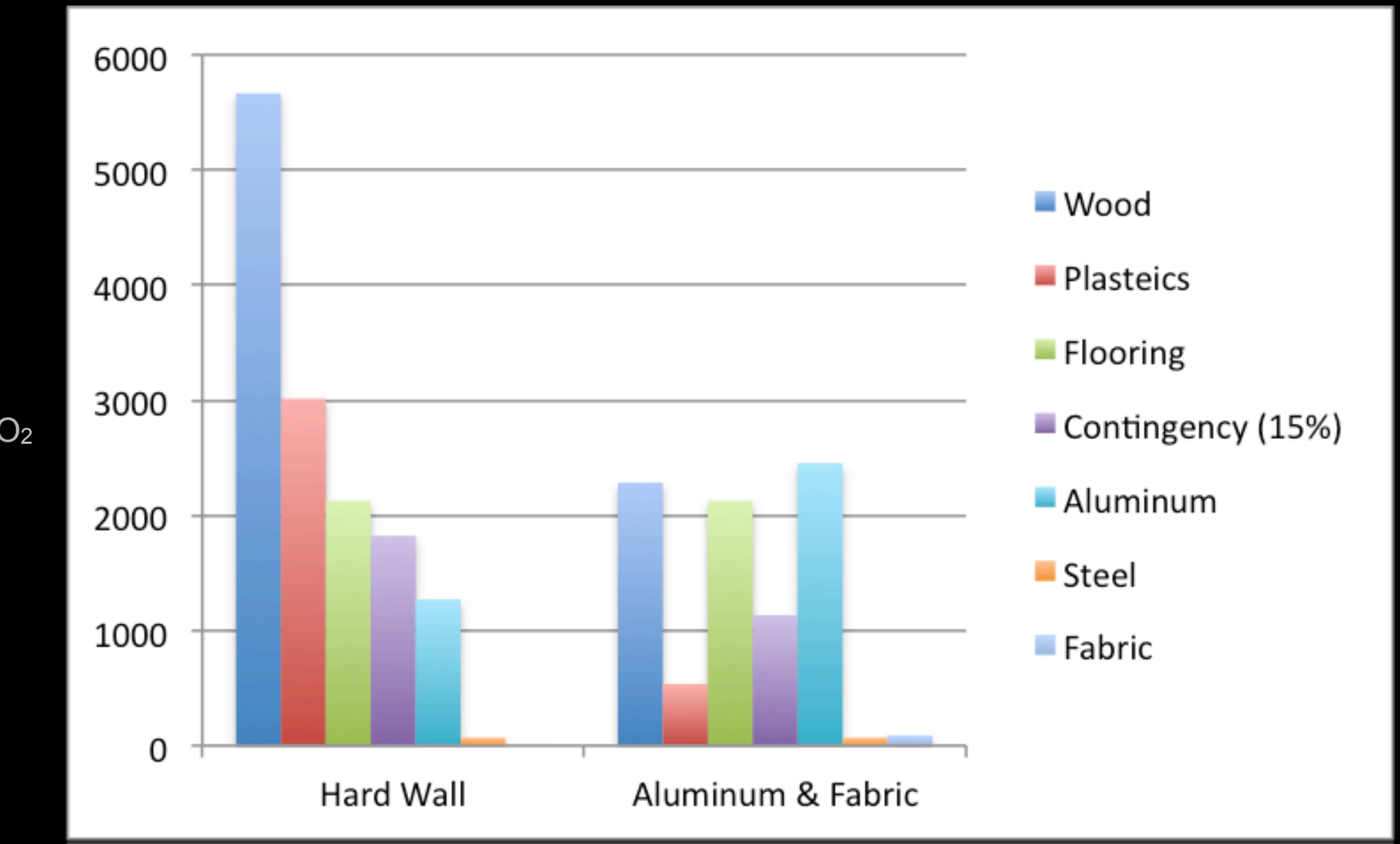
-wall

es + 1 carpetbag

Aluminum & Fa

4 crates + 1 ca

Simple comparison: construction materials & shipping



