

How do you transform  
sustainability challenges  
into business value?

A word cloud of terms related to sustainability and business value. The words are arranged in various sizes and orientations, with some being significantly larger than others. The largest words are 'sustainability', 'strategic advantage', 'communication', 'climate change', 'innovation', and 'value creation'. Other prominent words include 'reputation', 'partners', 'role in society', 'water', 'business value', 'engagement', 'new business models', 'trust', 'reporting', 'supply chain', 'human rights', 'long-term', 'transparency', 'listening', 'brand', 'integration', 'carbon footprint', 'citizenship', 'global', 'people', 'consumers', 'corporate responsibility', 'ethics', 'advocacy', 'impacts', 'resources', 'profitability', 'GRI', and 'brand'.

global people citizenship  
values reporting climate change  
carbon footprint reputation innovation  
integration brand water business value  
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supply chain listening  
partners sustainability human rights  
consumers role in society engagement  
corporate responsibility resources  
ethics strategic advantage profitability  
trust advocacy impacts new business models  
GRI value creation



**The challenges.** A changing business landscape.  
A growing population and a shift to new economies.  
Climate in crisis and scarce resources.

**The opportunity.**

For companies, these powerful drivers are a chance for a rethink — about markets, products, strategy and supply chain. About trust, purpose and partnership.

People everywhere are more connected, more global, more engaged. They expect business to help tackle issues like climate change, extreme poverty and constrained resources — while at the same time deliver quality products and services.

How to stay on top?  
Track societal trends and concerns. Integrate sustainability into the core business. Harness innovation. Engage stakeholders. Build strategic alliances. More than ever, sustainability is the new measure of business success.

**Why One Stone?**

One Stone is a global team offering sustainability consultancy and communications expertise. We make sense of this fast-moving agenda and turn it into business intelligence so you can make better decisions. We help you tell your sustainability story effectively. With candor and commitment.

We know our stuff. For over two decades, our people have been helping multinational companies in pharmaceutical, IT, consumer goods, services and other sectors to pioneer more sustainable practices. We listen to your needs and create tailored solutions.

As well as the long view, we offer a fresh way to look at sustainability. We've got our finger on the pulse, and we're not afraid to ask the tough questions.

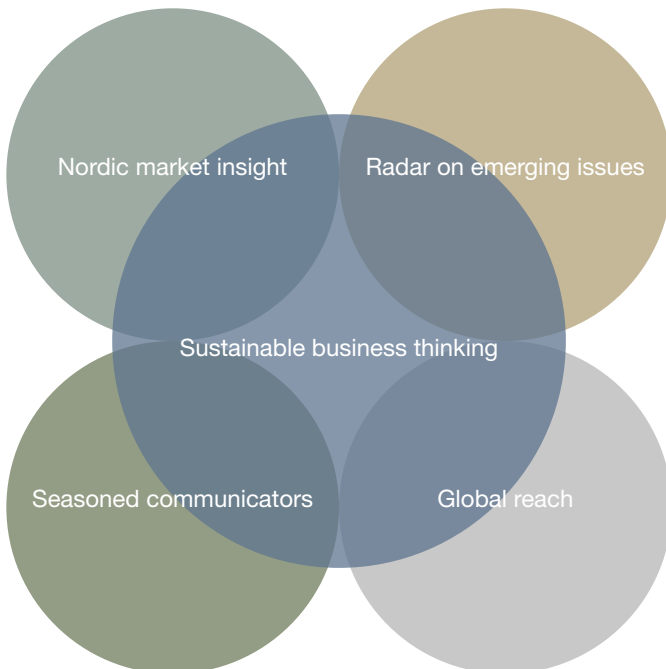
Our name.

'One Stone' embodies sustainability. A symbol of nature and humankind's first tool. With stones you can build, connect, communicate. Stones are enduring. They symbolize the planet — the Earth is our stone and we have only one. Like a mosaic, sustainability solutions emerge when different paths converge — and the whole is greater than its parts.



**Our strengths.**

Our outlook is your insight. We help you manage risks and spot trends. Make the business case and show leadership. Build trust, dialog and market transformation. Turn challenge into opportunity. Sustainability. Value. Communication. We put it all together.



