

Recycling, Waste Reduction & Sustainability Communications that Employees & Customers Will Actually Care About



New Jersey WasteWise Business Network

November 13, 2014

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Welcome

- ***Transitioning to Green, LLC***

- *Help organizations determine where they are, where they want to go and how they can get there in the green economy*
- *We do this through, consulting, training and LeaderShip for Sustainability.*

- **Our promise is simple...** by applying “**holistic sustainability**” perspectives and best practices, we assist every organization we partner with to:

- Engage Your People to Thrive!
- Manage resources so the Planet Flourishes
- Align your Purpose for Prosperity.

Presentation Overview



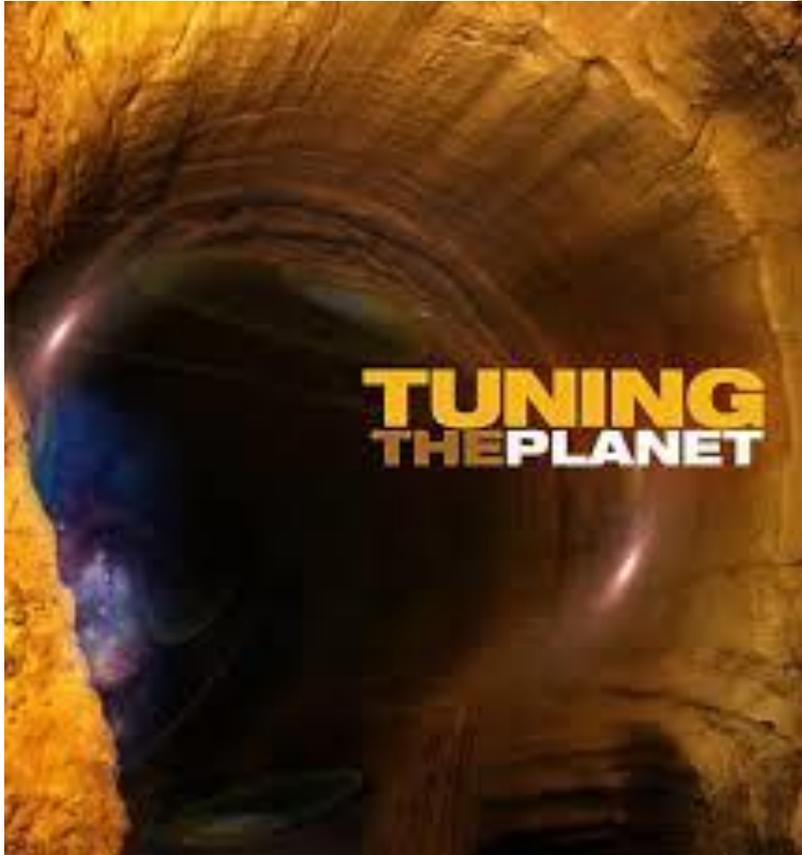
Communications Tips & Common Mistakes

The Business Case for Material Efficiency



Tell Your Inspirational Sustainability Story

How Are You Listening?



