

# INDEX

## Chapters

1. Problem Definition
  - 1.1 Rapp Collins Worldwide
    - 1.1.1 Rapp Collins and Direct Marketing
    - 1.1.2 Departments, Processes and Clients
  - 1.2 Symptoms, Causes and Consequences
    - 1.2.1 Symptoms
      - 1.2.1.1 Lack of Information
      - 1.2.1.2 Wasteful Practices
    - 1.2.2 Causes
      - 1.2.2.1 Agency Operations
      - 1.2.2.2 Management and Staff Indifference
    - 1.2.3 Consequences
- 2 Literature Review
  - 2.1 Climate Change
    - 2.1.1 Management and Staff Indifference
    - 2.1.2 Causes
    - 2.1.3 Projected Warming and its Impacts.
      - 2.1.3.1 Projected Warming.
      - 2.1.3.2 Global Impacts.
        - 2.1.3.2.1 Impacts in New York City.
    - 2.1.4 Mitigation
  - 2.2 Climate Change and International Business.
    - 2.2.1 Early Antagonism.
    - 2.2.2 Part of the Solution
  - 2.3 Problem Reaffirmation
3. Solution Analysis.
  - 3.1 Solution Alternatives.
    - 3.1.1 Improve employees' environmental awareness and behavior with a creative campaign
    - 3.1.2 Revamp operations through the creation of a committee.
    - 3.1.3 Revamp operations and supply chain management through the creation of a committee.
  - 3.2 Solution Selection.
  - 3.3 Implementation and Execution.
    - 3.3.1 The Environmental Management Team
      - 3.3.1.1 Responsibilities
        - 3.3.1.1.1 The Environmental Officer
        - 3.3.1.1.2 The Operations Manager

- 3.3.1.1.3 The Communications/Events Manager
  - 3.3.2 The Committee
  - 3.3.3 Specific Goals and Projects.
    - 3.3.3.1 Short and Medium Term Projects (One year).
      - 3.3.3.1.1 Recruitment
      - 3.3.3.1.2 Launch.
      - 3.3.3.1.3 Operations Assessment.
      - 3.3.3.1.4 Internal Campaigns.
      - 3.3.3.1.5 External Campaigns.
    - 3.3.3.2 Long Term (1 year +)
  - 3.3.4 Resources
  - 3.3.5 Pilot Implementation
4. Conclusion.

Bibliography

## **Figures**

Figure 1.1 Organization Chart

Figure 2.1 Global Surface Temperature Trend (1850-2007).

Figure 2.2 Global Anthropogenic GHG Emissions

Figure 2.3 New York City's 100-Year Flood

Figure 2.4 Model for Symptoms, Causes and Consequences of the Identified Problem.

Figure 3.1. Solution Alternatives

Figure 3.2 Sustainability Committee Communication Flow and Hierarchy

Figure 3.3 Budget for the Sustainability Committee

Figure 3.4 Budget for the Sustainability Committee Breakdown

## **Tables**

Table 1.1 Clients

Table 3.1 General Goals of the Sustainability Committee

## **Annexes**

Annex 1. Ecological Footprint Survey and Results

Annex 2. Carbon Footprint Calculation

Annex 3. Annex 3. Branding and Selected Ads for the Waste-free Committee