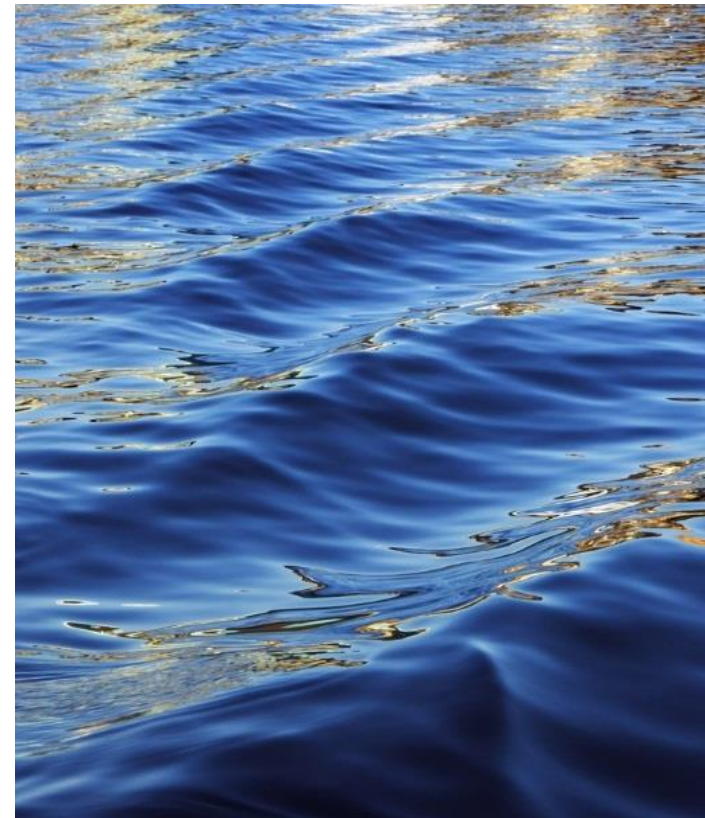


CSR & Environment

The Greening of Corporations

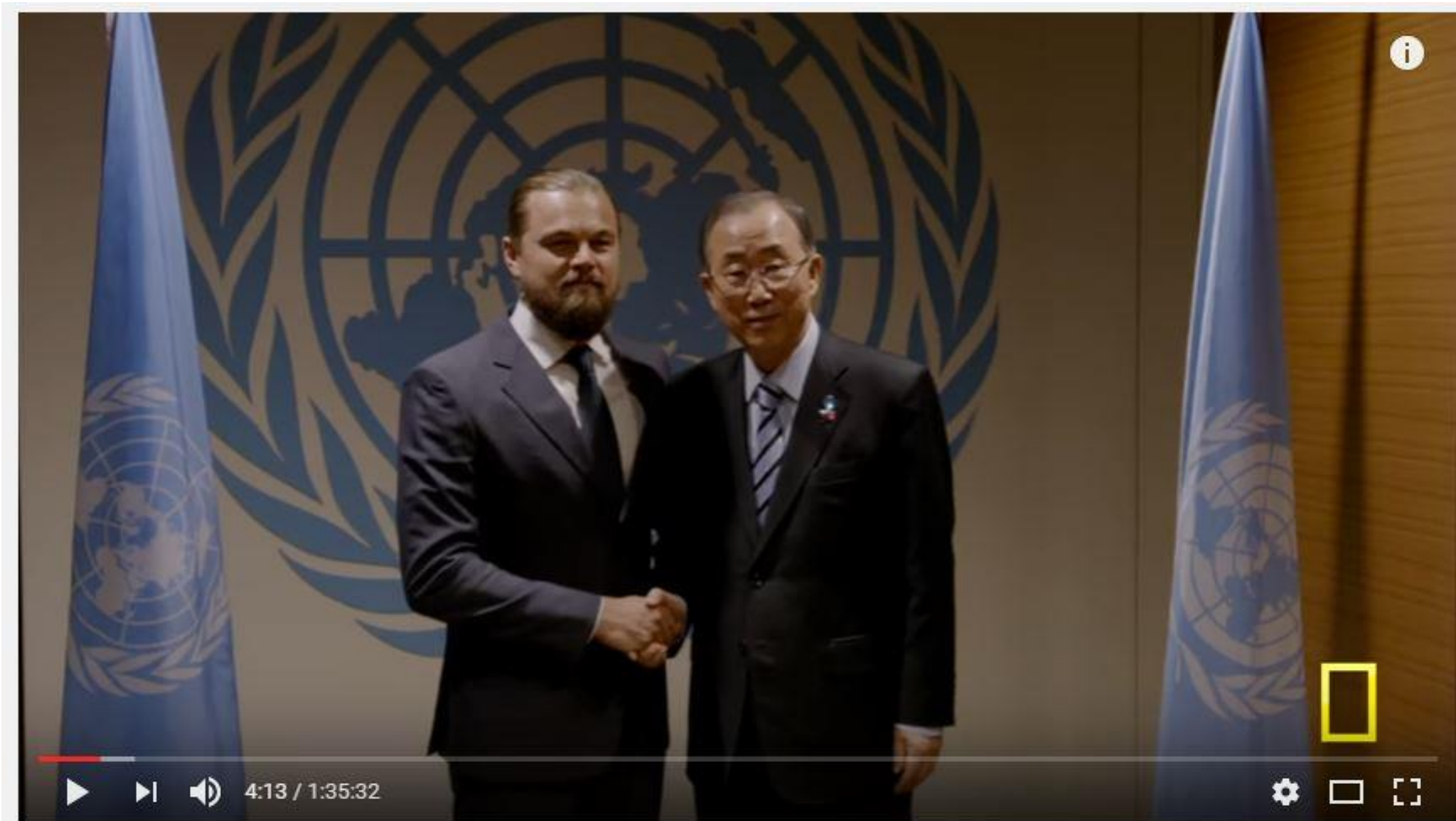
Miriam Slabá





What is happening?

- Increasing impact of global warming
- In 2016, eco-sustainability matters more than ever



Before the Flood - Full Movie | National Geographic