Listening for the Gold

Listening with empathy, put yourself in their shoes

Open listening, with respect, no judgment

Agree or disagree

Not Listening

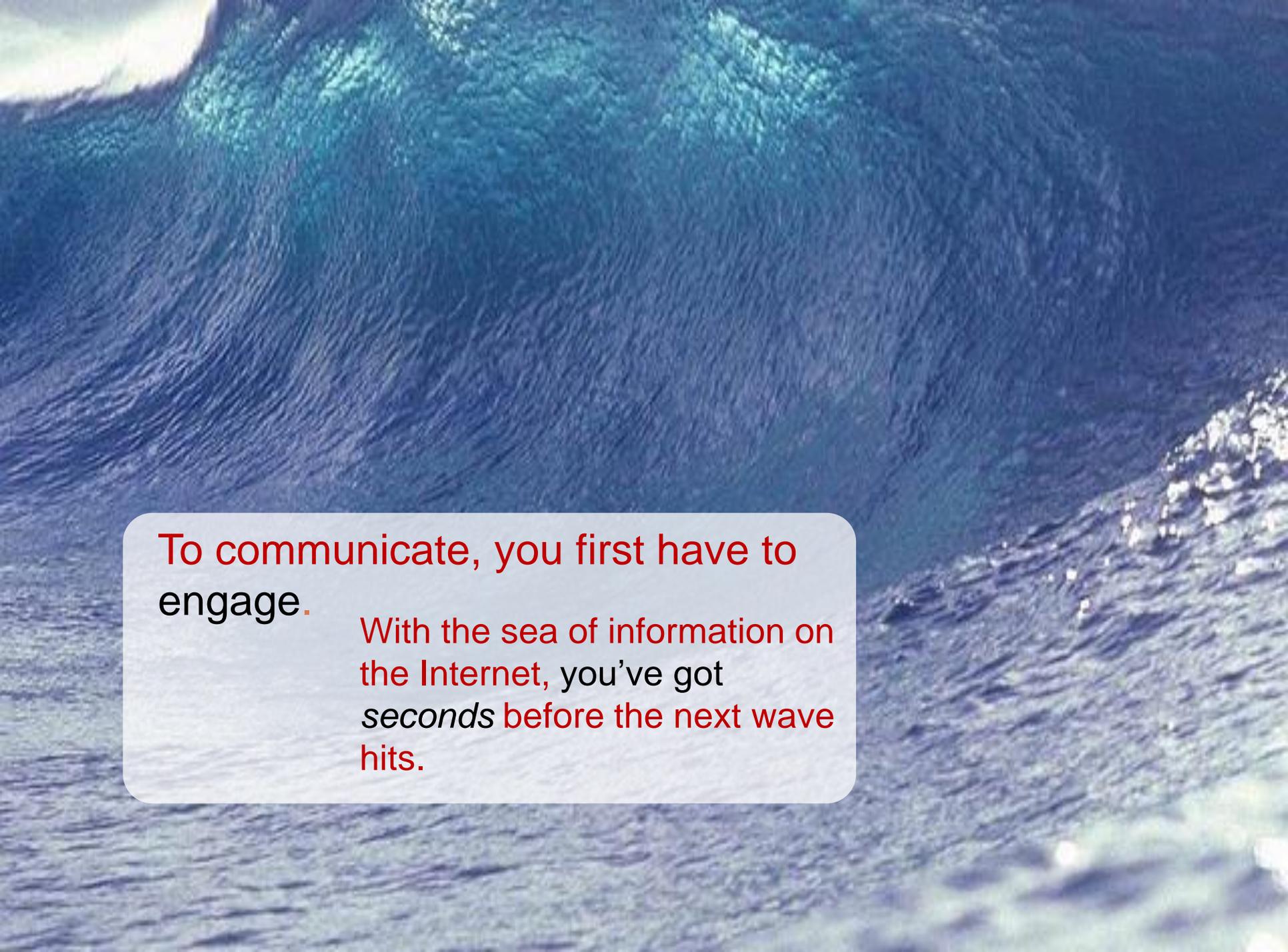


No Flavor

Companies
produce
materials with no
personality.

When you infuse your content with your brand's flavor the people who resonate with your brand will be happy to consume it.





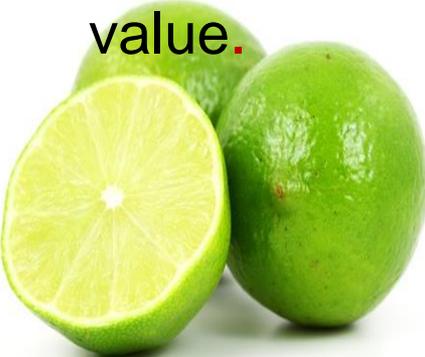
To communicate, you first have to engage.

With the sea of information on the Internet, you've got *seconds* before the next wave hits.



So
make it
clear.

And provide
value.



(the dreaded)

Report Speak*



**Also known
as using a lot
of words to
say very little.*



Visualize

That thing about a picture being worth a 1000 words is true.

Images engage imagination and are retained longer.

So examine your text - where you can replace it with images?



No Heart

We connect and care through our emotions; if there's no emotional connection, there'll be little engagement.

A good way to create connection and personality is by expressing your values.

Emotions aren't equal



Use emotions like amazement, wonder, surprise, awe, triumph and joy to your heart's content.

Use anger and fear judiciously.



Avoid sadness, guilt and gloom. They make people tune-out and become apathetic.

Puffery

Beware the 'we're so wonderful' talk.

As far as any real sustainability is concerned, our actions are in the early stages.

Be humble and avoid puffing yourself up.



Instead, consider
how you can
**make your
stakeholders
the heroes.**

**Humanize your
content**



A gravel road with yellow double lines leading into the distance under a cloudy sky. The road is flanked by utility poles on the left and trees and a fence on the right. The sky is filled with large, grey clouds.

Middle of the road communications are reactive. You spend your time trying not to be run over.

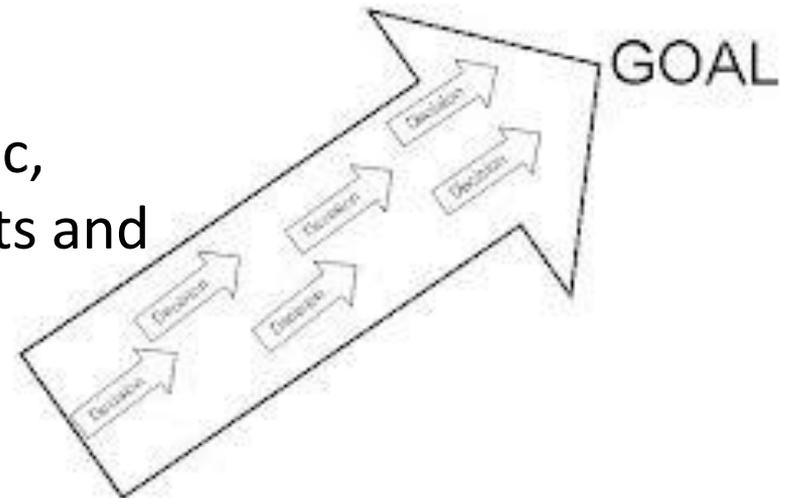
Stakeholder engagements and materiality assessments should be used to help you understand your stakeholders interests, the language they use and the problems they face daily, so you can better engage them.

The Business Case “Story”

- Financial “metrics” are the primary drivers of business and consumer decisions.



- New metrics will align economic, science and context-based limits and ethical, just and fair human decisions.