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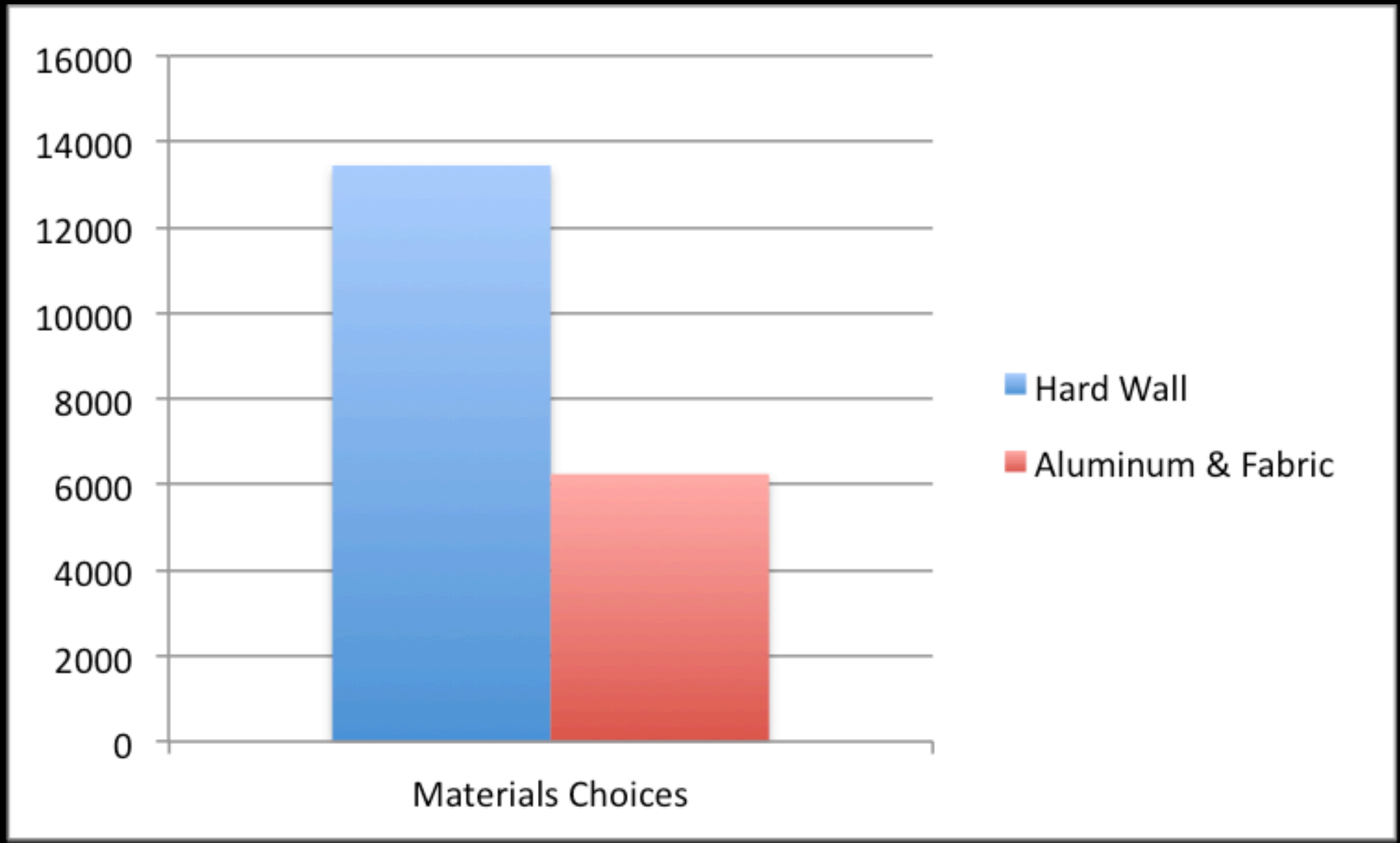
Embedded carbon in construction