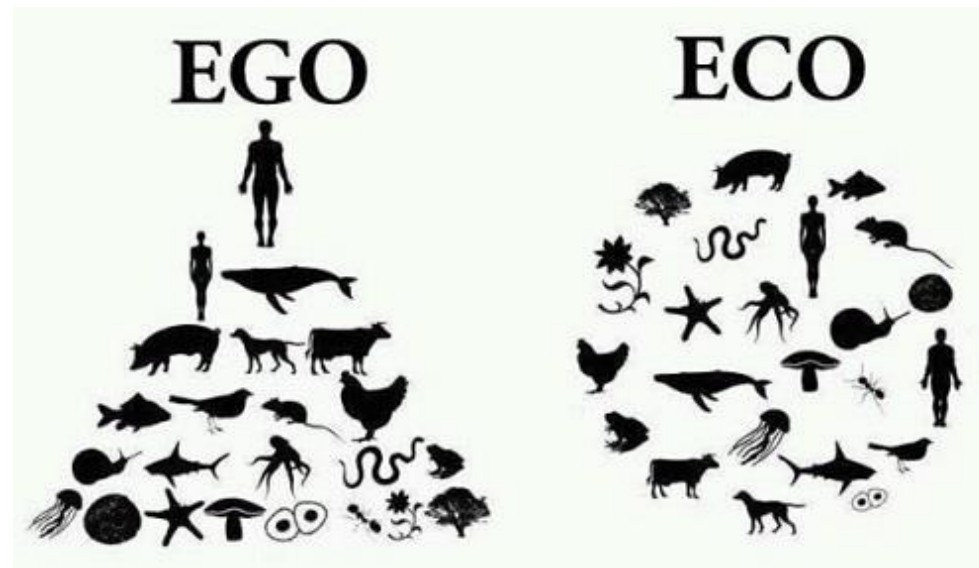
Role of Environmental Management

- 2014 Survey by Grant Thornton
- 2,500 companies
- REASONS:
 - Cost management (67%)
 - customer demand (64%)
 - brand building (59%)
 - staff recruitment (58%)
 - tax relief (42%)
 - 'the right thing to do' (62%)



