

# Practical Experience of Getting Corporate Executives to Support Sweeping Sustainability Initiatives

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# Agenda



1

**10 steps to successful corporate-wide sustainability**



2

**5 common challenges during implementation**



3

**How sustainability programs transform corporations**



4

**Q & A**

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**Q & A**

# Best Practices: 10 Steps

1. Ensure that all Government regulations are being met and incentives are being leveraged, systematically.



# Best Practices: 10 Steps

2. Find VP-level sponsor for the beyond-regulations green initiative.



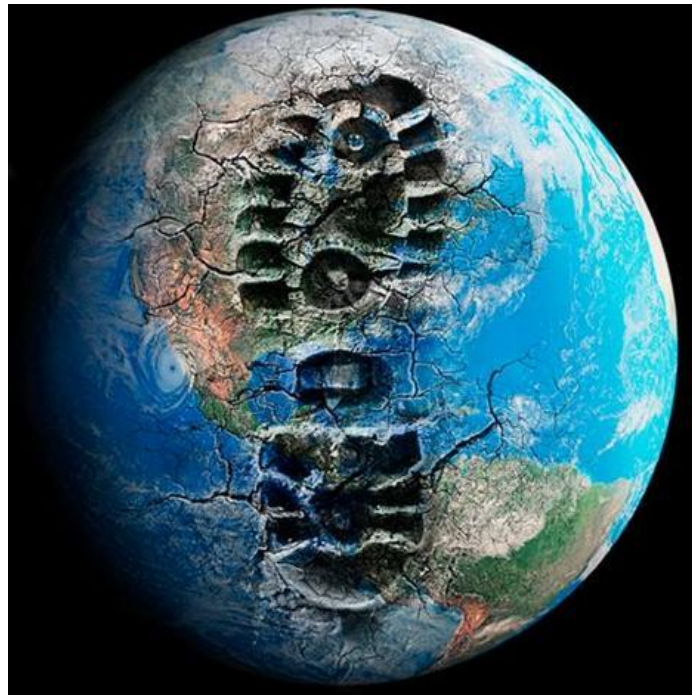
# Best Practices: 10 Steps

## 3. Form multi-functional “green team.”



# Best Practices: 10 Steps

**4. Measure carbon footprint as baseline; prioritize opportunities.**



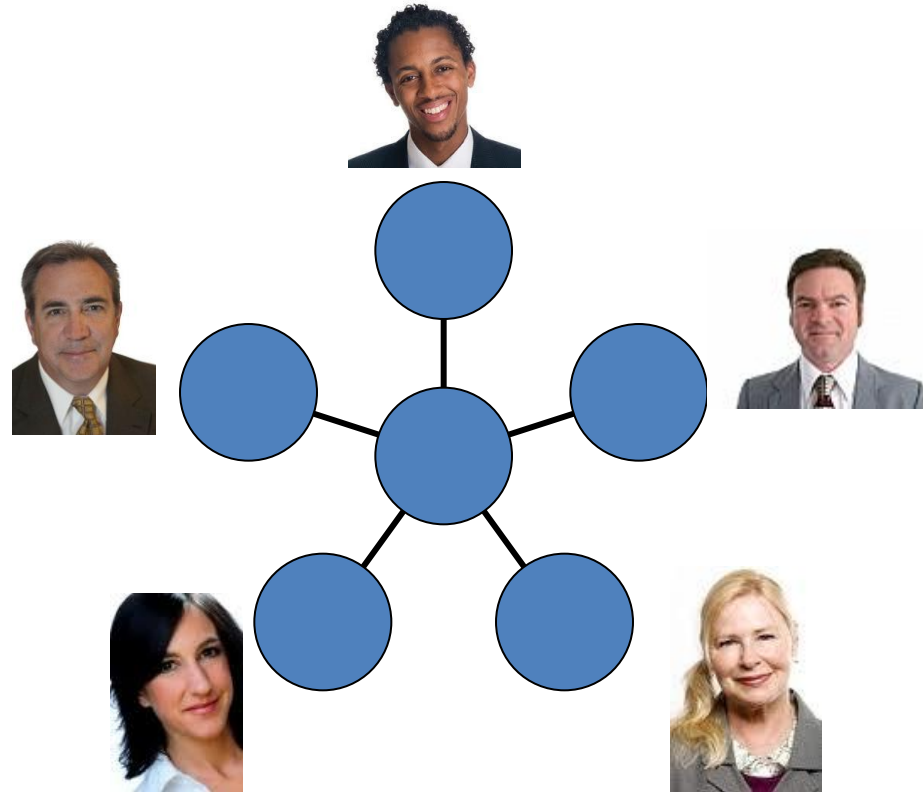
# Best Practices: 10 Steps

**5. Involve all employees in a contest for Lean and Green ideas.**



# Best Practices: 10 Steps

## 6. Select champions for each initiative on the High-ROI roadmap.



# Best Practices: 10 Steps

## 7. Obtain CEO approval of High-ROI environmental roadmap.



# Best Practices: 10 Steps

8. Share success widely with employees and give regular internal updates on progress and goals.



# Best Practices: 10 Steps

## 9. Publicize green plans and bona fide progress externally.



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### TEXAS AGRICULTURAL EXPERIMENT STATION WINS STATE'S TOP ENVIRONMENTAL HONOR

AUSTIN (April 19, 2007)—Researchers at the Texas Agricultural Experiment Station (TAES) in El Paso have earned the state's highest environmental achievement—the Texas Environmental Excellence Award. The experiment station is one of 12 winners statewide to be recognized with an award, presented by the Texas Commission on Environmental Quality.

Representatives of TAES will receive the award on May 2 at the 2007 Texas Environmental Excellence Awards banquet in Austin.