Simple comparison: construction materials & shipping



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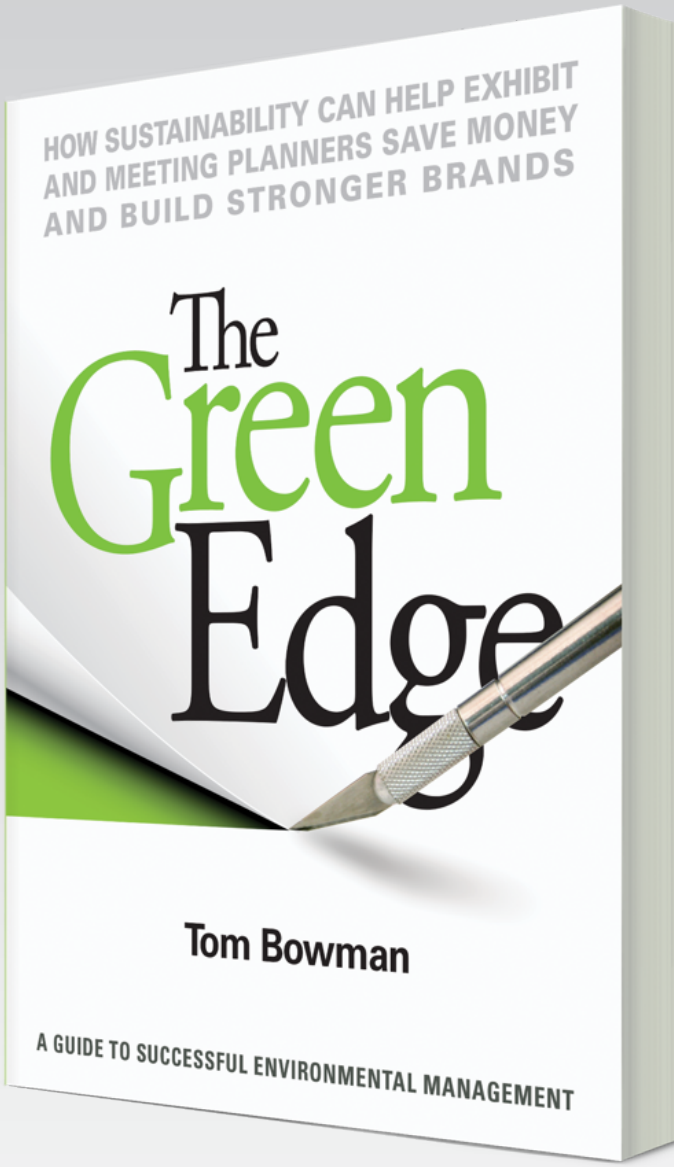
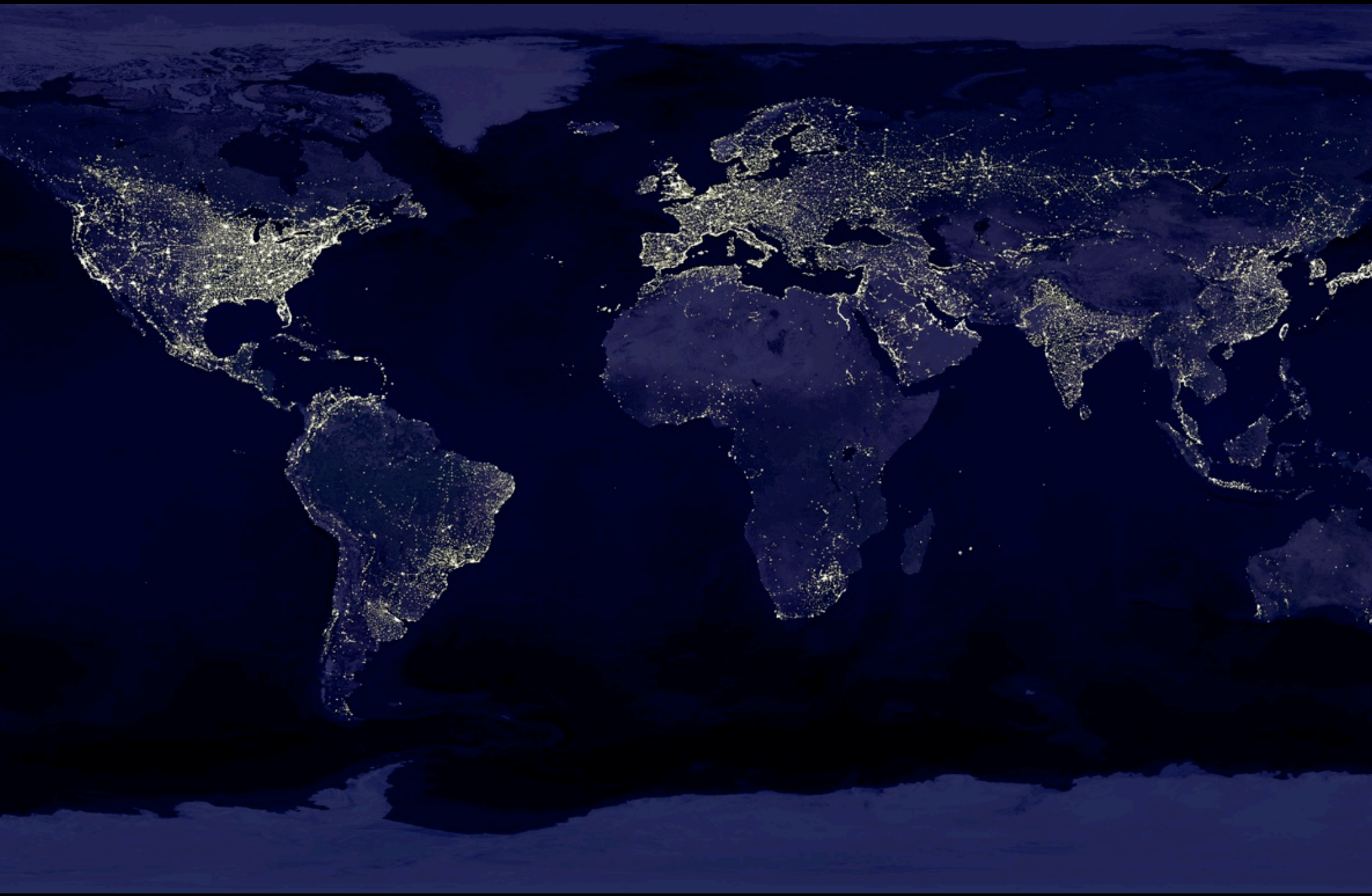
rougher the estimate, the greener
difference needs to be.



Sustainable Development



meets the needs of the present without compromising the abili

Sustainable Business

olving global challenges is a sustainable company's top priorit