Corporate eco-work

- 2014 Survey by Grant Thornton
 - 2,500 companies
 - improve energy efficiency: **65 percent**
 - making products and services more sustainable: **39 percent**
 - calculate their carbon footprint: **31 percent**
- + increase in companies reporting on sustainability

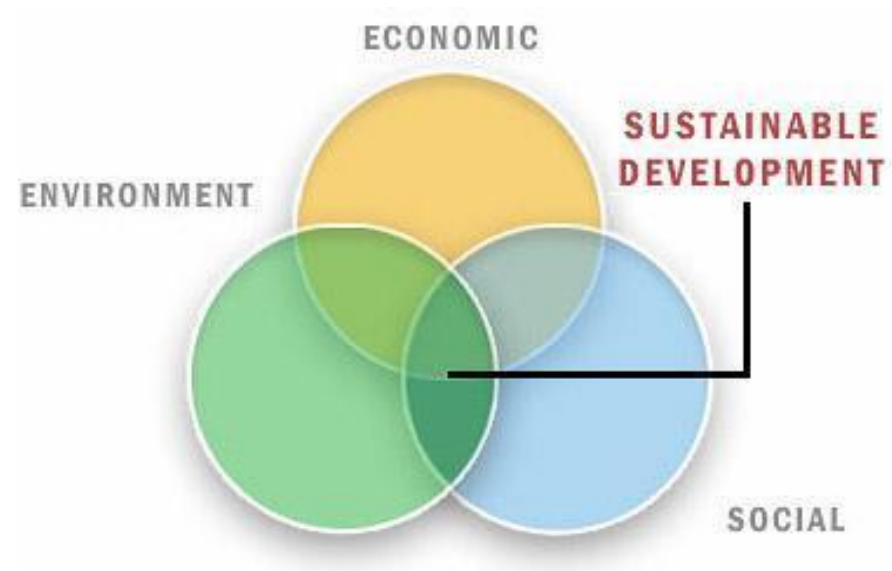


How do companies incorporate sustainability measures?



Objective 1: Being Sustainable

- eliminate inefficiencies
- think long-term
- consider impact to the environment
- evolve and adapt to the changing world
- seek continual improvement



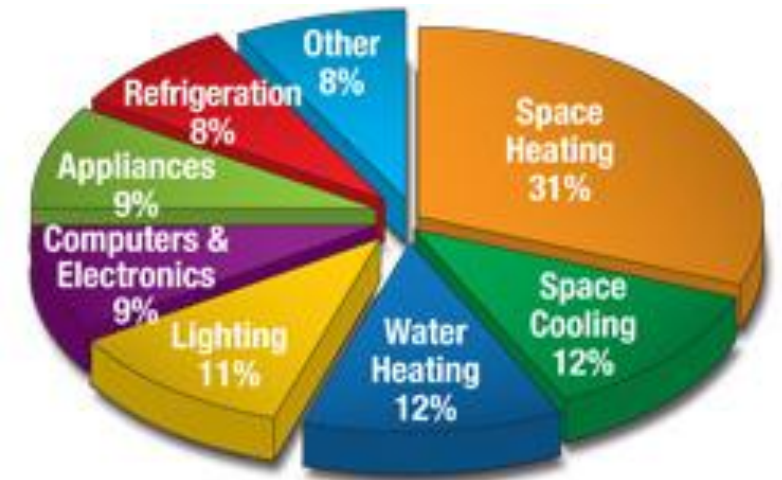
Objective 2: Engaging Employees

- Define a green vision
 - Encourage employee participation
 - Ask what employees think
 - Create a green team
 - Provide incentives
 - Managers of these companies “walk the talk” - they also perform what they claim!
-
- Simple measures like: NO supply of plastic cups, but personal mugs or glasses
Biodegradable dishes



Objective 3: Save Energy, Save Money

- US Environmental Protection Agency
 - office buildings waste up to **one-third** of the energy they consume
 - replacing office bulbs
- Heating and cooling systems
 - keep unused spaces separate
 - reduce the amount of conditioned air that they receive.
 - thermostats turned on less frequently during non-office hours
 - invest in energy-efficient appliances and products
 - use solar energy - long-term solution



