



### **Ralph Earle III, Founder, Assabet Group, USA**

Mr. Earle is the founder of the Assabet Group, a consulting firm working with market leading companies and financial organizations to catalyze superior financial performance through investments and action on energy efficiency, clean technology, and pollution reduction. Mr Earle is also a member of the Clean Energy Venture Group, an investment organization with activity in the areas of fuel cells, wind power, cleans coal, and energy conservation. He is the author of numerous papers and speeches on socially responsible investing, the link between environmental performance and shareholder value, environmental strategy, environmental management, recycling, life cycle analysis, and solid waste management.

Mr. Earle has developed financial and market-based solutions to problems of waste, pollution, and efficiency in the private, non-profit and public sectors for over 20 years. Prior to the Assabet Group, Mr. Earle was founding Director of the Alliance for Environmental Innovation, a project of the Environmental Defence Fund and The Pew Charitable Trusts (now the EDF Corporate Partnership Program). There, he established the Alliance as one of the leading business/NGO partnership organizations in the country. The Alliance's projects with SC Johnson, Starbucks and UPS have been widely hailed as examples of positive environmental change. Prior to the Alliance, Mr. Earle spearheaded Arthur D. Little's Competitive Environmental Strategy practice, consulting with corporations to integrate environmental considerations into long-term decision-making. Mr. Earle worked with corporations large and small and in industries from chemicals to consumer products. He also developed and led a public training program in the approach. Also at Arthur D. Little, he managed an \$8.5 million environmental auditing program for the Department of Energy and led projects in green marketing, environmental management systems assessments, and environmental business. An associate director in the firm, he was the recipient of Arthur D. Little awards for Innovation, Marketing, and Staff Development. Mr. Earle also served as Assistant Secretary of Environmental Affairs for the Commonwealth of Massachusetts. There he was responsible for setting and managing state policy in the areas of solid waste disposal and recycling. He managed the issuance of the state's first ten-year Solid Waste Master Plan, negotiated voluntary recycled paper purchase agreements with the state's newspaper publishers, and supervised five operating agencies in their solid waste and recycling policy making activities. Mr. Earle also worked for two years as the Director of Market Development for Recycled Materials. Prior to his service in government, Mr. Earle was a strategic planning consultant with Strategy Associates and Strategic Planning Associates (now Mercer Management Consulting). His work focused on the cosmetics, oil and gas, and software industries. Mr. Earle serves on the Advisory Boards of the Centre for Business and the Environment at Yale and Rocket21, the Editorial Board for the Journal of Sustainable Product Design, the faculty of SustainAbility; he was formerly Vice Chair of the Dimock Centre. He holds an MBA from the Yale School of Management and a BA, *cum laude*, from Harvard College.