Materiality

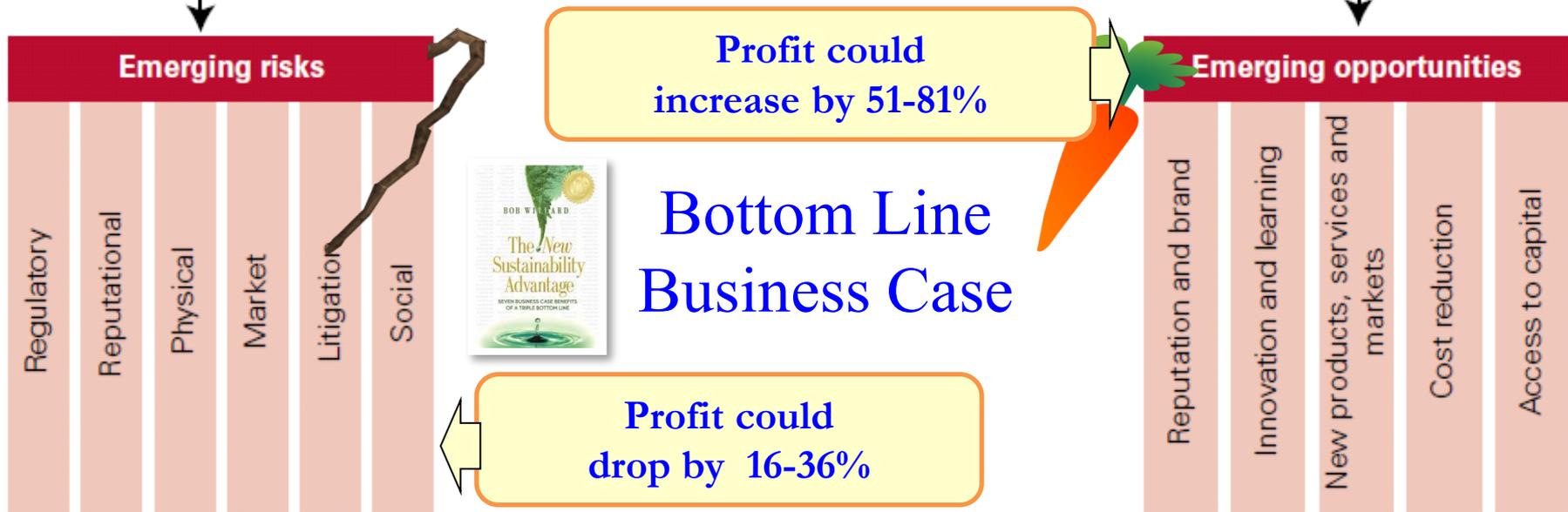
	GRI	SASB	IIRC
Materiality Definition - Defined by	Stakeholder consensus	US Supreme Court	Internal flexibility (via financiers)
Materiality Definition - Focus	Significant impacts	Shareholders' interests	Value creation (short, medium and long term)
Materiality Definition - Perspective	Stakeholders (broadly framed and including ethereal ones such as the environment)	Shareholders (Indirectly - Regulators)	Providers of financial capital (shareholders, other equity and debt providers)
Materiality Definition - Stakeholder approach	Inclusive of all stakeholders (conceptually)	N/A (limited to investor interest)	Responsiveness to key stakeholders
Prescribed Issues	Yes - wide issues list. But materiality process likely to reduce number of issues reported	Yes - narrow, sector-specific list. Also limited to short list of possible issues over all sectors	No
Sustainability Framework	Economic, Social, Environment	Bespoke	Six Capitals
Business Framework	Control (G3) Value Chain (G4)	Value Creation	Value Chain

Global Sustainability Megaforces

Climate Change	Material Resource Scarcity	Wealth	Ecosystem Decline	Food Security
Energy & Fuel	Population Growth	Urbanization	Water Scarcity	Deforestation

Impacts on business

Price increases and volatility	New regulations	Physical and weather changes	Changes in consumer preferences	Resource constraints on production
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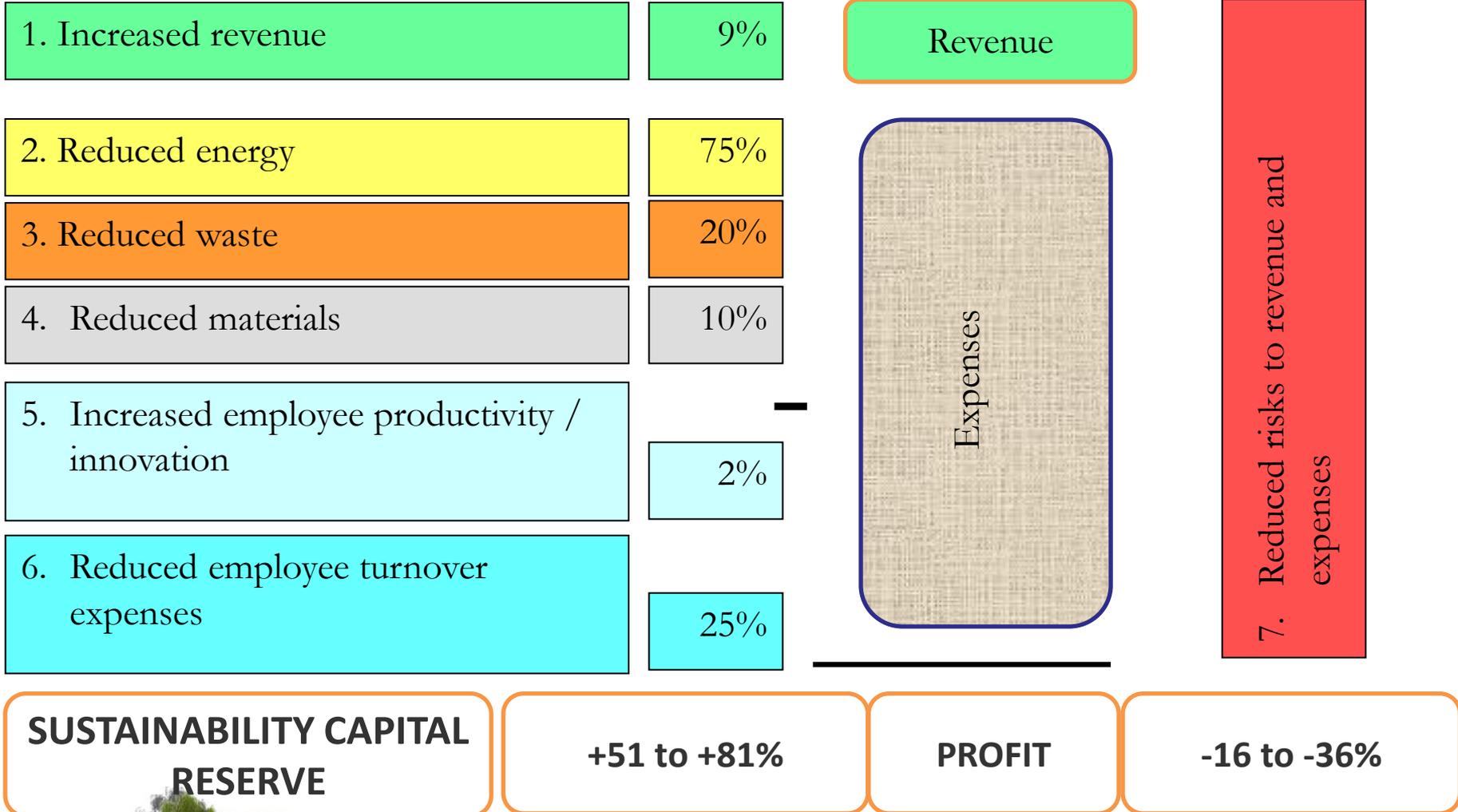


