

Reverse Tradeshow Education Seminar

Sustainability

December 2, 2021



Agenda

- Sustainability in Business
- Triple Bottom Line
- Drivers
- Strategic Road Map / Planning
- Barriers and Opportunities
- Case Studies
- Resource Management
- Panel Discussion

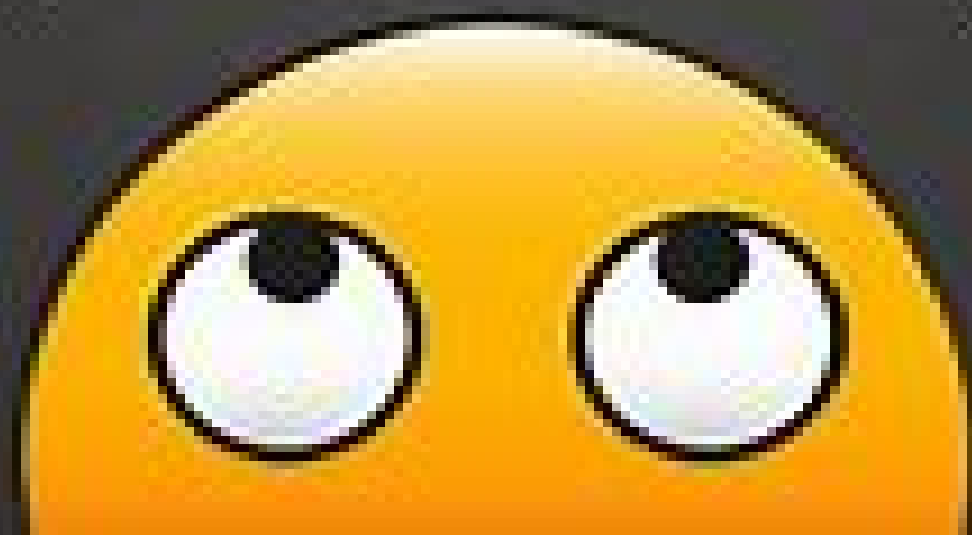
Sustainability in Business

- The effect companies have on the environment or society.
- A sustainable business strategy aims to positively impact one or both of those areas, thereby helping address some of the world's most pressing problems.

Global Issues / Sustainable Strategies

- Climate change
- Income inequality
- Depletion of natural resources
- Human rights issues
- Fair working conditions
- Pollution
- Racial injustice
- Gender inequality

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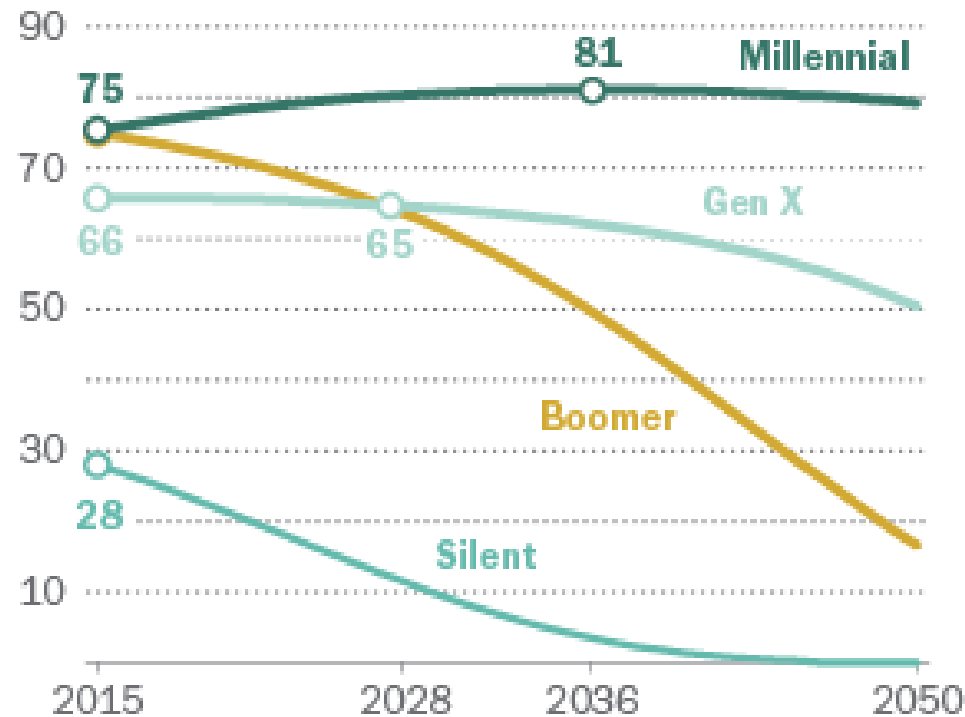
Overall Drivers

