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*Turning  
Environmental  
Responsibility  
Into  
Competitive  
Advantage*

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NOWACK·BEER  
CONSULTING

NEW YORK • CALIFORNIA

[www.nowack-beer.com](http://www.nowack-beer.com)



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**B**usiness is undergoing a fundamental shift toward environmental responsibility. Each day the news delivers stories about environmental issues and what companies such as yours are doing – or not doing – in response.



With increasing regularity, management, shareholders, creditors, insurers, and external stakeholders have begun to use environmental responsibility as a screen for assessing the performance, worthiness, and value of companies large and small. There is growing external pressure on businesses for greater transparency, openness, and accountability. And companies that fail to address environmental responsibility are becoming the targets of environmental groups, activists and campaigners.

**Do the right thing. For the right reasons.**

Clearly, aligning one's business with values that benefit society is a sound strategy for managing risk. But managing risk isn't enough. You need to turn "doing the right thing" into a significant competitive advantage.

And that's where Nowack-Bier Consulting can help.



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**N**owack-Beer Consulting is a marketing, communications, and organization development firm focused on helping businesses translate responsible environmental policies, practices, and products into competitive advantage and bottom-line value.

### What makes us special?

We offer clients a unique combination of knowledge and talents:

- We know business, marketing, and communications – inside and out;
- We understand the environmental movement, stakeholder engagement, and how they impact business; and
- We have the vision, insight, and tenacity to integrate business profitability and environmental responsibility.

### What we do.

#### *Create Competitive Advantage*

Nowack-Beer excels in turning environmental responsibility into market opportunity.

- We help clients enter emerging markets and categories with new products and services suited to those niches;
- We help companies identify “environmentally resonant spaces” within existing markets; and
- We help strengthen brands and expand market advantage by positioning products based on their environmental and sustainability attributes.

#### *Communicate Responsibility*

Nowack-Beer also helps clients communicate effectively about their environmental policies and products – to enhance brand value, and strengthen market positions. And we help companies employ collaboration, consultation, and transparency to build credibility, minimize risk, and strengthen their social license to operate.

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### *Build Understanding*

Nowack-Beer offers powerful assessment tools and organization development services to help clients make better-informed decisions, manage risk, and create competitive advantage.

Our proprietary **Environmental Non-Profit Matrix™** is designed to foster greater understanding of the many external stakeholders whose expectations, agendas, and tactics impact your ability to conduct business. Our **EN-P Matrix™** provides a wealth of information – and an objective perspective – on more than 400 environmental non-profit organizations operating in the United States – a category of stakeholders that cannot be ignored.

To help businesses understand how their current environmental programs stack up, our **ER-Q™ Assessment Service** benchmarks company performance across a range of environmental responsibility factors. Designed to measure the growth and transformation of your organization over time, your company's **ER-Q™** – Environmental Responsibility Quotient – also is valuable in evaluating your performance against that of your competitors.



In addition to our proprietary assessment tools, Nowack-Beer Consulting provides senior management with customized training, small- and large-group seminars, workshops, and one-on-one consultation to help translate your environmental values into an advantage in the marketplace.



## **Our Services.**

Nowack-Beer offers a range of professional services to help turn environmental responsibility into competitive advantage.

### *Assessment*

- Environmental Performance Benchmarking
- Environmental Program Risk Assessment
- Stakeholder Analysis
- Market, Consumer, & Competitive Research

### *Marketing*

- Vision/Value Refinement
- Marketing Strategy Development
- Market Segmentation/Niche Marketing
- Brand Optimization
- New Product Development & Launch
- Product Positioning

### *Communications*

- Message Development
- Stakeholder Communication
- Public Relations
- Promotional Communication

### *Organizational Development*

- Management Education
- Sales Training
- Skills Development Workshops
- Change Management
- Structure, Policies & Procedures
- Organizational & Interpersonal Communication

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## About the Principals.

### *W. Robert Beer*

Founding Partner Bob Beer has more than 30 years experience in business-to-business marketing, product and market development, and strategic planning. Mr. Beer has been a consultant to multinational and domestic wood-products and paper companies. His industry experience and service as the director of the SmartWood forest certification program enable Mr. Beer to provide a fresh and unique perspective to businesses needing insight, information or services in dealing with environmental strategies, policies and practices.

Mr. Beer has cross-border experience serving companies in Latin America, North America, Western Europe, and the Asia-Pacific region. He holds an MBA from Darden School at the University of Virginia, and a BA from the University of Maryland. Mr. Beer also has been a Visiting Professor of Management at universities in Louisiana and South Africa.

### *Peter W. Nowack*

Founding Partner Peter Nowack is a versatile writer and strategist with more than 25 years experience in marketing communications, advertising, and public relations. Mr. Nowack has focused for more than 15 years on the business-to-business marketing needs of resource-dependent companies and organizations, including those in the forest products and energy sectors. Over the years, he has been particularly effective in corporate and product positioning, as well as in differentiating his clients' products in crowded and commodity markets.

Mr. Nowack has served as Director of Marketing for the Certified Forest Products Council and has lectured on marketing and communication before trade audiences in Europe and South America. He is the recipient of national, international, and regional awards for marketing communication.



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4601 Sequoyah Road  
Oakland, California 94605 USA  
+1 510 562 2033

196 St. John's Place  
Brooklyn, New York 11217 USA  
+1 718 789 2598

[info@nowack-beer.com](mailto:info@nowack-beer.com)