

Practice What You Preach:

The Tipping Point

Sustainable

Green



Which is better?

Steps to Becoming Sustainable



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Define Sustainability

Green

- Focus on products
- Limited reporting requirements
- Environmental goals often not established
- Social responsibility not included

Sustainable

- Focus on operations
- Transparency / public disclosure
- Environmental improvement goals established
- Social responsibility is important



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Define Sustainability

Triple Bottom Line

- Financial
- Environment
- Social responsibility



Why Are You Doing It?

1. Customers asking for it
2. Reducing expenses / driving profits
3. Marketing / driving sales
4. Good business practices
5. “Right thing to do”
6. All of the above



What Can You Spend

- Part-time person
- Dedicated person
- Team of people
- Dedicated team of people
- Hire a consultant
- Hire team of consultants
- What's the budget?
- What's the expected ROI?



4 Key Considerations

1. Customer requirements
2. National & International Standards
 - A. LEED
 - B. Global Reporting Initiative
 - C. ISO, ULE, Green Seal
3. Boundaries
 - A. Environmental reporting
 - B. Social issues
 - C. Supply chain
4. Employee engagement consideration



Where to Start



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Where to Start

1. Energy
2. Transportation
3. Water
4. Waste & Recycling
5. Internal purchasing
6. Product mix
7. Social equity & community relations



IMPACTS OF U.S. BUILDINGS ON RESOURCES

40% primary energy use*

72% electricity consumption*

39% CO₂ emissions*

13.6% potable water consumption**

Sources:

*Environmental Information Administration (2008). EIA Annual Energy Outlook.

** U.S. Geological Survey (2000). 2000 data.

**ENERGY
USE**

24%* -50%**

**CO₂
EMISSIONS**

33%*** -39%**

**WATER
USE**

40%**

**SOLID
WASTE**

70%**

Green Buildings Can Reduce...

* Turner, C. & Frankel, M. (2008). Energy performance of LEED for New Construction buildings: Final report.

** Kats, G. (2003). The Costs and Financial Benefits of Green Building: A Report to California's Sustainable Building Task Force.

*** GSA Public Buildings Service (2008). Assessing green building performance: A post occupancy evaluation of 12 GSA buildings.

PERCEIVED BUSINESS BENEFITS TO GREEN

8-9%* operating cost decreases

7.5%* building value increases

6.6%* return on investment improves

3.5%* occupancy ratio increases

3%** rent ratio increases

* Source: McGraw-Hill Construction, Key Trends in the European and U.S. Construction Marketplace SmartMarket Report, 2008

** Source: McGraw-Hill Construction, Greening of Corporate America SmartMarket Report, 2007

Where to Start

1. Energy
2. Transportation
3. Water
4. Waste & Recycling
5. Internal purchasing
6. Product mix
7. Social equity & community relations



Where to Start Energy

- LEED
- Energy Star
- Carbon Disclosure Project
- Review your lease – talk to landlord
- Sub-metering
- Talk to utility for rebates and incentives
- Energy Services Company (ESCO)
- Consider an energy consultant



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Where to Start Transportation

- LEED
- EPA SmartWay Program
 - Owned vehicles
 - Employee transportation (work related)
 - Employees (getting to & from work)
- Talk to vehicle leasing company
- Alternative fuels
- Hybrid vehicles



Where to Start Water

- LEED
- EPA WaterSense
 - Potable water & sewage
 - Plumbing fixtures
 - Waterless urinals
 - Automated flush valves & faucets
 - Landscaping
 - Process related
- Sub-metering



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Where to Start Waste & Recycling

- LEED
- EPA WasteWise
- Do a waste stream audit
 - Solid waste
 - Recycling
- Talk to haulers
- Talk to suppliers
- Talk to customers



Where to Start Internal Purchasing

- LEED
- Product areas
 - Green cleaning
 - Office supplies (copy paper, toner, etc.)
 - Computers, monitors, printers, copiers
 - Light bulbs
 - Furniture
- Holiday & special event items



