



Global Environmental Management Initiative

1155 Fifteenth Street, NW, Washington, DC 20005
Phone (202) 296-7449 Fax (202) 296-7442

For Immediate Release
July 24, 2009

For More Information Contact:
Amy Goldman, GEMI, 202-296-7449

GEMI SD PLANNER™ AND SD GATEWAY 3.0 HELP COMPANIES ACHIEVE THEIR SUSTAINABILITY GOALS

Washington, DC — Today, the Global Environmental Management Initiative (GEMI) announced the results of an assessment effort that has been undertaken to determine how the *GEMI SD Planner™* and *GEMI SD Planner™ Gateway 3.0* are helping member companies achieve their sustainability goals.

Version 3.0 of the GEMI SD Planner™ and SD Gateway, interactive sustainable development tools, have been released as an enhanced version of the original tools – the first *GEMI SD Planner™* was developed in 2002 and was updated with the launch of the *SD Gateway* in 2007. The *GEMI SD Planner™ and Gateway* is a detailed, comprehensive planning tool used to establish baseline performance, assess opportunities, set goals, develop actions plans and evaluate progress towards sustainable development objectives. Since the launch, GEMI member companies have been using the tool to reach their individual sustainability objectives.

GEMI's SD Network Chair, Keith Miller, Manager, Environmental Initiatives and Sustainability, 3M stated, "3M has used the *GEMI SD Planner™* as a sustainability planning tool with our internal sustainability team. The *GEMI SD Planner™* aided us in evaluating our progress in all areas of sustainability - economic, environmental and social. After determining our current status, our team could then identify gaps and develop action plans to close those gaps. Another benefit in using the *SD Planner™* was the learning experience. The entire team learned about all of the different aspects of sustainable development from both the definitions and all of the case studies in the *SD Planner™* supplied by GEMI member companies."

GEMI's Executive Director, Steve Hellem, outlined how GEMI member Occidental Petroleum was utilizing the *GEMI SD Planner™*, "The Social Responsibility (SR) Program of Occidental Petroleum Corporation (OXY) considers a wide array of perspectives - including those of stockholders, communities and governments in its operating areas, and other interested members of the public - that inform and enhance the relationship between Oxy and the communities in which it operates." Hellem added the company had shared with him that "Oxy's oil and gas business segment has an SR standard that defines requirements for stakeholder relations, social risk management and quality of social programs. The *GEMI SD Planner™* was an important reference during the development of the standard." Oxy's SR assessment process for oil and gas locations, which is used to define current status and identify areas for improvement, also incorporates elements of the *GEMI SD Planner™*. Hellem added that GEMI was pleased that in Oxy's words, "Oxy believes that the *GEMI SD Planner™* provides a robust assessment framework that saves considerable time and expense."

The *GEMI SD Planner™ and SD Gateway 3.0* encourages members to interact with one another, and allows them to easily browse through case examples by category and search for specific case examples by keyword.

Allen Stegman, General Director Environmental, BNSF Railway Company added, “GEMI tools, including the *GEMI SD Planner*[™], have been helpful in the identification, evaluation and selection of environmental performance indicators for BNSF Railway Company. Because we continuously strive to be good stewards of our own and others’ resources, these tools play a role in helping us analyze our performance and articulate our successes.”

GEMI’s Chair, Maurice Bechard, Vice President, Global Environment Health and Safety, JohnsonDiversey noted, “JohnsonDiversey has used the *GEMI SD Planner*[™] as an aid to the development of an objective view of our current sustainability performance and to stimulate formulation and adoption of continual improvement targets. GEMI’s collaborative tool development process has resulted in clear, concise descriptions of the various stages along the path to sustainability in several aspects, backed up with suggested improvement actions and best practices. The stage descriptions were used to quickly and accurately characterize our current performance against each sustainability aspect. The suggested actions and best practices were used to engage discussion regarding potential paths forward and, ultimately, to inform the goal setting process.”

###

The Global Environmental Management Initiative (GEMI) is a non-profit organization of leading companies dedicated to fostering global environmental, health and safety excellence and corporate citizenship. GEMI members include: 3M; Abbott; Anheuser-Busch InBev.; Biogen Idec; Bristol-Myers Squibb Company; BNSF Railway Company; Cadbury; Carnival Corporation & PLC; ConAgra Foods; Duke Energy; DuPont; Eastman Kodak Company; Ecolab, Inc.; FedEx; Johnson & Johnson; Johnson Controls, Inc.; JohnsonDiversey, Inc.; Kraft Foods Inc.; Merck & Company, Inc.; Occidental Petroleum Corporation; Perdue Incorporated.; The Procter & Gamble Company; Roche; Schering-Plough Corporation; The Scotts Company; Smithfield Foods, Inc.; Southern Company; and, Wyeth.

*Information about GEMI, including the *GEMI SD Planner*[™] and *SD Gateway 3.0*, may be obtained on GEMI’s web site at www.gemi.org*