The Business Case “Story”

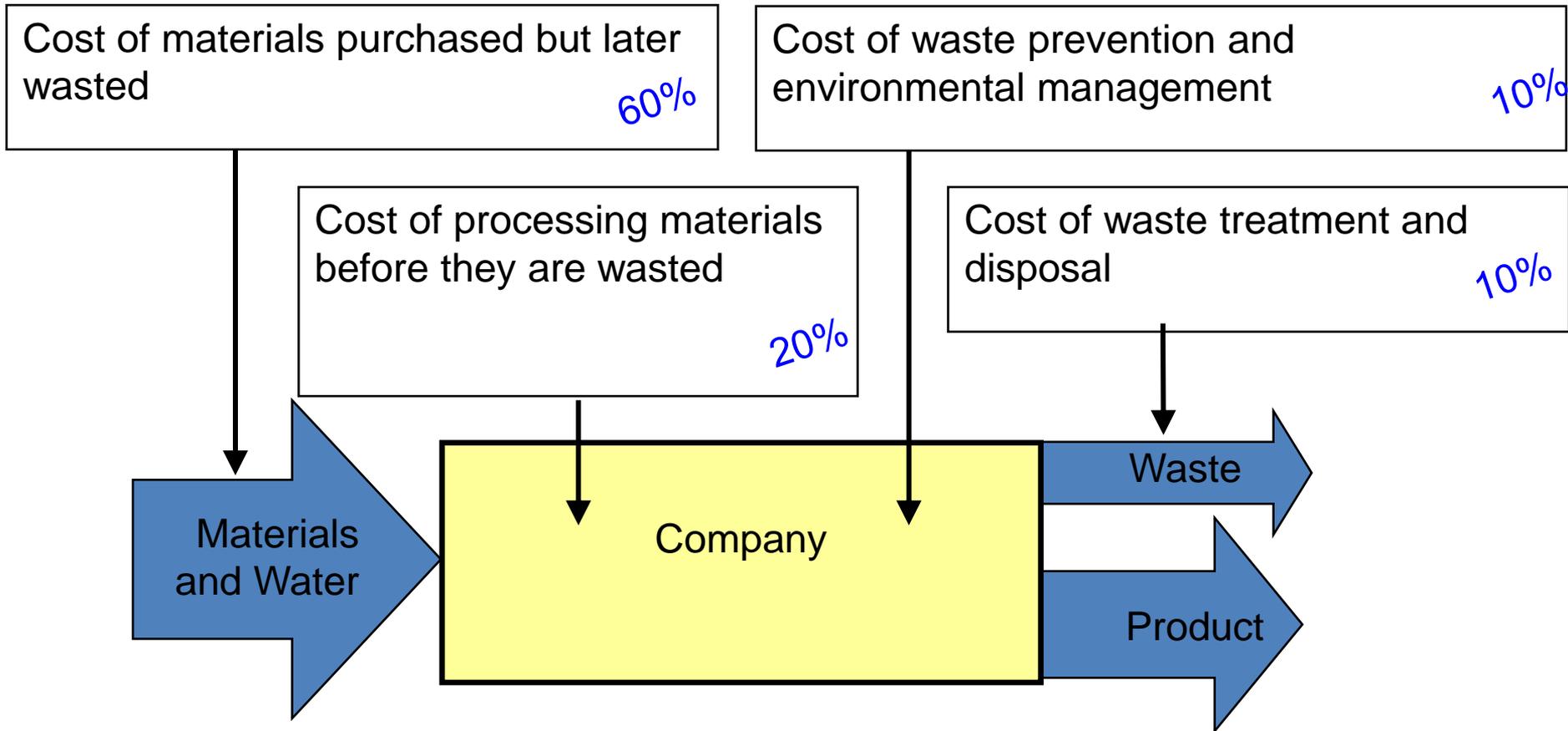
Opportunities

Income Statement

Risks



Present the Full Cost of Waste



Based on *Environmental Management Accounting Procedures and Principles*,
United Nations Division for Sustainable Development, 2001