- Save money
- Improve brand image, build trust, and build reputation
- Increase employee satisfaction, engagement, and retention
- Foster a good public image
- Manage risk and regulatory compliance
- Improve operations
- Demonstrate corporate social responsibility

DEMOGRAPHICS MATTER

Projected population by generation

In millions



Source: Pew Research Center.

Business Specific Drivers

- Responsible Steel Standard
- LEED Accreditation
- Climate Inventory Reporting
- Carbon Neutral Requirements
- Zero Waste Goals
- EU Initiatives
- Corporate Pressure

Best Practices of a Sustainable Operation

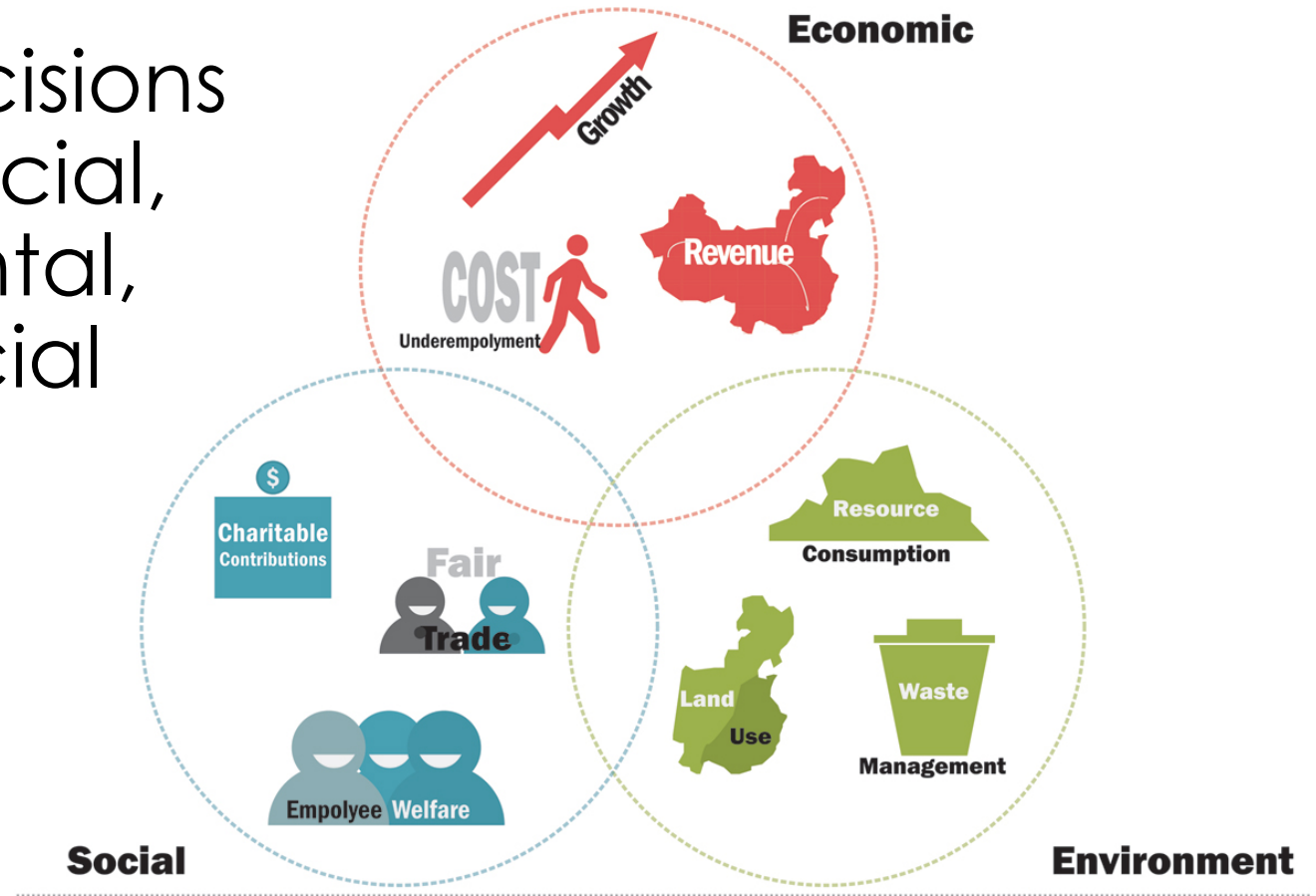
- Create a sustainability action plan
- Check your HVAC system
- Upgrade lighting
- Improve fleet energy efficiency
- Reduce water waste
- Practice Sustainable Landscaping
- Divert Waste

