

- **The Winning Numbers Behind Sustainability.**
Green Cleaning and sustainability offer a broad landscape of important issues and trends. In this session, I will identify specific opportunities and tools to help meet customer reporting needs and find solutions to internally reduce environmental impact and save money. If you already have a strong Green Cleaning program, sustainability is the next business requirement on the journey.
Tuesday, October 20 at 1 p.m. in Room N103.

The Winning Numbers Behind Sustainability



Presented by:
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Agenda

- What is sustainability?
- Why its important?
- Where to start?
- What numbers to report?
- What to do next?



Your Company

2015 Sustainability Summary

October 20th, 2015

Your Company



Our Reason for Being: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

Facilities Included in Analysis

- Los Angeles
- San Francisco
- Portland
- Seattle
- Las Vegas
- Salt Lake City

Your Company

2015 Sustainability Initiatives

We worked hard toward these 2015 goals.

2015 Example Goals

- Maintain Gold LEED EB Performance Standard
- Track performance in Sustainability Dashboard
- Perform Cost/Benefit analysis for LED retrofit
- Host an Earth Day event for building tenants
- Add composting in the cafeteria
- Increase diversion rate by promoting recycling program
- Report to tenants and managers building performance

When it comes to sustainability, there is no finish line. We work every year to keep improving our buildings operations.

Your Company

Overall Portfolio Performance

Let's compare our performance in 2015 to 2014

Performance Category	Spend per Sq Ft			Units Consumed per Sq Ft		
	2014	2015	% Change	2014	2015	% Change
Energy	\$ 15,346	\$ 14,768	-4%	178 EUI	182 EUI	2%
Electricity	\$ 10,587	\$ 10,023	-5%	13,658 kWh	12,978 kWh	-5%
Natural Gas	\$ 4,759	\$ 4,745	0%	157,921 ccf	157,768 ccf	0%
Water	\$ 3,956	\$ 4,204	6%	26 Kgal	25 Kgal	-4%
Waste	\$ 2,543	\$ 2,353	-7%	145,492 lbs	136,234 lbs	-6%
Recycling	\$ 573	\$ 689	20%	187,654 lbs	188,245 lbs	0%

Your Company

Overall Fleet Performance

Let's compare our performance in 2015 to 2014

Performance Category Transport	Fuel Consumption - Dollars			Fuel Consumption per Sales Dollar		
	2014	2015	% Change	2014	2015	% Change
Trucks	\$ 742,651	\$ 698,274	-6%	2.44%	2.21%	-11.5%
Vans	\$ 177,546	\$ 161,319	-9%	0.59%	0.51%	-13.5%
Forklifts	\$ 31,680	\$ 27,215	-15%	0.10%	0.086%	-14.0%
Cars	\$ 62,114	\$ 63,588	2%	0.20%	0.20	0.0%

Your Company



We Are Saving Money

With our 2015 efforts, we saved \$##,### in operating costs.

Your Company



Our Fuel Performance

In 2015, we reduced our spend on fuel by ##% and our consumption by ##%.

Your Company

**Our new LED
parking lot lamps**

Our Energy Performance

In 2015, we reduced our spend on electricity by ##% and our consumption by ##%.

Your Company



Our E-waste recycling program was a success this year!

Our Waste Performance

In 2015, we reduced our spend on solid waste by ##% and our diversion rate increased from ##% to ##%.

Your Company



We are Making a Difference

These efforts reduced our portfolio's carbon footprint by ##%, which is equivalent to ## metric tons of CO_{2e}.

Your Company



Our Environmental Impacts

To offset ## metric tons of CO_{2e} a year, we would have had to plant ## tree seedlings and let them grow for 10 years.

Your Company

Our Plans for 2016

We pledge to keep improving.

2016 Example Goals

- Join ENERGY STAR Portfolio Manager Program
- Track performance in Sustainability Dashboard
- Perform Cost/Benefit analysis for LED retrofit
- Host an Earth Day event for 8 customers
- Add composting in the cafeteria
- Increase diversion rate by promoting waste program
- Continue incentive program with drivers and expand to sales team



Defining Sustainability

Brundtland Commission

Meeting the needs of current generations without compromising the ability of future generations to meet their own needs.

- UN World Commission on Environment and Development
- Gro Harlem Brundtland, former Prime Minister of Norway
- *Our Common Future (1987)*

Defining Sustainability

Triple Bottom Line



Defining Sustainability

How It Differs From Green

Green focuses on broad environmental impacts, but typically limits social considerations to direct human health impacts.

Green does not consider:

- Wages
- Working Conditions
- Hiring Practices
- Philanthropy



Why Sustainability Is Important In Addition To Being A Moral Imperative

- 75% of S&P 500 now publish reports (19% in 2010)
- Reducing risk in the supply chain
- Reducing waste (and cost)
- Competitive advantage



Where to Start?



What to Report?

Key Performance Indicators (KPIs)



Energy



Waste



Transportation



Water



Products



Human Resources

What to Report?

