

FairRidge Group Announces SM3 - a Sustainability Management Maturity Model

FairRidge Group, a management consulting firm, announces the introduction of SM3, a Sustainability Management Maturity Model to facilitate developing effective business sustainability practices.

San Francisco, CA, June 15, 2009 – FairRidge Group, a management consulting firm, announced today the introduction of SM3, its Sustainability Management Maturity Model, an approach that provides companies with an organizational design model for achieving desired levels of sustainability management maturity as determined by target market positioning. Businesses are starting to treat sustainability as a strategic opportunity - which means they need to design and build a management infrastructure that can support business transformation. Some key components of SM3 include: defining clear goals, designing an effective governance model, streamlining processes, being transparent to customers and consumers, and empowering employees. By assessing where a company is on five key management tracks (Strategy, Organization, Process, Measurement, People), SM3 helps benchmark a company's current level of sustainability management maturity and can then be used to develop a customized roadmap for moving to the next level - and ultimately to achieving the level of business sustainability transformation that makes sense for them.

“As individuals we want to do the right thing - but as businesses, we are challenged by the need to be profitable. The goal of sustainability is to do both; to improve a company's competitive differentiation and profitability today, while not compromising the environmental and social constraints of future generations.” states Geoff Barneby, a Managing Partner with FairRidge Group.

SM3 allows companies to understand how well they are able to respond to, develop, manage, and report on sustainability issues and opportunities and can help companies identify profitable and sustainable ways to differentiate in the market place and to understand the internal sustainability management infrastructure needed to support that vision.

“A business's level of maturity is dependent on their aspiration to do the right thing - allowing them to differentiate in a rapidly changing business landscape. A good first step is to figure out where they currently are on the SM3, and make a plan to progress from there,” Mr. Barneby concludes.

For additional information about SM3 - the Sustainability Management Maturity Model and more about FairRidge Group, please contact Dave Johansen or visit www.fairridgegroup.com.

About FairRidge Group

FairRidge Group is a team of management, strategy, and change experts focused on business transformation through the practical application of sustainability for operational improvement and strategic innovation. The firm brings a new framework for sustainability management that integrates strategy, operations, branding, measurement and organizational development to drive profitable business transformation. Because of its deep business transformation experience, FairRidge approaches sustainability from the needs of the business. The company's goal is to bring their clients the best combination of business and sustainability expertise.

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