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## **New Methodology Enables Instantly Assessment of CSR Strengths and Vulnerabilities**

*Electronics-industry executes plot 'status quo' and goals on continuum to accelerate strategic planning process*

ALAMEDA, CALIFORNIA: September 18, 2007. TFI Environment has released a new industry-specific methodology for assessing electronics companies' Corporate Social Responsibility (CSR) readiness compared to industry benchmarks. Built on two decades of electronics contract manufacturing industry research and consulting expertise, the program is deeply rooted in data-driven practices with a particular focus on the environment.

"We want to emphasize that this model is *not* another in a series of lengthy, disparate questionnaires or part of long assessment process," explained TFI Environment President Pamela J. Gordon. "Multifunctional teams at electronics OEMs have used this visual tool to identify areas of strength and risk, and to prioritize CSR goals in less than one day."

The comprehensive methodology encompasses the following CSR Attributes:

- Design for Environment Product Attributes
- Logistics / Return Merchandise Authorization (RMA)
- Facilities
- Employees
- Suppliers
- Ethics
- Environmental & Social Enhancement of Community, Charitable Giving

CSR has risen to the top of the most forward-thinking public and private electronics companies' executive agendas. Yet, as executives form cross-functional strategic planning teams, they find they are drowning in information that is not applicable to the specific issues in electronics manufacturing. TFI Environment has been at the forefront of this trend since Pamela J. Gordon's book, *Lean and Green, Profit for Your Workplace and the Environment*, was published in 2001. Hundreds of electronics industry executives have participated in TFI's *Design for Environment* public and private workshops; TFI Quarterly Forum benchmark research studies, panel discussions, and webcasts. This latest TFI Environment tailored methodology helps teams quickly assess and execute on the many business opportunities arising from a comprehensive approach.

For more information about the TFI Environment Industry-Tailored Assessment Methodology, go to [www.techforecasters.com/consulting/environment](http://www.techforecasters.com/consulting/environment) or contact Pamela Gordon at 1-510-601-9107.

**[Click on diagram at <http://www.techforecasters.com/consulting/environment/>]**

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Technology Forecasters Inc. brings market insight and strategic advice for effective global outsourcing decisions and profitable environmental strategies.

With an unbiased perspective on the market and the *Quarterly Forum*--the only member-directed community for electronics companies, their manufacturers, and suppliers--TFI provides a unique combination of information, resources, and peer interaction to support customer and supplier relationship management, identify and leverage improvement opportunities. [www.techforecasters.com](http://www.techforecasters.com)