THE SHARED VALUE OPPORTUNITY



Triple Bottom Line

Evaluates decisions based on social, environmental, and financial impacts



Source: Triplebotline via Wikimedia Commons

People Planet Profit



Environmental Social Governance

- ESG relates to a firm's collective conscientiousness for environmental, social, and governance and factors.
- *ESG practices indicate a company's commitment to do more than just make a profit.*

Other Related Terms

- ❖ Sustainability
- ❖ Triple Bottom Line
- ❖ People, Planet, Profit
- ❖ Ethical Impact
- ❖ Social Responsibility



NEXT
STEPS



Strategic Planning Roadmap

- Developing committed teams
- Creative solutions
- Solid waste strategies
- Measurable goals

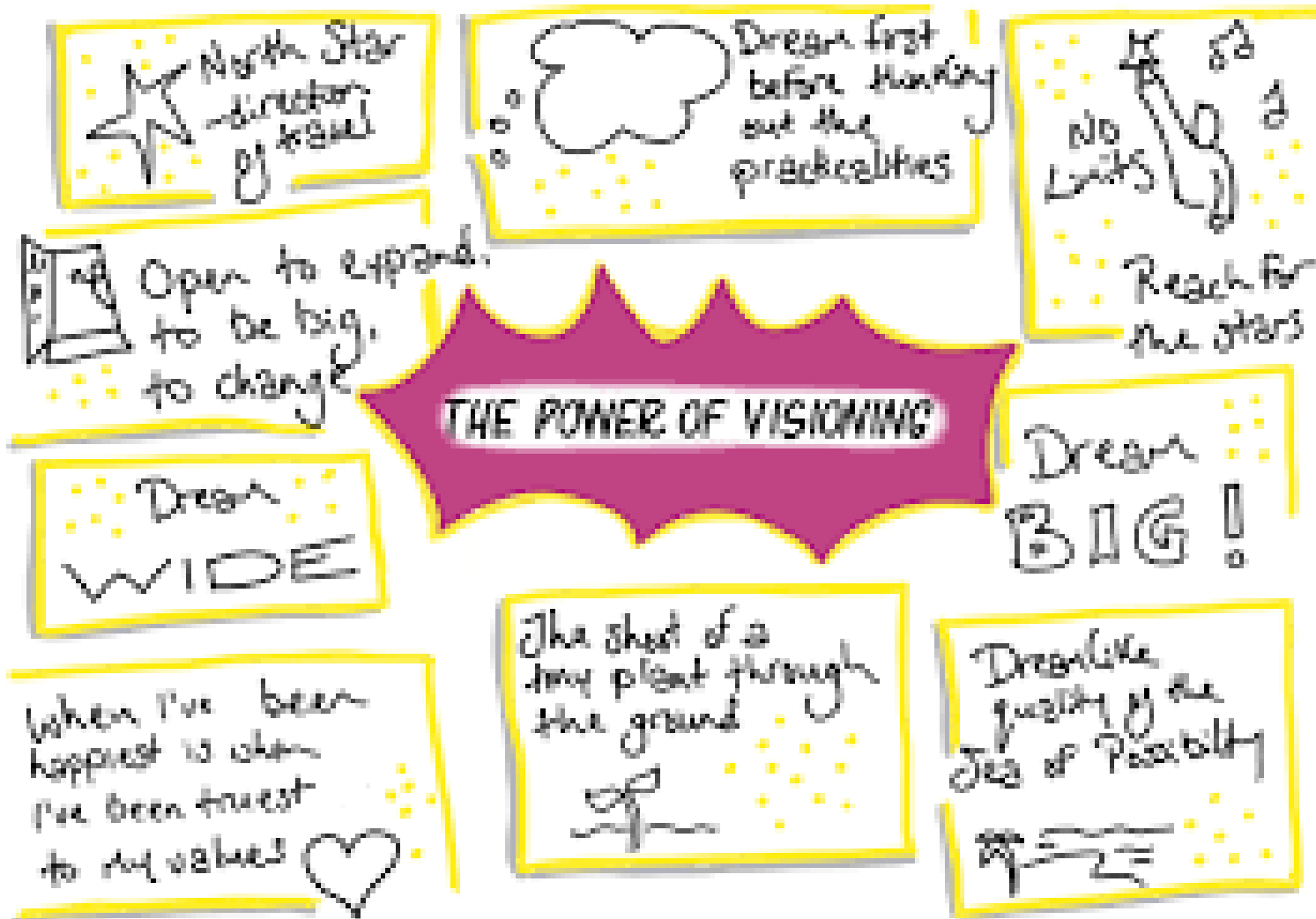
1 - Building Teams



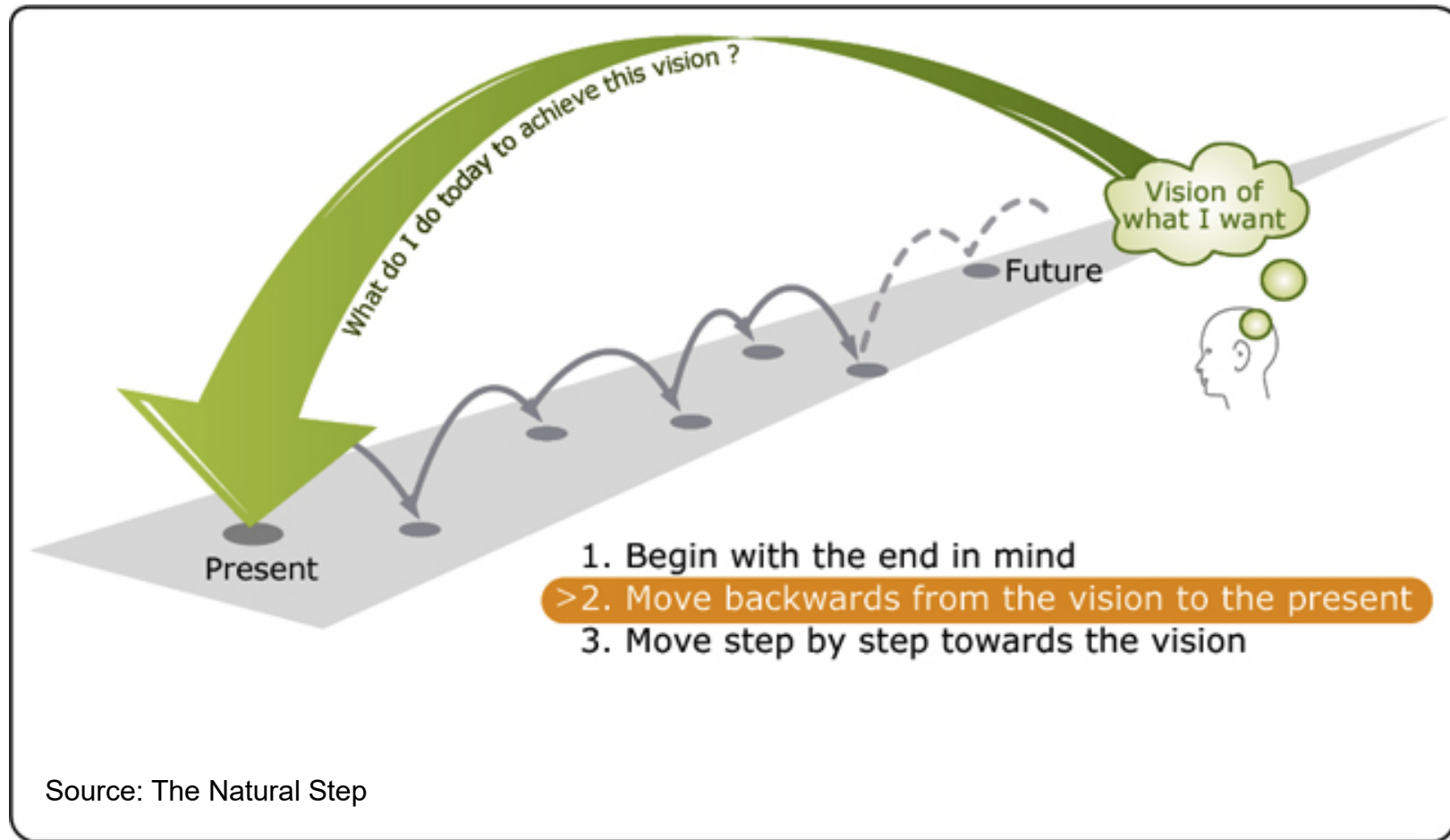
2 – Leadership Support



3 - Visioning



BACKCASTING



4 - Selecting Projects

- Vision
- Baseline – What are you doing now?
- Goals – Where do you need to go?
- Prioritize – Low hanging fruit

5 - Planning the Journey

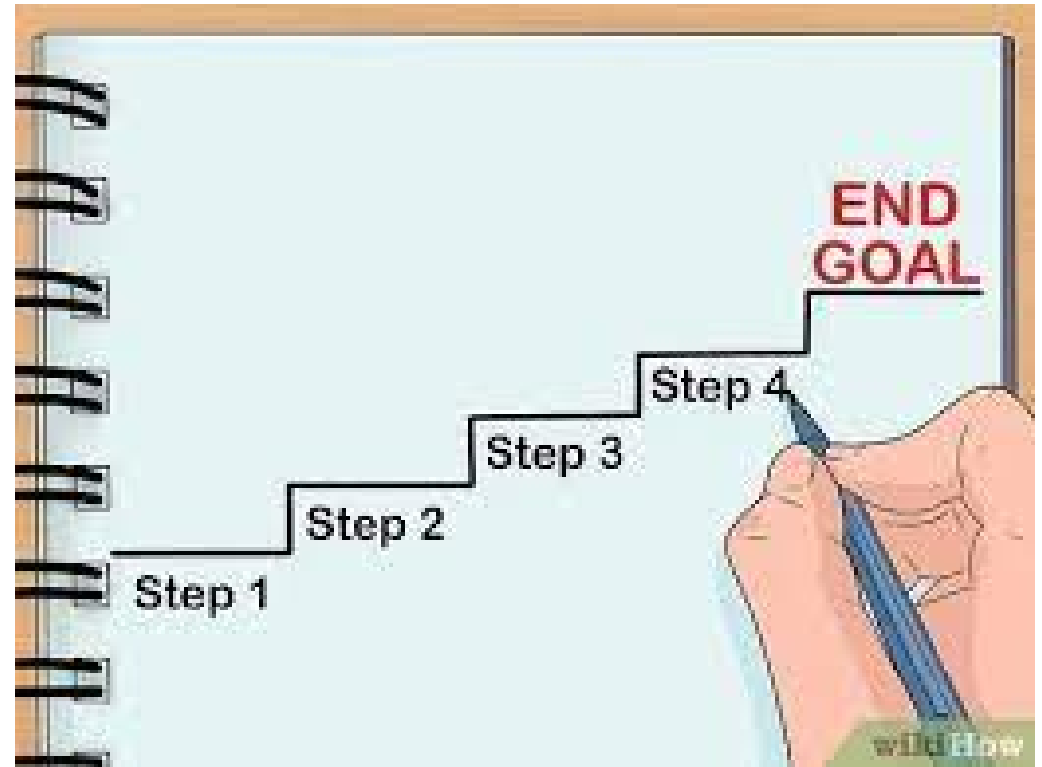
- ✓ Baseline data
- ✓ Identify drivers and barriers to success
- ✓ Develop goals, targets, action plans
- ✓ Making the business case for sustainability initiatives
- ✓ Managing an effort once up and running
- ✓ Creating timeline
- ✓ Phased-in approach

6 - Financing



7 – Creating Plans

- Energy
- Water
- Solid Waste
- Climate
- Supply chain



8 – Target Setting Tools



9 – Implementation







Barriers and Opportunities

1. Lack of organizational support
2. Gap between theory and practice
3. Sympathetic organizational structure
4. Lack of staff capacity
5. Competing priorities

