



Sustainability Consultant Has Identified the Five Key Steps that Enable Corporation Sustainability

A leader in the emerging field of corporation sustainability consulting, Jerry Yudelson of Yudelson Associates has released a Sustainability White Paper which summarizes the key components of corporate sustainability planning.

Tucson, Ariz. (Vocus) April 8, 2010 -- Five simple steps can help your corporation or campus sustainability catch fire, says leading sustainability consultant Jerry Yudelson. In fact, Yudelson says recent research shows that, "Incorporating corporation sustainability or institution sustainability into strategic planning can provide companies with a competitive advantage, open up new markets, help new product development, and improve a company's reputational equity."

The ongoing Great Recession makes saving money more important than ever, and yet the need to reduce corporate environmental footprints has never been more urgent. Yudelson says, "Sustainability consulting and strategic planning pull these disparate elements together." The sustainability consultant continues, "Using a sustainability framework helps identify economic, social, and environmental inefficiencies. Attacking the low-hanging fruit in inefficient operations leads to immediate savings that can fund future initiatives."

Through numerous sustainability consulting projects with trade groups, manufacturers, development firms, and universities, Yudelson Associates has developed five simple yet essential steps to establishing a corporation sustainability or other institutional sustainability program:

- o Setting the vision
- o Staffing the effort
- o Establishing metrics to measure progress
- o Implementing strategic initiatives
- o Communicating the results to all stakeholders

Yudelson Associates' [downloadable](#) free white paper, "Corporate Sustainability" describes these five key steps and provides an overview of some important resources like the [Global Reporting Initiative](#), the ISO 14001 environmental management system, and the [Global Ecolabeling Network](#).

"Companies and organizations who are truly interested in sustainability consulting should contact us to find out how to get started with a sustainability task force or how to restart sustainability initiatives that haven't really got off the ground," said Yudelson.

About Yudelson Associates

Yudelson Associates is a leading international firm in sustainability planning and green building consulting. The founder, Jerry Yudelson, is widely acknowledged as one of the nation's leading green building and sustainability consultants. He is the author of 12 green building books, including the forthcoming [Dry Run: Preventing the Next Urban Water Crisis](#) (New Society Publishers, 2010), and recently served for two years as the Research Scholar for



Retail Real Estate Sustainability for the International Council of Shopping Centers, a 70,000-member international trade organization. He is a frequent keynote speaker at industry and professional conferences around the world, and he chaired the U.S. green building industry's largest annual show, Greenbuild, for the past six years, from 2004 through 2009.

To learn more, visit www.greenbuildconsult.com or contact Jerry Yudelson at +1-520-207-9759.

###



Contact Information

Jerry Yudelson

Yudelson Associates

<http://www.greenbuildconsult.com>

(520) 207-9759

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)