

CORPORATE AWARD



**John R. Emrick, CEO,
Norm Thompson Outfitters**

Norm Thompson Outfitters is the Ecological Society of America's winner of the 2003 Corporate Award, which recognizes a corporation for its accomplishments in incorporating sound ecological concepts, knowledge, and practices into its planning and operating procedures. This year's award category is "amelioration of risks from hazardous and toxic substances," including identification and reduction of risks, and mitigation and restoration. Norm Thompson Outfitters is extremely deserving of ESA's recognition for many environmentally sound business practices.

Norm Thompson broke ground on one of the first green buildings in

the nation in 1994. Its headquarters building saves 35% annually on energy, and it features recycled and low-toxicity materials and certified sustainably harvested wood. The company has trained all of its employees in The Natural Step, has hired a Corporate Sustainability Manager, and has developed a Sustainability Action Plan that establishes the following five-year goals (effective year-end 2005):

1) Global warming: zero net greenhouse gas impact.

2) Toxics: elimination of identified toxins from products and processes.

3) Habitat destruction: zero negative forestry impact (by increasing recycled content and developing the market for certified sustainably harvested pulp).

4) Waste: zero waste in its facilities (literally no dumpsters).

Toward these goals, the company is integrating sustainability throughout every facet of its operations.

In an unprecedented move in the catalog industry, the company made a decision in fall 2001 to use recycled content in all pages in its catalogues. This action resulted in enormous savings in wood consumption and energy expenditures, substantial reductions in wastewater and solid waste production, and reduced chemical releases, including greenhouse gases and other air pollutants, as well as water pollutants.

In its merchandising, Norm Thompson Outfitters has developed a Sustainability ToolKit and Scorecard to guide buyers in making decisions according to environmental impact regarding product materials and processes. Specifically, the company has committed to converting its cotton products to organic, as well as phasing PVC out of its products and packaging. The company is currently testing 100% postconsumer recycled paper packaging materials that are recyclable and biodegradable.

Further, the company has participated with other apparel companies in Business for Social Responsibility's Working Group on Apparel Restricted Substances. The Working Group identified and published a harmonized list of banned or legislated hazardous chemicals found in apparel products, and offered to companies and suppliers implementation resources on how to remove those substances from finished goods. Next steps include expanding the scope to include hard goods products as well as prioritizing chemical eliminations based on environmental and human health impacts.

To expand sustainability efforts beyond its own operations, Norm Thompson's vision is to become a practical model for the business world. ESA is proud to present the 2003 Corporate Award to Mr. John R. Emrick, Chairman and CEO of Norm Thompson Outfitters.

*Corporate Award Subcommittee:
Kate Lajtha (Chair), Greg Aplet,
Joan Ehrenfeld, Laura Huenneke,
and Scott Stoleson.*