Recognized in the agriculture category, the TAES earned the award for its achievements in water quality research. The institute's staff provided laboratory services for two state agencies in two large-scale pollution source tracking projects that identified whether agriculture activities, wildlife, or humans were responsible for particular bacteria found in specific watersheds. By pinpointing the sources of pollution, resource managers can develop effective pollution control strategies to ensure water is drinkable and safe for recreational users.

Project partners collected water samples from the watersheds of Lake Waco and Belton Lake, the Upper and Lower San Antonio River, Salado Creek, Leon River, and Peach Creek, classified as "impaired" due to high levels of *E. coli* bacteria present or considered at risk from agricultural pollution. Using state-of-the-art DNA fingerprinting and antibiotic resistance typing methods for *E. coli*, they identified human and animal sources of fecal pollution. In most cases, wildlife accounted for the greatest number of *E. coli* isolates in the samples, with cattle and other livestock being the second greatest contributor, and human sewage third. Adding to the benefit of the projects, the research team created a genetic library of *E. coli* bacteria isolated from known sources. Use of the library in the future may save millions of dollars on similar projects in other watersheds in Texas and, eventually, nationwide.

Using data obtained in these projects, communities can develop management plans that help protect our water resources by reducing fecal pollution and improving the water quality for drinking supplies and for recreational users.

The TCEQ annually presents the Texas Environmental Excellence Awards to environmental projects across the state that demonstrate excellence in resource conservation, waste reduction, and pollution prevention. The award-winning programs reflect the goals of the TCEQ itself: to protect Texas' human and natural resources and ensure clean air, clean water, and the safe management of waste. For more information or to submit an application for next year's awards, visit [www.tceq.org](http://www.tceq.org).