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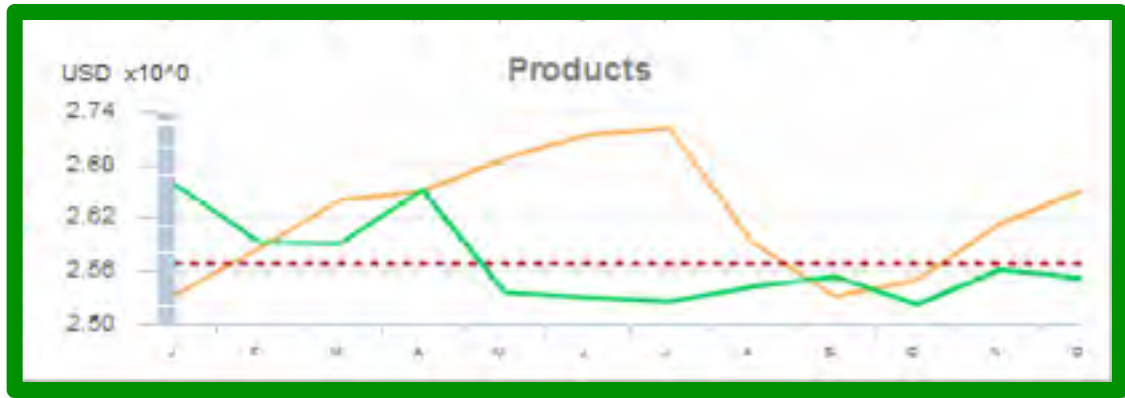


Where to Start Product Mix

- % green products
- % green services



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Where to Start Social Responsibility

- Global Reporting Initiative
- ISO 26000
 - Training
 - Hiring
 - Advancement
 - Pay
 - Philanthropy
 - Volunteerism



Setting Reduction Goals

- Starts with the baseline
- Short-term & long-term goals
- Perfection is NOT the goal - get started

**Sustainability
is a journey**



Employee Engagement

- Communicate
- Communicate
- Communicate
- Green teams
- Feedback



Reporting

- Internal
- External
 - Customers
 - Shareholders



Where to Start

**You can't
manage what
you don't
measure**

**What's been
accomplished**





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Wal-Mart's efforts in recent years to adopt renewable energy and supply chain sustainability initiatives is more about the bottom line than it is about image.

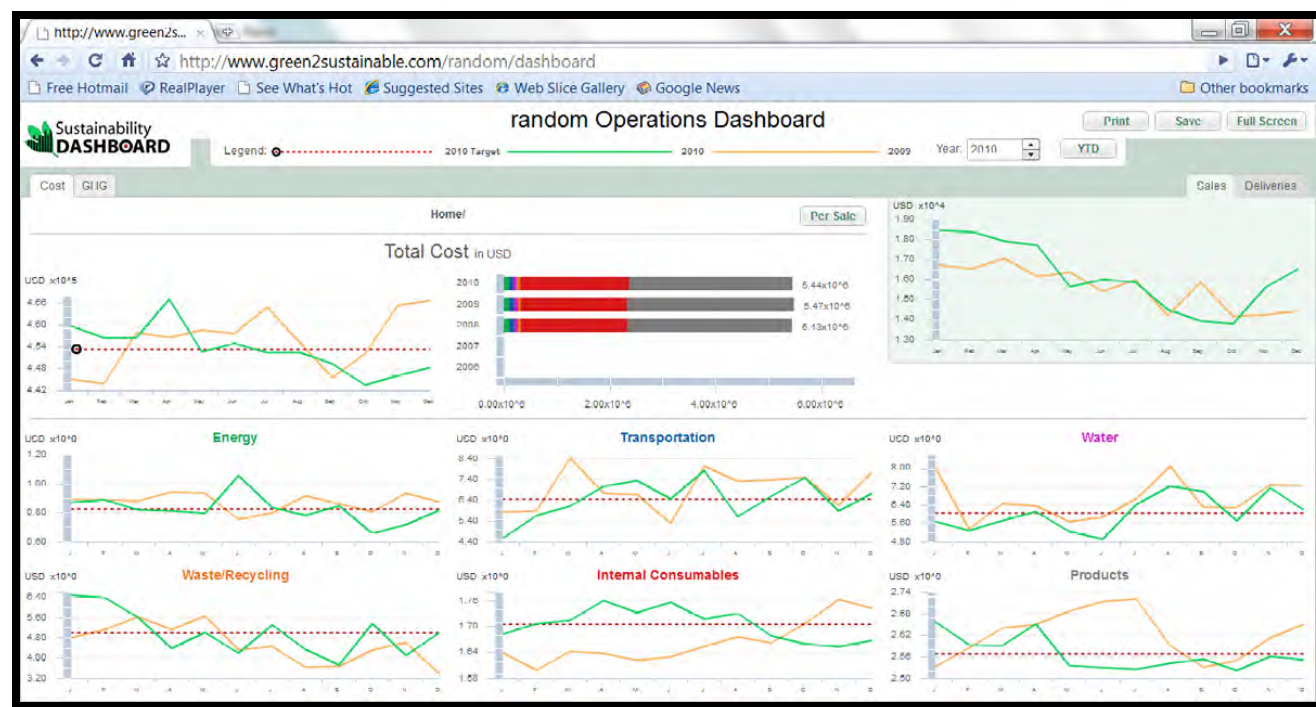
Lee Scott, Chairman Wal-Mart



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Thank You



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