

# ECO-ADVANTAGE: HOW BUSINESS IS CATCHING THE GREEN WAVE

## ECO-PLAYS FRAMEWORK

Harvard Business School's Michael Porter describes two basic categories of competitive advantage: lowering costs or differentiating a product on quality, features, or service. We tweaked this model a bit to describe the world of environmental plays. We see four fundamental ways to create value for your company: lower costs, reduce risk, increase revenues, and enhance brand value.

The eight plays, shown below on our grid, are the playbook for a new green strategy. The Toolkit we focus on in this site contains the concrete actions companies take to build the infrastructure for executing these plays. We describe the plays in full in Green to Gold.