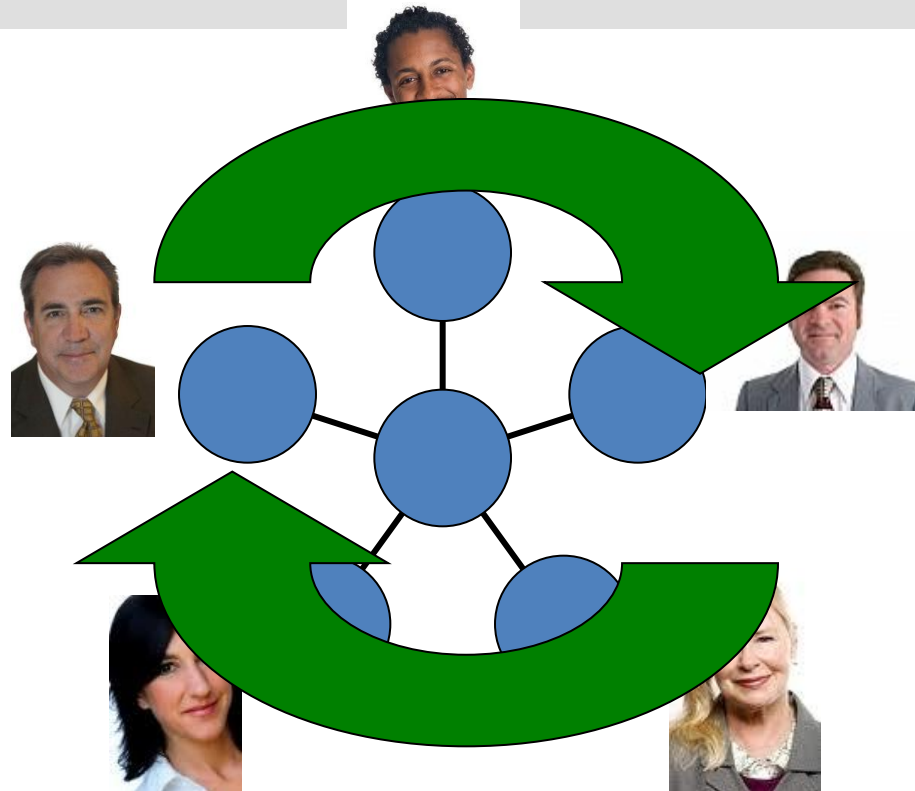
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# Best Practices: 10 Steps

10. Continually renew the High-ROI environmental roadmap for environmental benefit, cost reduction, new revenue sources.



# Agenda

10 steps to successful corporate-wide sustainability



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# Meeting 5 Common Challenges

1. “Our executives value regulatory compliance, but don’t yet see business benefit of “beyond-compliance.”

- The high-ROI roadmap grabs any executive’s attention
- Point to customers’ beyond-compliance results and expectations
- Plot your company’s sustainability attributes on competitors’ maps
- (Hint: organizational changes will require multiple requirements to use these techniques)

# TFI Sustainability Map

● Innovator

● Leader

● Nascent

Products' Design for Environment (DfE)

Formal Corporate Ethics

Reduced Footprint of Products' Logistics

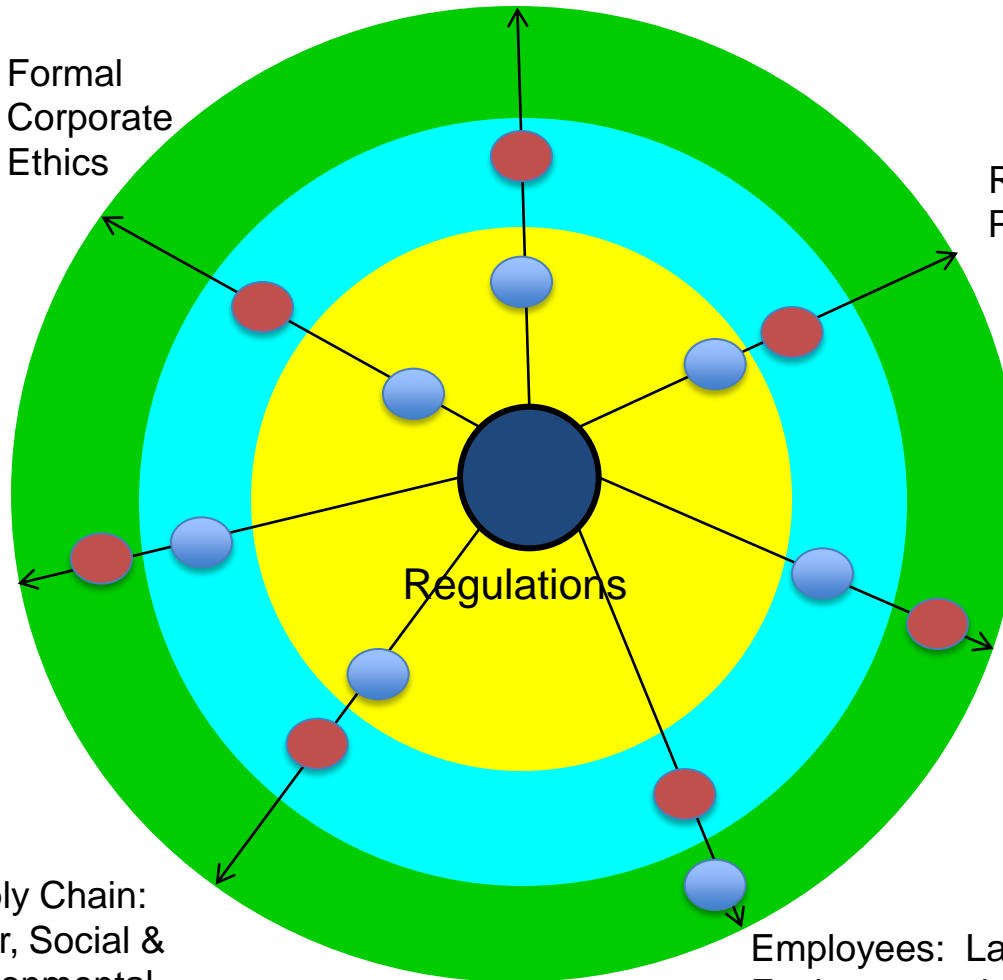
Environmental & Social Enhancement of Community, Charitable Giving

