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Sustainability

## Shrinking carbon footprint tough

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Phoenix Business Journal

An idea for businesses looking to go to the wall for the environment: Just offset your carbon footprint.

It's not an easy task. Ask local marketing and advertising firm Zion & Zion, which announced in July that is exactly what it aimed to do.

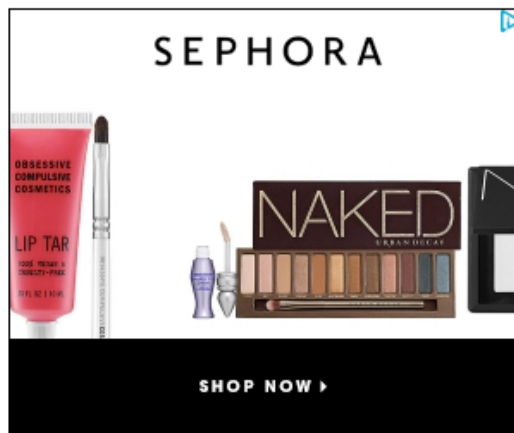
"It's a commitment that every corporation and individual should make, and it's a real way to literally do your part," said Aric Zion, the company's CEO.

Zion & Zion, based in Phoenix and Atlanta, wants to eliminate its carbon footprint in the next 12 months by looking at its electric use, travel and how it produces waste.

Publishing ecologically: Jerry Story has been in publishing for more than 35 years in the Valley. The founder of the original Pennysaver has launched Eco-Smart, a magazine dedicated to helping affluent consumers be ecologically friendly.

The idea sprang out of reading the book "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage" by Daniel C. Esty and Andrew S. Winston. Story said he set out to create a publication mailed to homes in the top 20 percent income bracket.

"It's what do I do with my purchasing dollar," Story said. "Somebody who lives in a \$1 million home is the same as a \$100,000 house. They're trying to reduce their energy bill."



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