

## The Impact of Sustainability on Brand Value

Focus on sustainability initiatives contributes to an increase in brand value. Companies like Honda and General Electric have seen success reporting an increase in brand value of 28 percent and 17 percent, respectively.

Sustainability is quickly becoming a critical part of a company's brand value. Brand value, although seen by some as an intangible asset compared to shareholder value, is increasingly becoming more important in defining a company's overall asset value.

How is brand value calculated?

**Table 21 The contribution of brands to shareholder value**

Company	2002 brand value (\$bn)	Brand contribution to market capitalization of parent company (%)	2007 brand value (\$bn)
Coca-Cola	69.6	51	69.0
Microsoft	64.1	21	65.1
IBM	51.2	39	52.8
GE	41.3	14	42.4
Intel	30.0	22	34.7
Nokia	30.0	51	35.0
Disney	29.3	68	32.6
McDonald's	26.4	71	25.3
Marlboro	24.2	20	22.1
Mercedes-Benz	21.0	47	21.7

Source: BusinessWeek, Interbrand/J.P. Morgan league table, 2002

There are different approaches to brand valuation. Interbrand recently published a brand paper on this topic titled, *Brand Valuation: The financial value of brands*. [Click here to learn](#) the history of brand value, the impact on modern day business and how to calculate your company's brand value.

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## Communicating Sustainability

In today's interconnected world of social media, instant access, and 24/7 media coverage, communicating sustainability to your employees and customers is critical. Business leaders in the boardroom and consumers in the marketplace both demand that sustainability be incorporated as a business practice.

[Click here to view our webinar, Communicating Sustainability with Your Employees and Customers.](#)

## Who is Noveda Technologies?

Noveda's expertise in energy and water management solutions will transform your organization's energy consumption and footprint. As a Noveda Technologies customer, you can expect to:

- Build a better bottom line
- Build a better market reputation, and
- Be better prepared for a future where energy and water consumption are key performance indicators for industry leaders.

A future that is here and now.

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## About Noveda Technologies

Noveda is the leader in energy and water management solutions. Clients as diverse as government entities, colleges and commercial enterprises come to us for actionable intelligence and analytics that result in sustainable and significant cost savings. Our clients start saving money the first day they use our solutions.