Reducing Facilities' Costs and Footprint

Regulations

Supply Chain: Labor, Social & Environmental

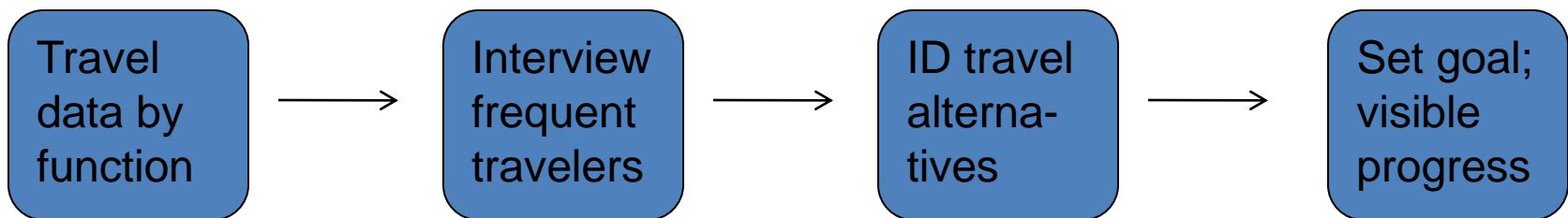
Employees: Labor, Social & Environmental



# Meeting 5 Common Challenges

## 2. “These changes aren’t feasible here.”

- Address objections with good internal and external research!
- Travel-reduction case study



# Example of Sustainability Policy Development: *Travel Reduction*

## Interview travelers

- Analyze patterns, cost, environmental impact
- Elicit travel alternatives, needs, success stories

## Present cost and environmental impacts

- By function, region – compared with peer companies
- By air travel, hotel / rental car, etc.

## Gain buy-in for change

- Executives: cost savings / benchmark with other companies
- Everyone: reducing environmental impact
- Goals: suited to each function

## Develop roadmap

- Create new and Enhance existing travel alternatives (plus training)
- Make costs & CO2 visible at key decision points

## Measure, reward, and improve!

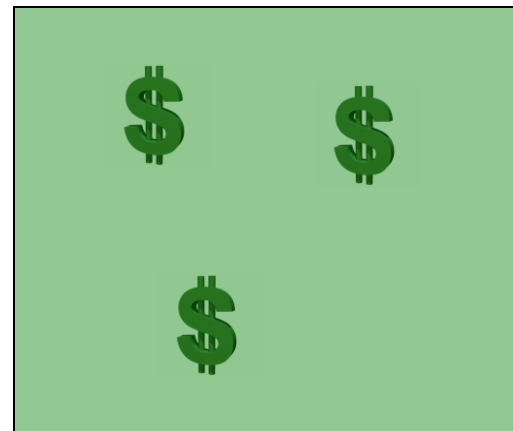
# Meeting 5 Common Challenges

3. “We’ve already reduced expenses as far as feasible.”

