



World Resources Institute

Sustainable Enterprise Program

A program of the World Resources Institute

HONEYWELL INC.

(ABSTRACT)

A Green Lights / ENERGY STAR Case Study

For more than a decade, WRI's Sustainable Enterprise Program (SEP) has harnessed the power of business to create profitable solutions to environment and development challenges. BELL, a project of SEP, is focused on working with managers and academics to make companies more competitive by approaching social and environmental challenges as unmet market needs that provide business growth opportunities through entrepreneurship, innovation, and organizational change.

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.

In 1995, Honeywell Incorporated was named as EPA's Green Lights Manufacturer Ally of the Year. Besides recognizing Honeywell's Vice President of Energy and Environmental Markets, with a marketing opportunity. Now Jim needed to decide how important an opportunity this was for Honeywell. He would also have to draw up a plan for communicating Honeywell's "Ally of the Year" status to its Building Control customers, prospects and the general public.

Honeywell

Honeywell Inc. is a multinational corporation that specializes in control technology, a category of products that range from airplane guidance systems to home security systems. The company has three major corporate divisions: Home and Building Control (H&BC), Industrial Control, and Space and Aviation Control. With over 50,000 employees worldwide, and sales of \$6.7 billion in 1995, Honeywell is among the leaders in each of the markets it serves.¹

¹ 1994. Honeywell Annual Report.