3. REDUCED WASTE EXPENSES

Zero-waste-to-landfill goals



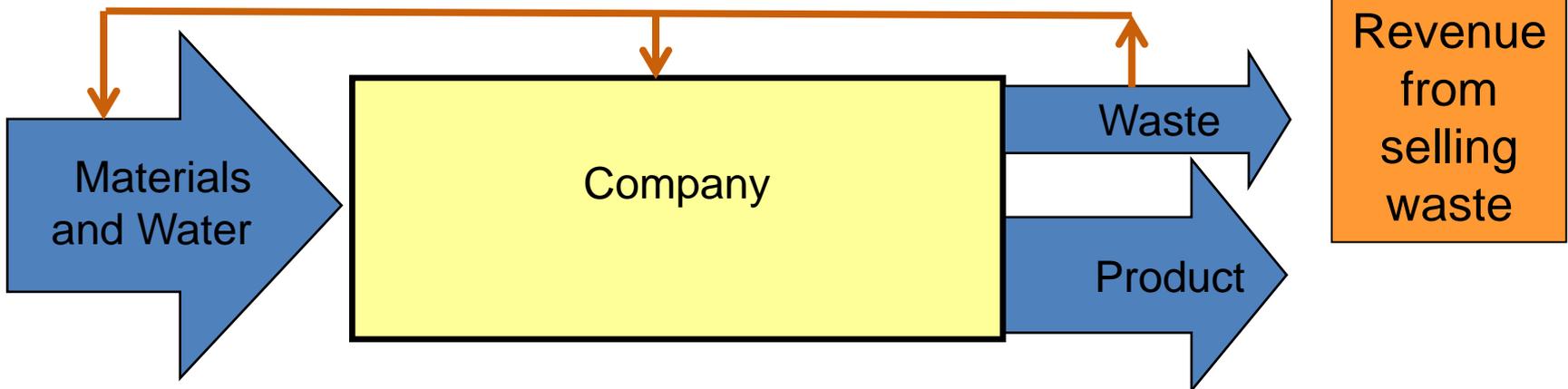
The logos for P&G, Interface FLOR, and DUPONT are displayed in a row within a blue-bordered box.

\$1B/year

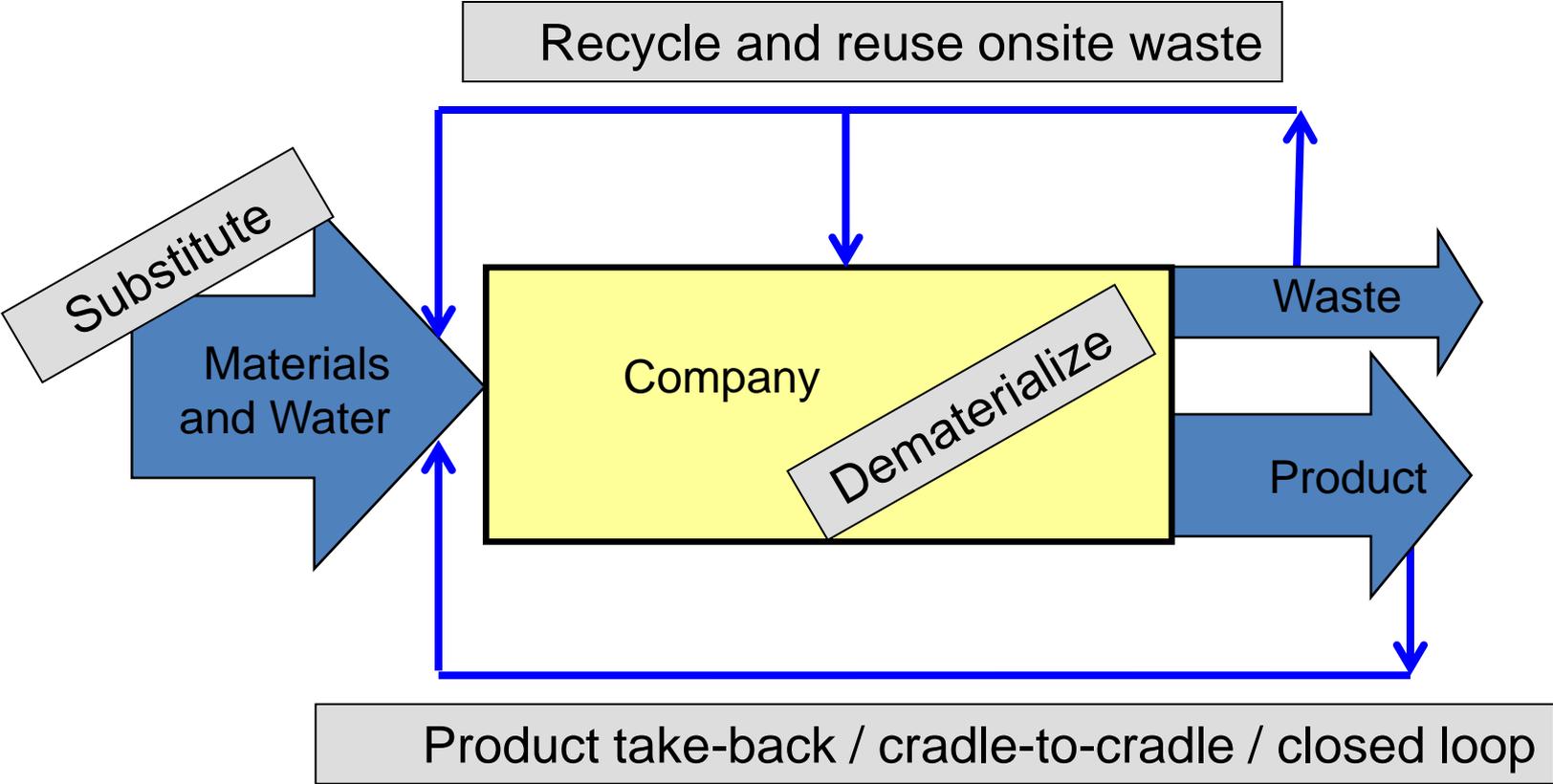


The GM logo is displayed within a blue-bordered box.