Use a green lens for a completely different view

Find more savings from employees’ ideas

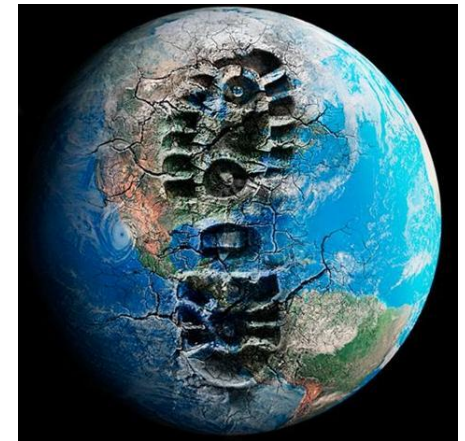
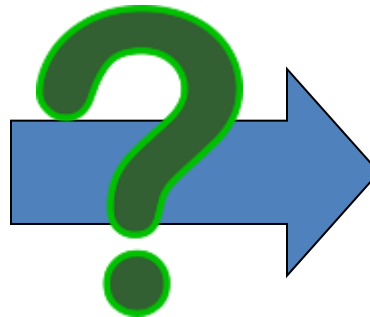
Consider best practices by other organizations



# Meeting 5 Common Challenges

4. “We are trying to calculate carbon footprint of our products / facilities, but have never done this before.”

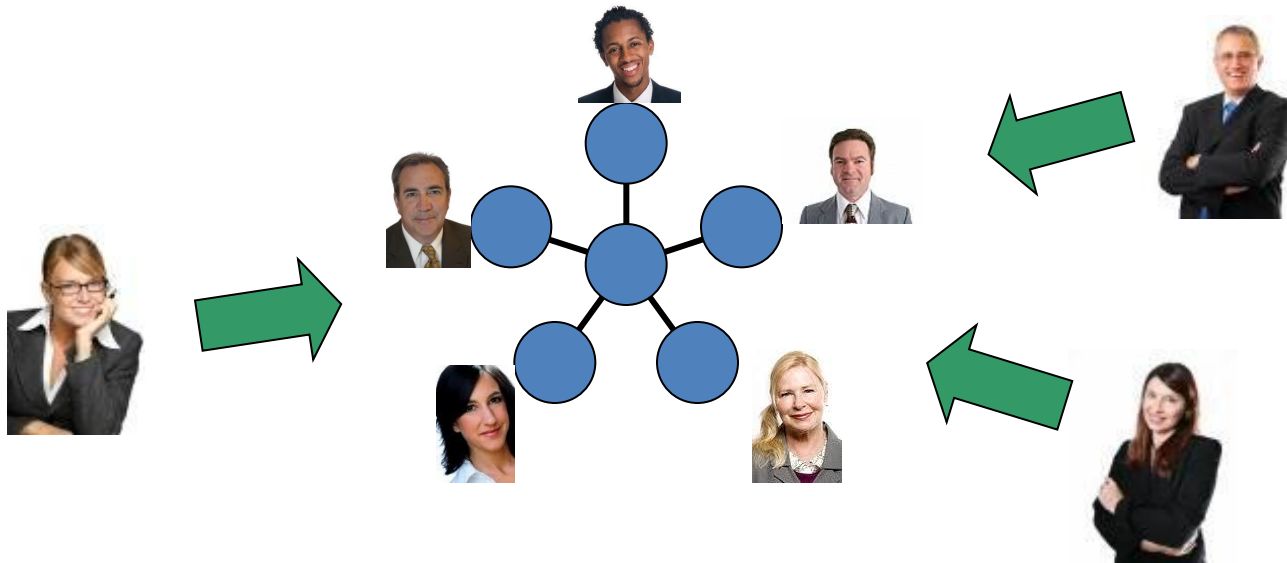
- ROI sheets for each initiative
- Training for monetary and carbon calculations
- Use affordable specialized tools



# Meeting 5 Common Challenges

5. “Now that we’ve created this initiative, we’re receiving ideas from employees who are urging us to go further.”