Objective 4: Go Digital, Save Paper

- **typical office in USA disposes about 350 pounds (approx. 158 kg) of waste paper per employee, per year!**

- Require employees to keep files in digital form
- Communicate through email
- Distribute documents electronically
- Print on both sides of the paper
- Think before printing
- Recycle paper
- Use paper with a high percentage of post-consumer waste (PCW)



Objective 5: Always Recycle

- Implement a recycling program
- Cut down trash cost and the volume of waste that is sent to landfills.
- Minimize food waste with a composting system.
- Keep a recycling box at each desk to collect used paper.
- Purchase products and supplies that can be reused
- Look for environmentally-friendly disposal options for electronic waste.
- Donate unwanted equipment to reduce office waste and **even get a tax deduction.**



Objective 6: Green Branding

Why?

- save money
- make work more efficient
- enhance corporate brand image
- work with like-minded companies



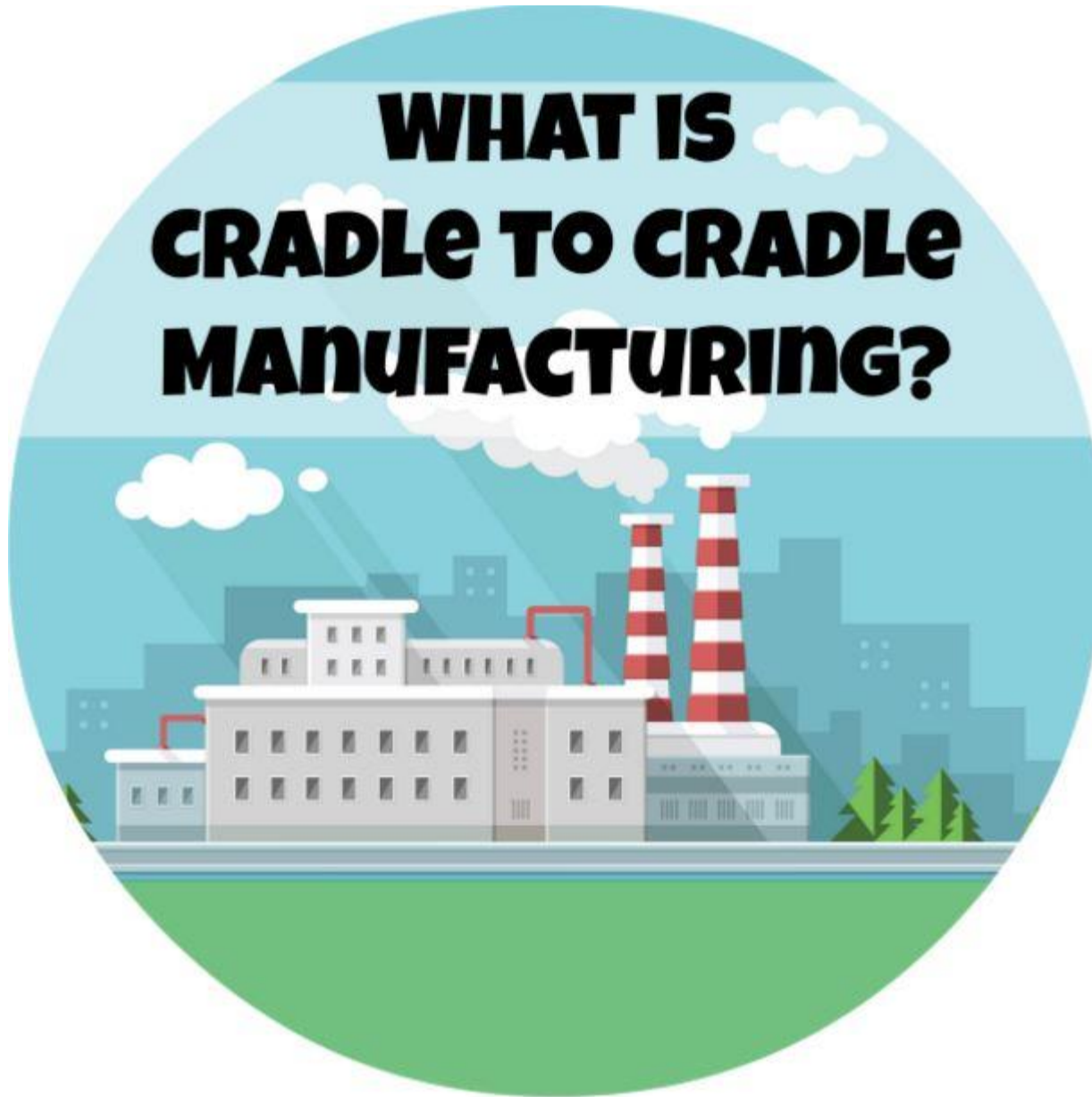
What's Next?