Reduced waste expenses from on-site reuse / recycling



4. REDUCED MATERIALS EXPENSES



Example: Rudolph Technologies

Step 1. Enter your company's financial data

Company Data Table

Four Sample Companies

		Large manufacturing / distribution / retail corp. ("M&D Corp.")	Large services corporation	Small manufacturing / distribution / retail company	Small services company ("Sam's Solutions")
Revenue	\$200,238,000	\$500,000,000	\$500,000,000	\$1,000,000	\$1,000,000
Energy expense	\$1,064,000	\$10,000,000	\$10,000,000	\$20,000	\$20,000
Materials and water expense	\$64,856,000	\$150,000,000	\$25,000,000	\$300,000	\$50,000
Total salary / payroll expense	\$76,880,474	\$150,000,000	\$150,000,000	\$300,000	\$300,000
Profit	\$12,038,000	\$35,000,000	\$35,000,000	\$70,000	\$70,000
Average salary, including benefits	\$121,454	\$40,000	\$60,000	\$40,000	\$50,000
Number of employees	633	3,750	2,500	8	6

Note: Be sure that the "Number of employees" x "Average salary" = "Total salary / payroll expense"

Example: Rudolph Technologies

TOTAL BOTTOM-LINE BENEFITS			
Summary of Potential Benefits	Percentage Improvement in 3 to 5 Years	Annual Benefit	Annual Profit Increase
1. Increased revenue	9%	\$18,021,420	\$1,083,420
2. Reduced energy expenses	75%	\$798,000	\$798,000
3. Reduced waste expenses	20%	\$432,373	\$432,373
4. Reduced materials and water expenses	10%	\$3,113,088	\$3,113,088
5. Increased employee productivity	2%	\$1,614,490	\$1,614,490
6. Reduced attrition expenses	25%	\$538,163	\$538,163
7. Avoided risk to profit	-33%		-\$3,968,464
Potential profit improvement	63%		\$7,579,534
Sustainability Capital Reserve, for more projects			\$3,545,461



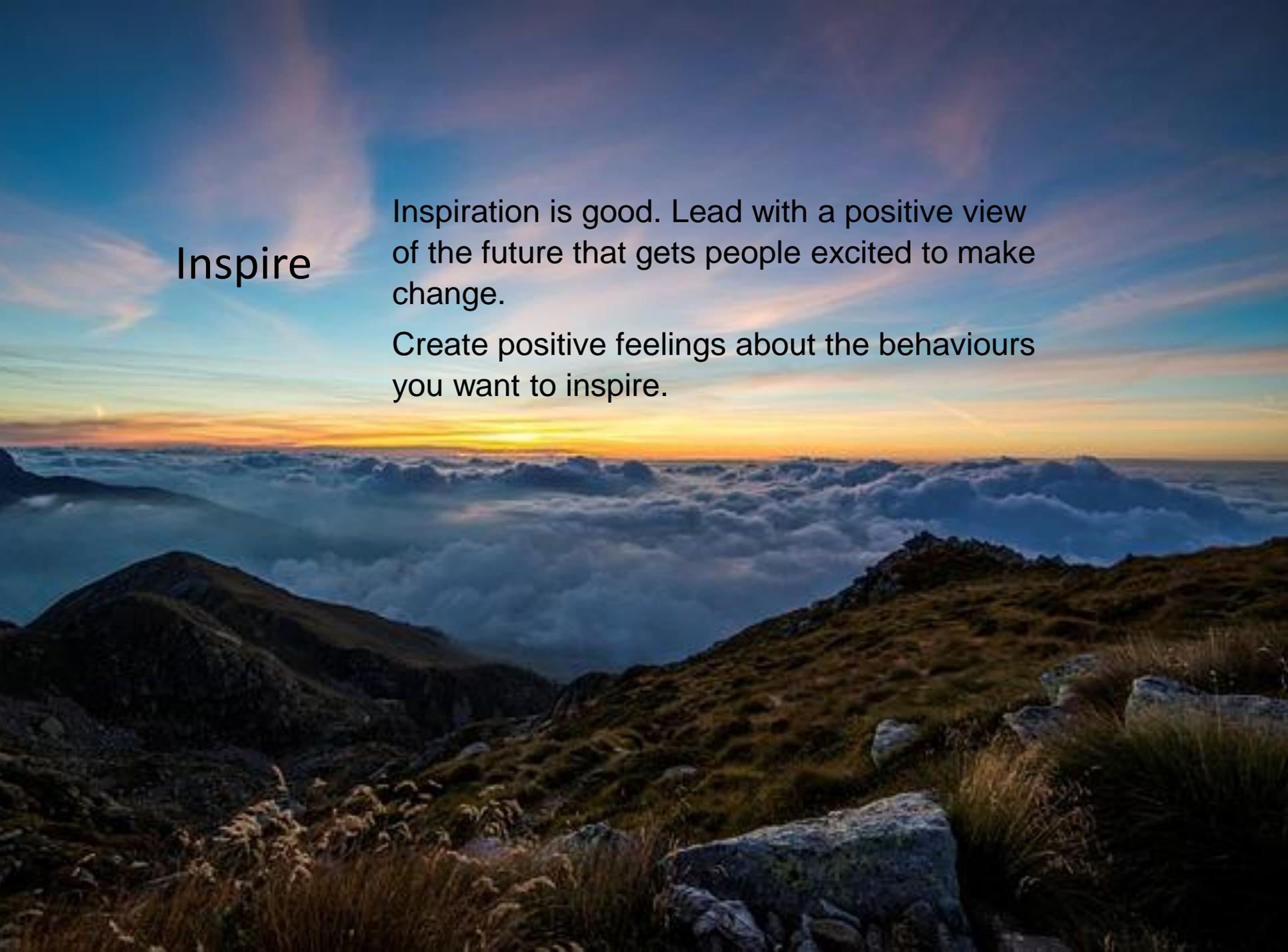
Legend:

7. Risks	1. Revenue	2. Energy	3. Waste	4. Materials	5. Productivity	6. Attrition
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Inspire

Inspiration is good. Lead with a positive view of the future that gets people excited to make change.

