



DEJA SHOE (A): ***Creating the Environmental Footwear Company*** **(ABSTRACT)**

Recognizing the changing role of the corporation in society, the University of Michigan's Business School and the School of Natural Resources created the Corporate Environmental Management Program (CEMP). The program is designed to develop leaders, executives, and managers – whether they work in the private sector, public sector, or for an environmental non-profit – with the skills and knowledge required to create economically and environmentally sustainable organizations. Permission to reprint this case is available at the BELL case store. Additional information on the Case Series, BELL, and WRI is available at: www.BELLinnovation.org.

Julie Lewis' interest in recycling began in the early 1960's when recycling wasn't fashionable. Recycling in her home was done out of necessity. She helped her mother crush aluminum cans and return them to the local recycling center. She became concerned with environmental issues as a high school student when national attention was focused on the first Earth Day and water restrictions made news in her native California. With the encouragement of her teacher, Lewis made a video on the "State of the Environment" for a class project. Combining her environmental awareness with her instilled habit of recycling, she endeavored to launch a program whereby students would sift through landfills to extract recyclables. However her effort was discouraged by landfill owners concerned about potential liabilities.

*This case was prepared by **Paul W. Hardy** under the supervision of **Stuart Hart**, Director of the University of Michigan's **Corporate Environmental Management Program (CEMP)**, as the basis for class discussion rather than to illustrate either effective or ineffective handling of an administrative situation. We gratefully acknowledge the support of **Consumers Power** in developing teaching materials in corporate environmental management. Copyright © 1996 by CEMP.*

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