



**Press Release Contact Information:**

Sam Handelman  
Search Consulting Services  
Owner  
2607 NW Polarstar Ave  
Bend, OR  
United States, 97701  
Voice: 541-633-0423  
E-Mail: [Email us Here](#)  
Website: [Visit Our Website](#)

**Blu Skye Sustainability Consulting is Turning Wal-Mart Green**

*Wal-Mart has "greened" its supply chain to increase profits.*

**/24-7PressRelease/** - BEND, OR, April 24, 2008 - Stanford Social Innovation Review recently (Spring 2008) published an article on "The Greening of Wal-Mart" <http://www.ssireview.org/articles/entry/843/> that describes how Wal-Mart is reducing their environmental impact. With the assistance of Blu Skye Sustainability Consulting, Wal-Mart is attempting to supply their energy from 100 percent renewable sources, create zero waste, and sell products that sustain the environment.

"Sustainability represents the biggest business opportunity of the 21st century," says Jib Ellison, founder of Blu Skye Sustainability Consulting, which helped Wal-Mart formulate its business sustainability strategy. His firm pointed out that actively pursuing an environmental agenda would help Wal-Mart differentiate itself from its competition, maintain a license to grow, and make its supply chain dramatically more efficient. In other words, a good business sustainability plan would help Wal-Mart get even better at what it does best: drive down costs to generate profits.

**About Blu Skye**

Blu Skye, sustainability consultants, helps clients, like Wal-Mart, create an innovative, wealth creating, business strategy. Founded in 2003 by Jib Ellison. Contact Blu Skye for more information on this topic or others at 707-433-0555, [info@bluskye.com](mailto:info@bluskye.com), or [www.bluskye.com](http://www.bluskye.com).