1. Use case studies of other companies, show statistics
2. Take baby steps
3. Alignment, education, involving all staff
4. Recognize staff, incentives, marketing, hire new staff to manage
5. Increase media coverage, use client expectations to increase awareness

Barriers and Opportunities

- 6. Inconsistent systems for tracking data
- 7. Lack of funding
- 8. Education on Initiatives

- 6. Investigate using 3rd party company to track water/energy, use internal finance system
- 7. Set up revolving energy fund, apply for grants, identify and implement low cost initiatives
- 8. Survey staff, continually educate on plan, involve staff



Board Leadership: Alcoa

A fifth of executive cash compensation is tied to safety, diversity and environmental stewardship, which includes greenhouse gas emission (GHG) reductions and energy efficiency.

Stakeholder Engagement: PepsiCo

The food and beverage company presents its sustainability strategy and goals during its annual shareholder meeting and identifies and discloses climate change, water scarcity and public health issues as core sustainability challenges in its annual financial filings.

Employee Engagement: General Electric

GE is using its human resource department to integrate sustainability into the company's culture, ranging from hiring practices and training to employee wellbeing programs.

Water Stewardship: Coca-Cola

The drinks company has improved the efficiency of its water use by 20% and identified the need for a rigorous third-party evaluation of its water management approach.

Supply Chain Management: Ford Motor Company

The car company has established requirements for first-tier suppliers to drive its environmental and social expectations further down the supply chain and works with suppliers to establish GHG emission reduction and energy efficiency targets.

Innovation: Nike

The sports-gear multinational integrates sustainable design across its product portfolio and created the [Making app](#) in 2013, allowing the data in its materials sustainability index to be public. This lets designers from across the industry and beyond make more sustainable design decisions, and ultimately, lower-impact products.

Executive Compensation: Exelon

The energy producer has introduced an innovative long-term performance share scheme that rewards executives for meeting non-financial performance goals, including safety targets, GHG emissions reduction targets and goals engaging stakeholders to help shape the company's public policy positions.

Investor Dialogue: Starbuck's

At the coffee company's 2013 shareholder meeting, CEO Howard Schultz described the company's efforts to engage with suppliers and local communities where they operate, accelerate investments in sustainable farming and reach Starbucks' goal of ethically sourcing 100% of its coffee beans by 2015.

Design: Dell

The computer company's integrates alternative, recycled and recyclable materials in its product and packaging design, improvements in energy efficiency, and design for end-of-life and recyclability. One of the company's commitments is to reduce the energy intensity of its product portfolio by 80% by 2020.

Solid Waste



Managing Materials - Upstream

- Look at purchasing choices
- Consider internal policy
 - ✓ Purchasing recycled content materials
 - ✓ Purchasing compostable or recyclable products
 - ✓ Ban on water bottles and disposable / polystyrene food ware
- Incentive employees to take action

Managing Materials – Midstream

- Reusing what you can
- Establishing internal infrastructure
- Edible food recovery

Managing Materials - Downstream

- Recycling
- Composting
- Electronic waste recycling
- Hazardous materials
- Other conversion technologies