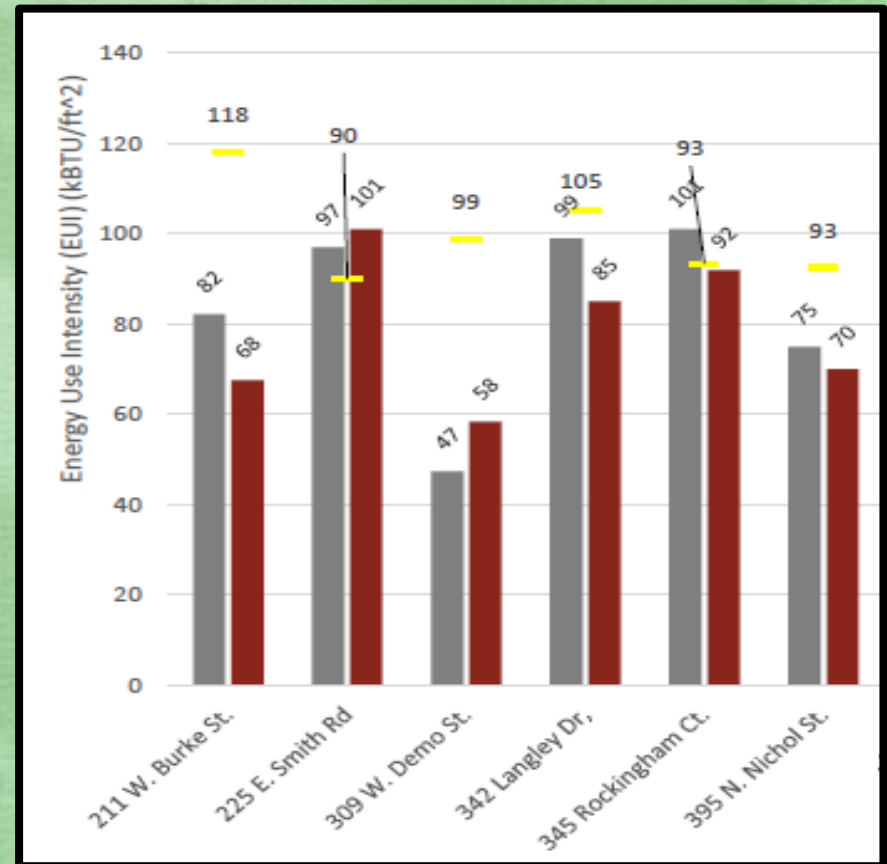
Keep in Mind

- Methodology of Tracking KPIs
 - Transparency of Data
 - Accuracy of Numbers
 - Timeliness of Results
- Quantifying Meaningful Information
 - Involve employees and stakeholders
 - Consider what is meaningful, yet manageable
 - 80/20 rule

What to Report?

Energy

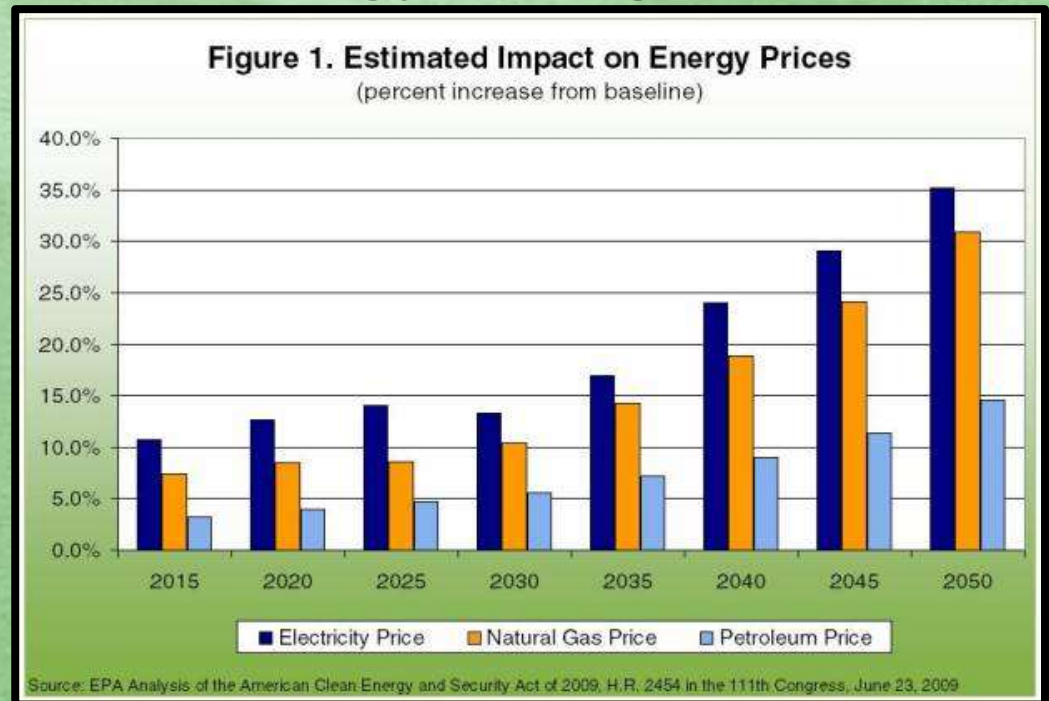
- Cost
- Consumption
 - BTUs
 - Energy Intensity
 - Renewables and/or RECs
- GHGs
 - # of cars, plant trees....
- Improvements
- Future goals



Energy Savings

Most companies can achieve annual energy savings of 2-10 percent through better energy management

And this is why you should care –



Energy

What You Can Do

- Energy benchmarking
- ENERGY STAR
- Things you can do:
 - Eliminate energy waste
 - Find cost-effective investments
 - Engage occupants
 - Purchase energy-saving products
 - Put computers to sleep
 - Get help from an expert
 - Take a comprehensive approach



What to Report?