# Our approach. Sustainable business means a shift in vision and values. In how companies think and how people think about companies. We help you turn this into business value.

## Business intelligence.

Our analysis gives you a strategic edge. Our advice enables organizational change.



Building the business case



Sustainability leadership



Trend mapping



Master classes



Strategy development



Carbon management

One Stone can keep you on top of emerging trends and ensure your strategy is aligned. For **Electrolux** we've advised on the integration of sustainability into the brand and strategy, identified market drivers and analyzed business' role in society. One Stone also developed an employee ethics program, including a guidance booklet on business ethics, a dedicated intranet portal and mandatory e-training to strengthen integrity across the company.

We can shed light on company and sector priorities. Fran van Dijk has helped **Gambro** identify sustainability opportunities and threats and chart a strategic response.

For **Novartis**, Andrea Spencer-Cooke has developed material on responsible business practice, and position papers on human rights and lobbying, including best practice surveys and background briefings to enhance management understanding of the issues.

One Stone offers state-of-the-art advice on carbon. Fran van Dijk was part of the **ENDS Carbon** team that developed the FTSE CDP Carbon Strategy Index Series in 2010, a ranking of corporate carbon performance for investors. We can help you evolve your strategy and map performance towards a more energy-secure future.

We build learning and employee buy-in. For **Det Norske Veritas**, Astrid von Schmeling developed and facilitated a series of master classes for DNV customers to share ideas and best practice, discuss the implications of current trends and drivers, and better define and communicate sustainability strategies.

Several of our team members were involved in producing pioneering corporate title **Tomorrow — Global Sustainable Business**, the leading platform for sustainable business thinking for a decade.



### Business outreach.

Our communication skills ensure your sustainability messages are clear and effective. Inside and outside the company.



We are expert communicators. One Stone team members have produced sustainability reports for **Electrolux** since 2005, including supplements to the Annual Report; online GRI reports and, in 2010, a forward-looking sustainability strategies report, *Future InSight*, reinforcing a global culture of sustainable innovation and showcasing regional success stories.

Amy Brown has been communications consultant and writer for **Novo Nordisk's** pioneering sustainability reports and integrated annual reports since 2001. In 2009 she was editor of Novo Nordisk's award-winning online sustainability report.

Since 2008, Andrea Spencer-Cooke has helped the **Novartis Foundation for Sustainable Development** (NFSD) produce publications on corporate citizenship, including on the Global Compact and the company's contribution to the Millennium Development Goals (MDGs). One Stone can advise you on the best means to spark debate, leverage learning and spread best practice.

For **Ericsson**, we produced the Corporate Sustainability Report 2008, *Vision, Voice & Value* and team members have produced the 2006 and 2005 sustainability reports.

In the 1990s, team members were involved in the pioneering **UNEP/SustainAbility** Engaging Stakeholders program. We help you keep a steer on emerging materiality issues, stakeholder information needs and engagement strategies.

One Stone can also advise you on using social media. As blogger for **Tree Hugger** and **The Huffington Post**, April Streeter's digital insight can help make the most of your online presence to build sustainability leadership.

**The team.** One Stone operates across three continents. We're close-knit, working 24/7. And we're carbon-lite, using smart, digital technology. Delivering sustainable business value is what we do best. **To transform your challenges into opportunities contact us.**



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April is a writer specializing in sustainability since 1998. She is a blogger for *Tree Hugger*, *The Huffington Post*, and writes 'The Urbanist' column for webzine *PDX Enzymes*. She was former managing editor of *Sustainable Industries Journal*. April has produced sustainability communications for IKEA, Volvo and WWF and Scandinavia and Eastern Europe market reports for *Windpower Monthly* magazine.