Create positive feelings about the behaviours you want to inspire.



Sustainability as Flourishing

“The possibility that human and other forms of life on earth will flourish forever.”



Dr. John Ehrenfeld

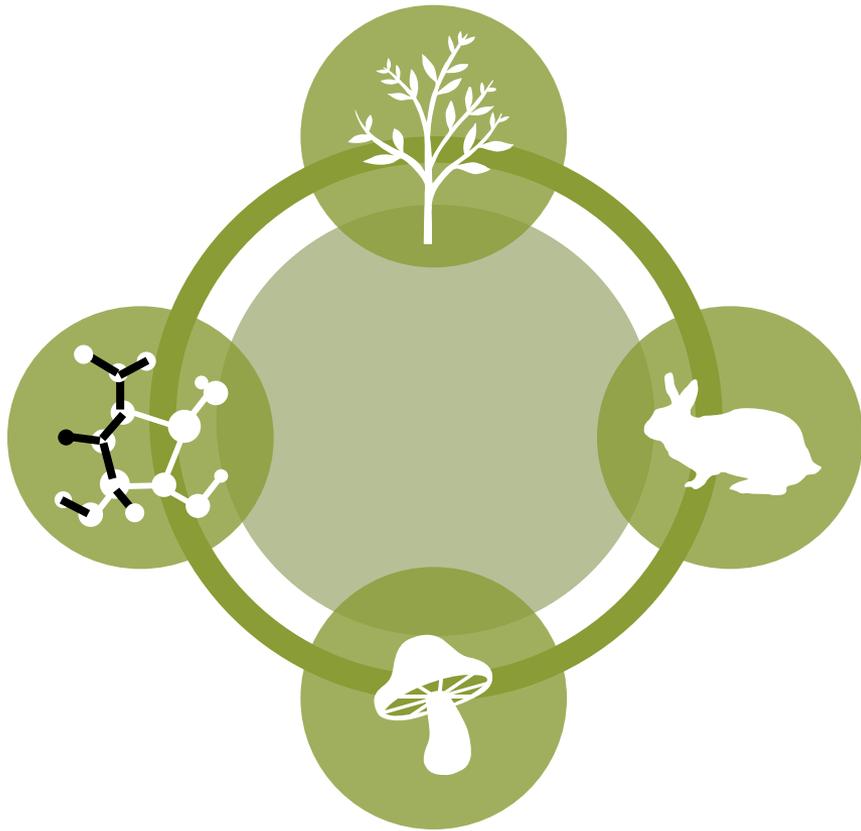
Sustainability as Flourishing



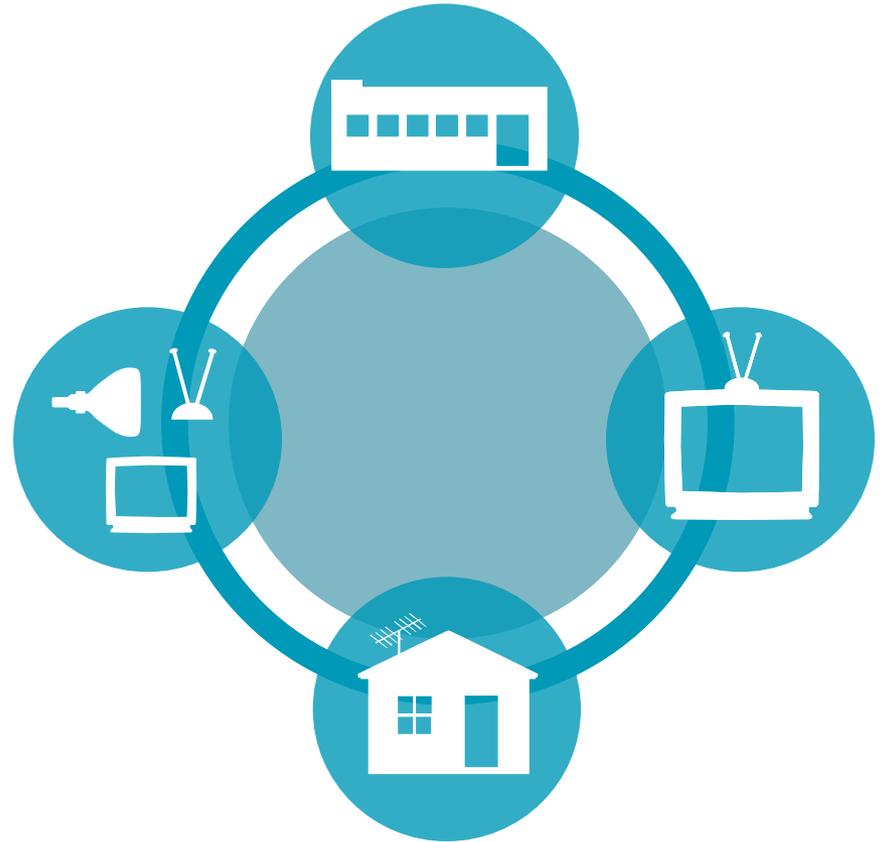
Products
should make a
positive mark on
the world.



This shows
the way.



Biological
Metabolism



Technical
Metabolism

Sustainability as Flourishing



Five Social System Conditions

Trust among people and institutions in a flourishing, resilient, sustainable **Society** must not be degraded by systemic barriers to people's ...

