



Representative Julie Parrish
Oregon House of Representatives
900 Court St. NE
Salem Oregon 97301

RE: HB 4089

Dear Representative Parrish:

I am writing to commend you and your colleagues for introducing HB 4089. For the last fifteen years, I have worked with some of the world's leading companies to find ways to reduce their environmental impact while saving money. Our approach in finding such "win-win" opportunities often starts with an analysis of the company's carbon footprint and for many entities the largest part of their carbon footprint lies in their supply chain. More often than not, that "footprint" represents fossil energy being consumed (and paid for) and thus by looking to reduce that footprint we can find opportunities to reduce carbon emissions and save money. It appears to me that HB 4089 is consistent with this proven approach.

I speak from years of experience working on climate issues: I served President Bill Clinton as Chairman of the White House Climate Change Task Force and Deputy Assistant to the President for Environmental Initiatives, and I now work with leading companies to develop win-win solutions that maximize sustainability and value. Walmart has improved their fleet transportation efficiency by 87.4% from a 2005 baseline. They achieved this in part by working with suppliers to reduce packaging size and weight and by redesigning the way product was loaded onto trucks, allowing their trucks to drive millions of fewer miles per year and reducing their emissions by tens of thousands of metric tons per year. Most relevant to HB 4089, you have seen how IKEA was able to save hundreds of millions of dollars in transportation costs while also reducing their carbon footprint from transportation by an estimated 300,000 metric tons of emissions simply from switching to corrugated paper pallets.

Switching to corrugated paper pallets allows for an 80% decrease in pallet weight alone, not to mention the increase in efficiency that comes from designing pallets to fit as much product onto a truck as possible. Decreasing shipping weight and increasing product shipped per truck has a big impact on increasing fuel economy, reducing emissions, and reducing truck trips.

Oregon enjoys a well-earned reputation as a national leader in promoting sustainability and fighting climate change. HB 4089 strikes me as yet another example of that leadership.

Thank you for the opportunity to share my views.

Respectfully,



Roger S. Ballentine
President
Green Strategies, Inc.