Linear Economy



THE CIRCULAR ECONOMY – KEY PRINCIPLES

PRINCIPLE 1

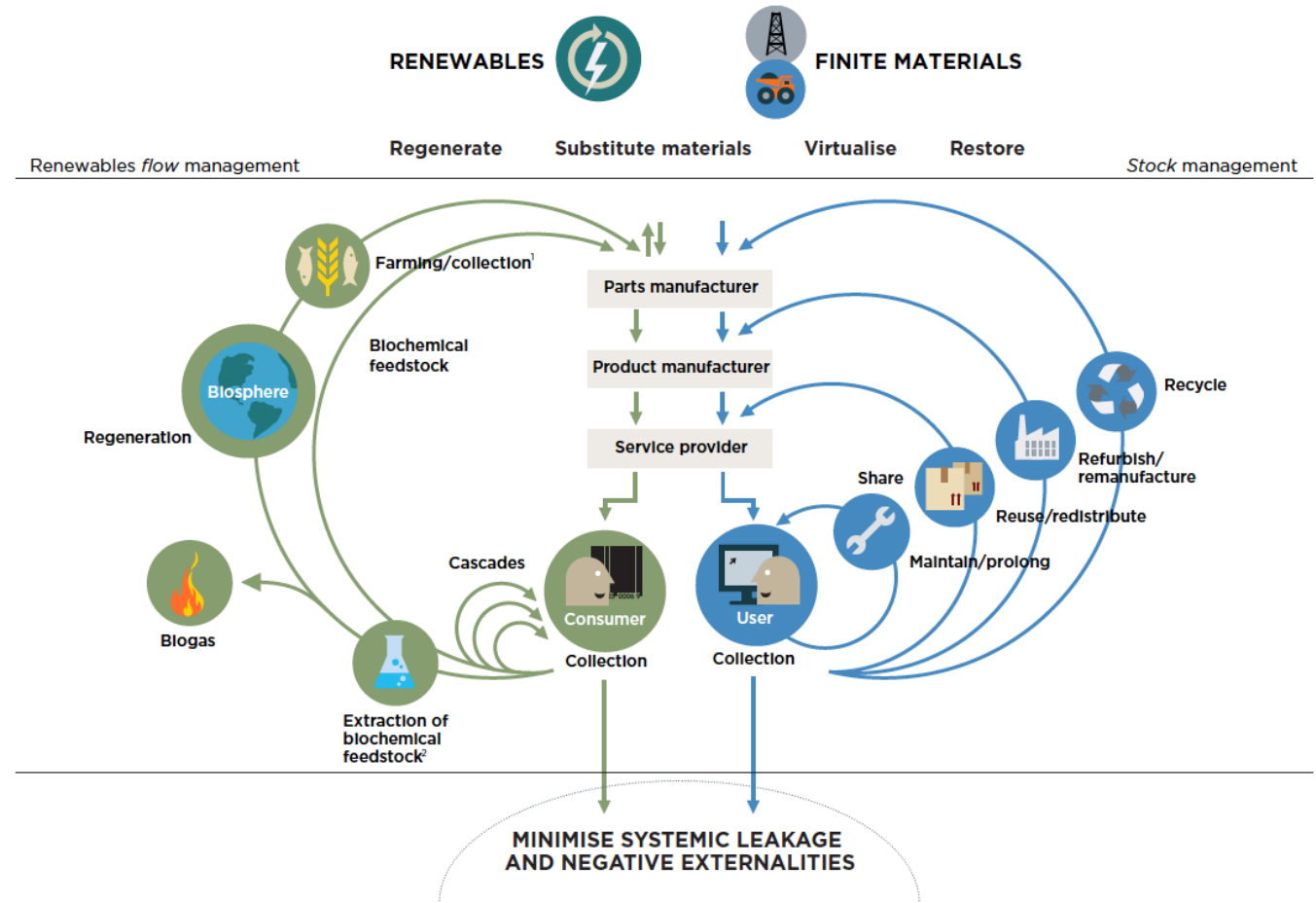
Preserve and enhance natural capital by controlling finite stocks and balancing renewable resource flows

PRINCIPLE 2

Optimise resource yields by circulating products, components and materials in use at the highest utility at all times in both technical and biological cycles

PRINCIPLE 3

Foster system effectiveness by revealing and designing out negative externalities



Actions to Improve Solid Waste Services

- Internal walk-through to audit purchased items
- Assess internal systems for collection
- Audit trash bins and solid waste invoices
- Perform research on local collection companies and markets
- Go out to bid on services
- Add requirements to vendor contracts

Planning =



Manage Materials Onsite

- Reuse of pallets
- Sorting and baling recyclables
- Technology to compost on-site
- Anaerobic Digester to provide energy on-site

Making Opportunities Happen

- Local grants
- Awards for success
- Collaborating with City to improve markets
- Recycling Market Development – consider how you can help with your own business

Together

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Everyone

Achieves

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More

Panel Discussion

Moderator:

- **Steve Stewart**, SCS Engineers

Speakers:

- **Gretchen Barrera**, Environmental Section Manager, Alabama State Port Authority
- **Jason Brasfield**, Environmental Manager, Airbus
- **Robert Pinckard**, Team Manager - Environmental, AM/NS Calvert
- **Mike Wilson**, TES Manager, BASF McIntosh Site



Questions?

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