

4. Conclusion.

A grassroots committee in Rapp Collins has a high probability of reducing the company's ecological footprint. The experience of personally developing such committee revealed the change-inducing potential of a group of motivated and deeply involved employees. However, this effort might be realized in vain if the necessary conditions of solidness and commitment are not guaranteed. Hence the need for management to designate a team that would be responsible for the guidance of the volunteer-powered committee and that such team receives compensation and is held accountable for its performance. The intention and motivation have been proved to exist in the company; a capable team with concrete responsibilities (and that is able to delegate them as well) should steer this movement.

Global warming has definitely changed our increasingly globalized societies' perspectives of their own relationship with the planet. Periods of unprecedented economic growth during the 20th century had a side-effect that, until very recently, was widely neglected and considered an externality. Today, the world faces increasing evidence of the possibility for an environmental cataclysm. It is time for organizations and individuals to demonstrate their ability to reinvent themselves. The gargantuan changes that humankind has experienced in the last century prove that radical adaptation is sometimes necessary to cope with realities. Creativity relies on the ability of taking of advantage of adverse situations.

Climate change has also changed the consumer landscape. A recent report by BBMG, a "green" marketing agency shows that more than one-third of Americans say that the concept "conscious consumer" describes them very well and nearly 9 in 10 say the term describes them well (BBMG, n.d.). This environmental threat is creating new markets like the one for products that offer any sort of health, environmental, social justice and sustainability value, which will reach \$1 trillion annually by 2020 (Connelly, 2004).

The carbon-addicted economy of today will change drastically during the first half of this century. Experts and economists that agree on the prediction of a green revolution that will revitalize a brain-dead economy in crisis, are on the increase. The economics of innovation (e.g. the industrial and Information technology revolutions) has always left the human kind in awe and in this respect, history will repeat itself. Millions of jobs and new markets will revitalize the global economy through what Thomas L. Friedman (2008) calls "the next great industrial revolution: E.T. — energy

technology.” A new dawn in politics and corporate attitude is currently happening and change, instead of being resisted, is being embraced.

Rapp Collins has the capacity to reinvent itself and deal with the global issue of the 21st century. The company, with a high level of international operations across the globe, can apply this sustainability effort with a local approach, to its many offices. Even Omnicom, the parent company, could part from its Rapp Collins experience to disseminate its environmental approach in all of its industries. The industry leader cannot hesitate in accepting a business opportunity that, sooner rather than later, will become a more mainstream corporate characteristic.