

One of the joys of having written Green to Gold is hearing additional stories about corporate environmental initiatives that add depth to our thesis.

A case in point is Shaklee Corporation, with one of the strongest eco-advantage cultures I've ever encountered.

The company's success proves that it is possible to make environmental stewardship a core value and to not only survive, but thrive.

Fifty years ago, Shaklee's founder defined a new market space around natural, non-polluting products. Today, environmental thinking is embedded in everything Shaklee does, from sourcing biodegradable ingredients to offsetting the greenhouse gas emissions from sales conventions. In fact, Shaklee was certified as Climate Neutral™ back in 2000, long before it became fashionable.

The leading-edge companies profiled in our book have found ways to innovate, create value, and build competitive advantage through environmental strategy. But their efforts largely represent Green-to-Gold version 1.0, while Shaklee is on to version 2.0. Led by CEO Roger Barnett, Shaklee has moved toward ever higher environmental standards and bigger commitments. With the full engagement of its broad distributor network, Shaklee recently pledged, for example, to plant one million trees in North America in collaboration with Nobel Peace Prize laureate Dr. Wangari Maathai.

I hope you enjoy Green to Gold – and I'd welcome your thoughts, comments, or questions on the book (daniel.esty@yale.edu).

A handwritten signature in black ink, appearing to read 'Dan Esty', with a stylized, cursive script.

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