- **Wellness:** physical, mental, and emotional health; safety
- **Influence:** participation in decision making; voice; democracy
- **Competence:** knowledge; learning; growth; ability to adapt
- **Equity:** impartiality; fairness; justice; respect; diversity
- **Meaning:** purpose; caring; making a difference

*Well-being /
Quality of Life /
Genuine Happiness*



Alcatel-Lucent

Our Priorities

COMMITMENT TO ECO-SUSTAINABILITY



Developing eco-sustainable networks

- Innovative products that contribute to environmentally responsible end-to-end networks and enhance network performance
- Holistic lifecycle approach (do more with less, from design to end of life)
- Breakthrough energy efficient solutions: lightRadio™, FP3, Extensible Routing System
- Bell Labs' green research, involving scientists worldwide and collaborations with other companies, research institutes & universities

Enabling low carbon solutions

- Energy with smart grid technologies
- Efficient transportation and logistics
- Dematerialization
- Smart cities

Reducing our carbon footprint

- Carbon emissions tracking & reporting
- Reducing electricity consumption
- Reinforcing tele-working and commuting
- Dematerializing business travel
- Managing resources : protecting biodiversity, paper, water and waste management
- Raising employee awareness

LEVERAGING BELL LABS AND PLAYING A PROACTIVE ROLE GLOBALLY

Transitioning to Green™



Water & Zero Waste

Procter & Gamble Long-Term Vision



Our Long-Term Product End-Points

- Using 100% renewable or recycled materials for all products and packaging
- Having zero consumer waste go to landfills
- Designing products to delight consumers while maximizing the conservation of resources



Our Long-Term Operational End-Points

- Powering our plants with 100% renewable energy
- Emitting no fossil-based CO₂ or toxic emissions
- Delivering effluent water quality that is as good as or better than influent water quality with no contribution to water scarcity
- Having zero manufacturing waste go to landfills



Unilever Vision / Goals



“*Sustainable Living Plan*” Goals by 2020

1. *Improve Health and Well-Being*

- **Improve health and hygiene of 1B people**
- Zero workplace injuries
- 100% of suppliers promote human rights

2. *Enhance Livelihoods*

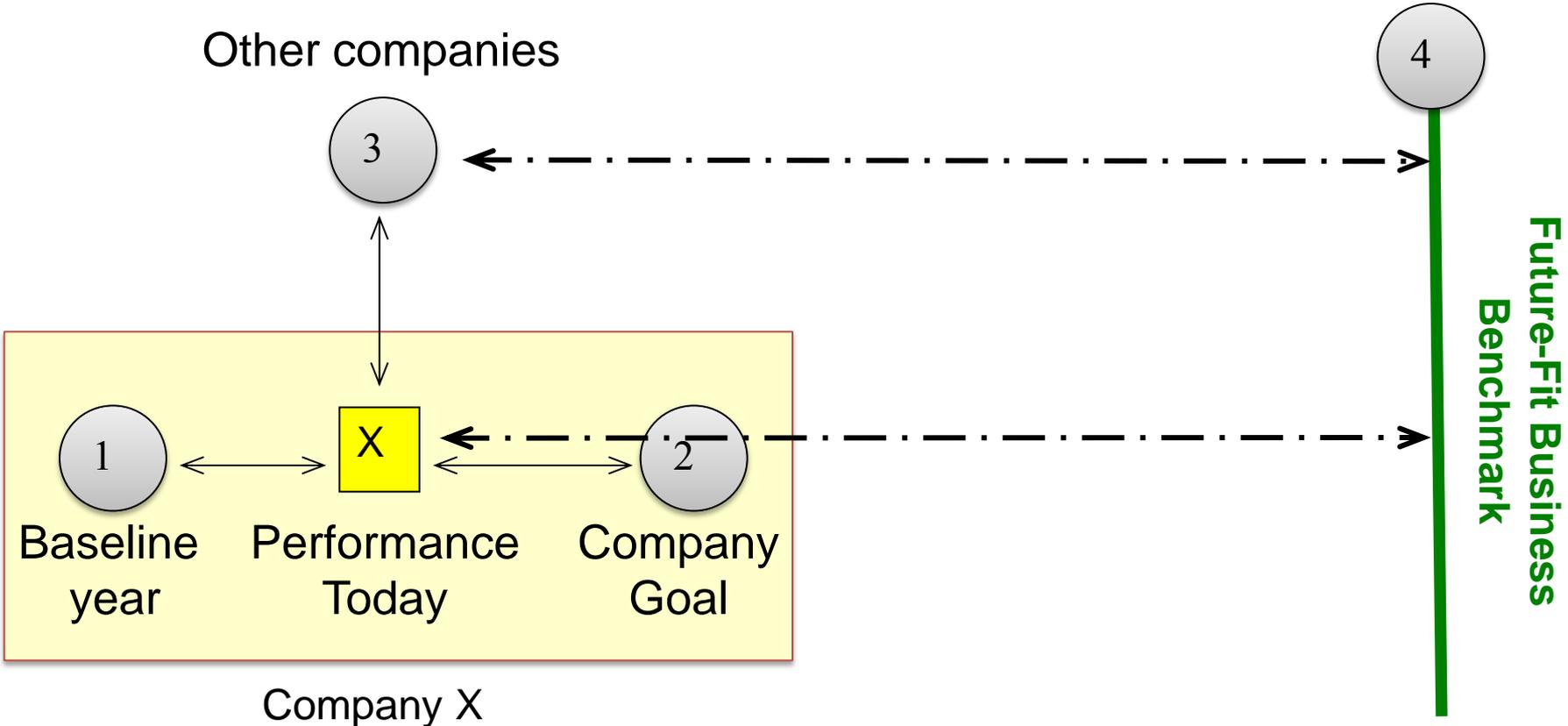
- **Improve quality of livelihoods of 500K small farmers in supply chain**
- Empower 5M women
- Improve incomes of 5M SMEs in distribution network

3. *Reduce Environmental Impact*

- **50% of environmental impact, while 200% revenue increase.**
- Buy 100% of its agricultural raw materials from sustainable sources
- **100% renewable energy at U.S. sites by 2020; partner with NRG Energy**



Future-Fit Business Benchmarks



Thank You for Listening!



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