- A good “problem” to have
- Core and extended team members, with annual terms
- Calculate ROI and go with the best ideas for profit and planet



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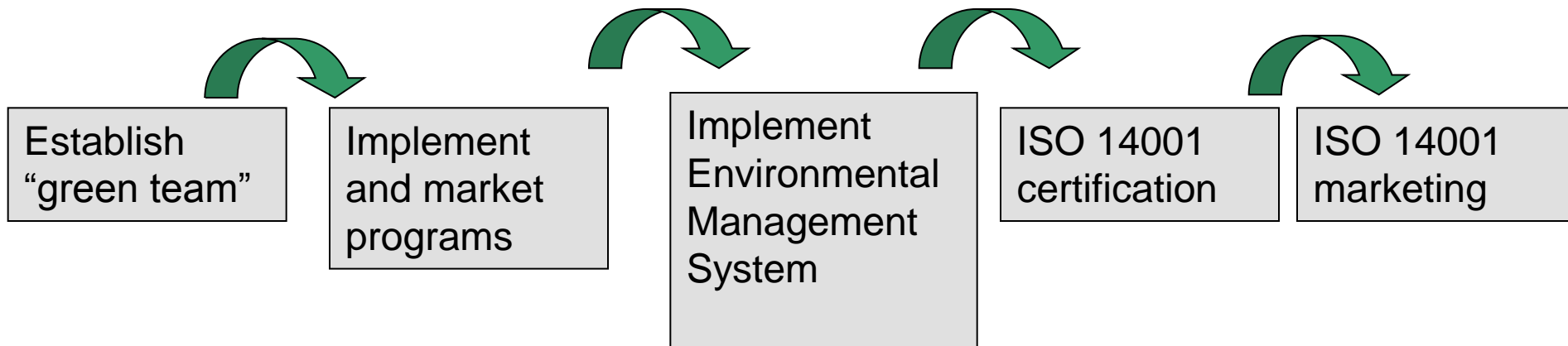
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# Business benefits: Certification

## Positive environmental external marketing potential

- Internal sustainability team establishes programs for external facing communication
- Provides groundwork for ISO-14001 certification, which furthers potential for marketing as a green brand.



# Business benefits: Changing corporate culture

## Powerful, unprecedented multifunctional cooperation

- Multifunctional, multiregional “green-team” leadership combined with employees’ passions for a healthy environment
- No longer is HQ the only source of innovation
- Organizational model for this century:



# Resources



Explore some relevant TFI blogs:

- [Calling all Executive “Sustainability Skeptics”](#)
- [Environmental Leadership Continues to Climb Corporate Ladders](#)
- [Busting myths about CSR at smaller electronics companies](#)
- [Reducing Scope 3 Carbon Emissions: \*What is Scope 3 and why are reductions good for business?\*](#)

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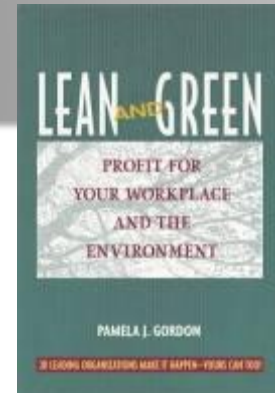
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**Thank you!**

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## Appendix: the 10 steps in review

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3. Form multifunctional “green team.”
4. Measure carbon footprint as baseline; prioritize opportunities
5. Involve all employees in a contest for Lean and Green ideas.
6. Select champions for each initiative on the High-ROI roadmap.
7. Obtain CEO approval of High-ROI environmental roadmap.
8. Share success widely with employees and give regular internal updates on progress and goals.
9. Publicize green plans and bona fide progress externally.
10. Continually renew the High-ROI environmental roadmap for environmental benefit, cost reduction, new revenue sources.