Water

- Cost
- Consumption
 - Potable
 - Landscaping
 - Non-potable
 - Sewage
- Improvements
- Future goals



Water

What You Can Do

- Native landscaping
- Green roof
- Porous pavers
- Retention ponds



What To Report?

Transportation

- Vehicle types – trucks, vans, cars
- Fuel types
- Cost
 - Maintenance cost
 - Fuel cost
- Consumption
 - Gallons of fuel
 - Miles driven
- Pounds/tons
- Improvements
- Future goals



Transportation

EPA SmartWay Transport Partnership

- Over 3,000 partners
- \$20.6 billion dollars in fuel costs saved
- Saved 144.3 million barrels of oil -- the equivalent of taking over 13 million cars off the road for an entire year.
- 61.7 million metric tons CO₂ reductions
- 1,070,000 tons NOx
- 43,000 tons PM reductions



Transportation

What You Can Do

- Routing and truck loading
- Driver training focused on minimizing idle time and progressive shifting
- Focusing on their equipment:
 - Improved maintenance
 - Improved truck aerodynamics
 - Fuel-efficient tires
 - Increased purchase of alternative fuels (compressed natural gas) and/or hybrid trucks.

What to Report?

Waste

- Cost
- Amounts Disposed
 - Solid waste – open top & compactor
 - Hazardous – used motor oil
 - Universal – fluorescent lamps
 - Reuse – pallets
 - Recycling – paper, corrugated, stretch wrap
- Improvements
- Future goals



Waste

What You Can Do

- Start recycling program
- Conduct a waste audit
- Talk to waste hauler
- Consider “take-back” programs
- Engage your colleagues



What To Report?

What You Buy & Sell

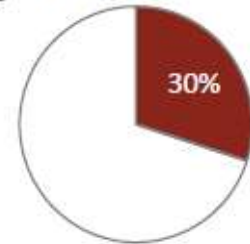
- Total spend for green and non-green products
 - Vehicles
 - Office supplies
 - Electronics
 - Cleaning products
- Percent green
- Improvements
- Future goals

Cleaning % Green Spend

Increase green spend by 5% in Q1 & Q2 2015 compared to Q1 & Q2 2014

Facility	% Change
24095 W 4th St	29%
395 N. Nichol St.	17%
496 Upton Dr	10%
294 E Rid Rd	9%
345 Rockingham Ct.	8%
454 W. Lancaster Rd.	7%

■ Facilities on Track to Meet 2015 Targets in Q1 & Q2



Purchases

What You Can Do

- Eliminate or reduce different models of same item types i.e. buy only one type of pen
- Start with high volume and high dollar items
- Audit products purchased for green alternatives
- Perform supply swaps among departments
- Create an Environmental Preferred Purchasing (EPP) Policy

What to Report?

Social

- Donations
 - In-kind
 - Time
 - Dollars
- Training
 - Safety
 - Career Development
- Health and Safety
 - Injury
 - Lost & Sick Days



Social

What You Can Do

- Learn the details
- Tell what you're doing

Labor Practices and Decent Work	Human Rights	Society	Product Responsibility
Employment	Investment	Local Communities	Customer Health and Safety
Labor/Management Relations	Non-discrimination	Anti-corruption	Product and Service Labeling
Occupational Health and Safety	Freedom of Association and Collective Bargaining	Public Policy	Marketing Communications
Training and Education	Child Labor	Anti-competitive Behavior	Customer Privacy
Diversity and Equal Opportunity	Forced or Compulsory Labor	Compliance	Compliance
Equal Remuneration for Women and Men	Security Practices	Supplier Assessment for Impacts on Society	
Supplier Assessment for Labor Practices	Indigenous Rights	Grievance Mechanisms for Impacts on Society	
Labor Practices Grievance Mechanisms	Assessment		
	Supplier Human Rights Assessment		
	Human Rights Grievance Mechanisms		

What to Report?

Normalization Factors

- Square footage of facility
- # of employees in building
- # of computers
- Sales dollars
- # of customers



What to do Next?

Programs & Resources Available to You

- Energy Star Portfolio Manager
- SmartWay Transport Program
- LEED
- Global Real Estate Benchmarking Survey
- Sustainability Accounting Board
- Carbon Disclosure Project
- ULE, NSF, ISO, ASTM...
- BOMA, IFMA, Real Estate Roundtable...



The Winning Numbers Behind Sustainability



Thank You

**Stephen Ashkin
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