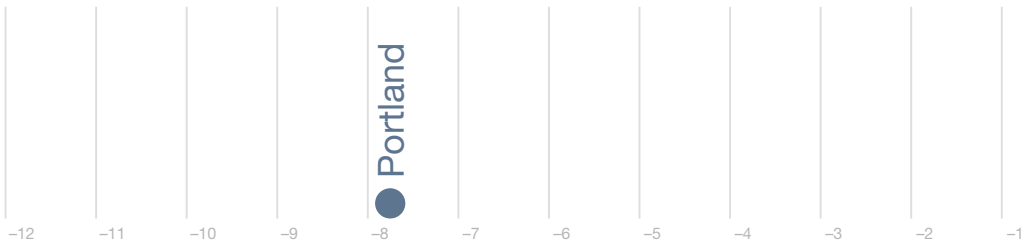
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Fran is a sustainability strategist who worked as a senior consultant with SustainAbility Ltd and as independent advisor for Royal Dutch Shell, Dow Europe, BT and Holcim. As research manager with ENDS Carbon, Fran was part of the team which developed the new FTSE CDP Carbon Strategy Index Series. Along with carbon management, Fran's focus is on building the business case for sustainability.



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Amy specializes in sustainability communications and reporting. In addition to her work with Novo Nordisk, she was, together with Andrea Spencer-Cooke, editorial consultant for *Walking The Talk*, on behalf of the World Business Council for Sustainable Development. She has also written extensively on sustainability for special sections of the *International Herald Tribune*. Amy has a proven track record in distilling complex issues into high-impact communications.





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As managing director of *Tomorrow — Global Sustainable Business* magazine, Astrid has a background in publishing. Her focus lies with strategy and communications and specializes in the GRI reporting framework, master classes, and materiality assessments. She is a co-author of *Environmental Communication and Sustainable Development — strengthen your brand and create business value*, 2009.



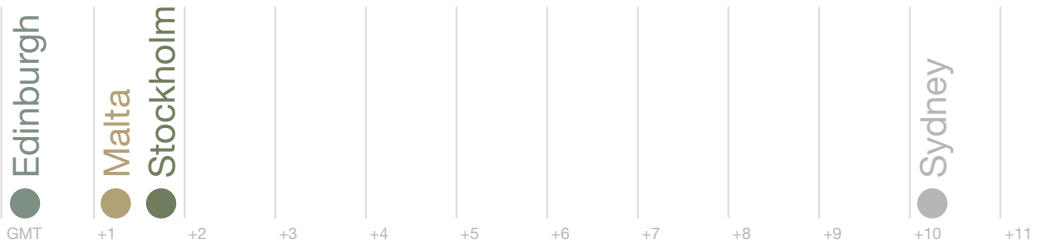
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Christine is a marketing and business development professional who has managed accounts such as IBM, Compaq, AT&T and Ericsson for PR Newswire in London and handled marketing and PR for Innovus LLC in San Francisco. Multi-lingual, with a background in International Policy Studies, she combines a global perspective with hands-on knowledge of Nordic markets.



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Since the early 1990s, Andrea has been involved in shaping sustainable business thinking and practice, both as independent consultant and for SustainAbility Ltd, for clients including BP, BT, Dow Europe, Novo Nordisk and Novartis. Andrea's strengths lie in facilitating sustainable business leadership, developing strategic responses to sustainability trends, reporting on emerging issues and redefining business values and role in society.



# Sustainability. Value. Communication.

We put it all together.

●  
“One Stone understands that sustainability is core to our business — and they help us communicate that message in a clear and powerful way.”

**Henrik Sundström**

— Vice President,  
Sustainability Affairs,  
Electrolux

●  
“When some of your favorite women come together under a banner featuring a theme that you love, as Americans might say, ‘What’s not to love?’ One Stone’s origins track back to 1997, when I was working with three of the founders, and though the gestation period has way exceeded that for an elephant or blue whale, this is an exciting, timely venture that I believe will have a major impact.”

**John Elkington**

— Founder and  
Non-Executive Director,  
SustainAbility  
— Founding Partner  
and Director,  
Volans Ventures

●  
“These are people who know their stuff and walk their talk with joy — it’s infectious so watch out!”

**Tessa Tennant**

— Executive Chair,  
ICE Organisation  
— Co-founder, Carbon  
Disclosure Project  
— Co-founder, UK Social  
Investment Forum



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