



THE GREEN CHALLENGES GREEN GIANT SERIES | SERIES 02

<http://www.thegreenchallenges.com>

Congratulations to our second Green Giant from the GC1000, **Wal-Mart**, and its program **Wal-Mart Sustainability**. Below we have provided basic corporate information, direct site and program links, a screencast narrating our perspective on their website and a brief commentary detailing the highlights of the program as we see it. Help us make the Green Giant program truly great and comment on the **Wal-Mart Sustainability** program.

PROFILE:

Company: Wal-Mart Stores, Inc.
Challenge: GC1000
08 Rank: 1
Sector: Retail
Industry: Lodging
HQ Location: Wal-mart Inc, AR
08 Revenue (Mil.): \$378,799.00
Website: www.walmartstores.com
Sustainability Link: www.walmartstores.com/sustainability

Green Giant Score: 12 of 15

Education [0-5]: 5

Website is easy to find on corporate website: <http://bit.ly/wltsustainability>
Provides tools and resources: Yes, specific to Sustainable Value Networks (SVN)
Provides links to standards, organizations and affiliations: Yes, specific to Sustainable Value Networks (SVN)
Provides case studies of internal initiatives/projects: <http://bit.ly/wltsvn> (SVN)
Provides downloads to press releases, reports and programs: <http://bit.ly/wltreports>

Transparency [0-5]: 4

Clearly defined message and/or policy statement: Yes, Specific to Sustainable Value Networks (SVN)
Provides program/initiative details: Yes, Specific to Sustainable Value Networks (SVN)
Easy to navigate: Yes
Appears on first page in Google search: <http://bit.ly/wltgoogle>
Includes basic contact information: No

Outreach [0-5]: 3

Includes multi-media including audio and/or video: <http://bit.ly/wltsmultimedia>
Engages in social media (Twitter, Facebook, etc.): No
Provides a blog or other regularly updated forum for discussion: <http://bit.ly/wltmyaccount>
Provides a form for community participation and commenting: No
Provides up-to-date press releases and/or news: <http://bit.ly/wltnews>

COMMENTS: Wal-Mart is our second Green Giant due to the scope of its sustainability efforts and the lengths at which the company has gone to provide pertinent information on the web. Wal-Mart's sustainability section includes a wealth of general information as well as specific details of its 'three-pronged' approach to organizational sustainability; energy and climate, zero waste and products. Their website does a great job of permitting end-users to email, print and share 'socially' on the web which many other sites do not provide for. Additionally Wal-Mart is one of the few companies that features an in-depth multi-media and video section including webcasts, interviews and video reports including the ability to share and embed said videos. Although Wal-Mart does not provide a method to directly communicating with the sustainability effort, it does provide a "My Content" function allowing users to interact with the site directly including bookmark, comment and download high resolution videos. For more information on Wal-Mart's Sustainable Value Networks visit <http://bit.ly/wltsvn>.

NOTE:

The Green Giant designation is based upon the corporate website of the associated Giant and does not purport to include all information about a corporation or its environmental initiatives. For more information contact data@thegreenchallenges.com.