- Set goals
- Go for long-term objectives
- Prioritize the goals that will help achieve the ‘green vision’
- Consider cost and benefits
- Measure progress in sustainability regularly
- Develop strategies to update goals
- Education - ecopreneurist.com - green business tips



WHAT IS CRADLE TO CRADLE MANUFACTURING?



Cradle-to-cradle design



- Term coined in 1992
- **production process where products are developed for closed-loop systems**
 - every output ingredient is safe and beneficial
 - it biodegrades naturally and restores the soil
 - or is fully recycled
- C2C certification ensures that products meet the following principles:

Material Health:	Value materials as nutrients for safe, continuous cycling
Material Reutilization:	Maintain continuous flows of biological and technical nutrients
Renewable Energy:	Power all operations with 100% renewable energy
Water Stewardship:	Regard water as a precious resource
Social Fairness:	Celebrate all people and natural systems

Interested in buying a cradle-to-cradle product?

Try searching on:

www.c2c-centre.com

Environmentally friendly policies - examples



- lengthening the lifespan of products
- eBay Classifieds section
- green supply chain management



- green supply chain management
- powering its facilities with renewable energy sources
- bringing in goats to trim the grass,
- hosting farmer's markets and sustainable-cooking seminars

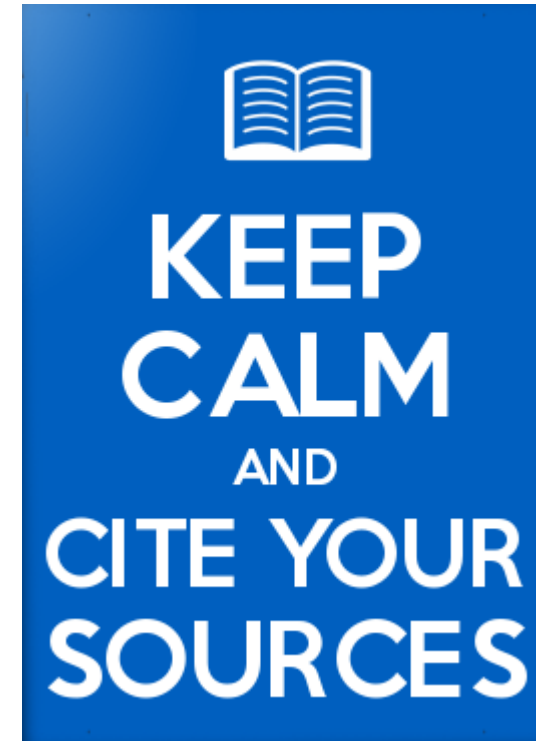



- purchasing Fair Trade Certified™ and certified organic coffee
- setting out to achieve LEED® certification for all new company-owned outlets (resource efficient buildings)
- adjusting the temperature in air-conditioned stores from the standard 22°F to 24°C, purchasing cabinetry made with 90% post-industrial material

REMEMBER: Everybody can make a (green) change!



- <http://www.triplepundit.com/2014/10/goals-objectives-incorporating-green-business-practices/>
- <http://blueandgreentomorrow.com/environment/more-businesses-going-green-to-save-money-survey/>
- <http://www.environmentalleader.com/2015/02/02/in-2015-companies-address-climate-change-through-corporate-sustainability/#ixzz4PS2fCSwU>





Thank you for your
attention.

