

# Making the Business Case for Sustainability

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# What Got Our Attention

- Our company was engaged in reviewing purchases of supplies and materials to reduce expenses.
- Analyzing subcontracts and services procured to improve efficiency and reduce costs.
- Evaluating company operations to change systems and improve productivity.
- Reviewing employee performance & work flow to improve accuracy and productivity.
- Interviews and debriefing clients or employees to obtain feedback on satisfaction.
- WHAT DID WE FIND?



# The Bridge to Implementation

- APTA leaders introduced a commitment to Sustainability as an organization effort.
- APTA forums presented Sustainability as a broader and integrated approach to business.
- Company goals to reduce cost, improve efficiency and productivity can be part of Sustainability Program.
- Employees are interested in quality of life, flexible hours, working from home, and use of technology.
- Clients and employees have environmental and community improvement objectives and goals.
- All these objectives are not mutually exclusive and can together be a Bridge to a Sustainability Plan.
- HOW TO GET STARTED



# Sustainability Plan Development

## 1. Sustainability Vision

Create a vision that captures your intent regarding sustainability.

## 2. Company Activities and Impacts

Identify the activities you will target and measure your impacts.

## 3. Long-Term Sustainability Goals

Define your long-term sustainability goals.

## 4. Interim Sustainability Targets

Identify your short-term sustainability targets.

## 5. Planned Actions, Timeline, Responsibilities and Metrics

Establish your plan of action and measure results.



# Sustainability Vision

Paragon employees believe that to be accepted as a sustainable business, we must evaluate our company and ourselves based on:

- What contributions we make toward the economic vitality of the community?
- What social equity activities are we engaged in and committed to support?
- Do we operate, design & construct to achieve a healthy natural environment?

These objectives are not mutually exclusive, but linked to our long term success. Therefore;

1. We commit to utilize sustainable business practices that exceed present needs and will not compromise the welfare of our community nor future generations.
2. We vow to develop strategies that develop a sustainable business while enhancing the benefits provided to our employees and clients.



# Company Activities and Impacts

Activities	Impacts ( <i>Negative &amp; Positive</i> )	Significance*		
		(S)	(C)	Total
* Scale of Environmental Impact (S) x Level of Control (C)=Total Significance				
<b>Scale of Environmental Impact</b> 1=Little to no impact 3=Moderate impact 5=High or Long-Term impact	<b>Level of Control</b> 1 = Little to no control over this activity or impact(s) 3=Moderate control over this activity or impact(s) 5=High control over this activity or impact(s)			
<b>Purchasing</b>		3	3	9
Office Supplies Professional Services Electronics	<i>Consumption of fossil fuels; climate change Diminish air quality;            Use of non-renewable resources;            Support Environmentally Preferable product markets;</i>			



# Company Activities and Impacts

<b>Energy Use</b>		4	4	16
Electrical Use Natural Gas Use Gasoline Use Green Power Use	<i>Consumption of fossil fuels; climate change Diminished air quality; Diminished public health; Expansion of new renewable electricity sources in TX</i>			
<b>Travel (Vehicle and Air)</b>		3	4	12
Daily Meetings Live Meetings Conferences/Workshops	<i>Diminished air quality; Climate Change; Supporting mass transit and sustainable transport systems</i>			
<b>Water Use</b>		2	2	4
Restroom & Breakroom	<i>Consumption of aquifer reserves (summer); Contribution to combined sewer overflow;</i>			





# Long-Term Sustainability Goals

## **Sustainability:**

All employees to receive training in sustainability principles.

## **Climate Changes:**

Eliminate greenhouse gas emissions produced as a result of operations, travel and use of products or services.

## **Resources:**

Eliminate use of virgin materials through conservation efforts and by using recycled materials.

## **Toxics:**

Replace toxic substance, materials and products of concern with viable non-toxic alternatives.



# Long-Term Sustainability Goals

## **Green Building:**

Construction projects will aspire to meet LEED Platinum certification. Tenant improvements will aspire to be LEED Platinum certified for Commercial Interiors (CI).

## **Waste Reduction and Recycling:**

Achieve one hundred percent recycling rate for recyclable materials.



# Interim Sustainability Targets

Area	2010 Base Year Performance	2012 Targets	2015 Targets
<b>Purchasing</b>	xx% of all office supply purchases contain recycled content.	XX?	XX?
<b>Energy Use</b>	Reduce energy consumption xx%.	XX?	XX
<b>Travel</b>	Reduce staff's single-occupancy vehicle miles traveled by xx%. Reduce staff's number of traveling meetings by xx%.	XX? XX?	XX? XX?
<b>Water Use</b>	Reduce water consumption by xx%.	XX?	XX?
<b>Waste Generation</b>	Reduce waste generation by xx% below xxxx levels.	XX?	XX?
<b>Recycling</b>	Achieve an xx% office recycling rate.	XX?	XX?



# Interim Sustainability Targets

Area	2010 Base Year Performance	2012 Targets	2015 Targets
<b>Resource Consumption</b>	Reduce copy/printer paper consumption by xx% by the use of tracking system implementations and use.	XX?	XX?
	Recycled content and/or process chlorine free paper.	XX?	XX?
	xx% of paper used meets the EPA procurement and recovered materials guidelines.	XX?	XX?
	xx% of print jobs use 100% post-consumer.	XX?	XX?



# Planned Actions, Timeline, Responsibilities and Metrics

Target Area	Planned Actions	Intended Purpose	Measures of Success	Responsible Party(s)	Timeline
Energy Use	Replace low efficiency light bulbs with energy saving CFL's or T-5 florescent lights	Reduce energy use at the office and its associated negative environmental impacts.	Reduction in energy use, in kWh per year.	Admin. Director	June 2012
Paper Use	Establish individual and/or program specific copier/printer use data tracking system.	Improve capacity to track paper consumption at a meaningful level.	Reduction in paper consumption, in number of sheets of paper per year.	Admin. Director	June 2012
	Ensure all print jobs are done on 100% post-consumer recycled content or tree-free paper, if available.	Reduce use of virgin fiber, and associated release of toxins; Strengthen recycled paper and tree-free paper markets.	Percentage of 100% recycled or tree-free paper compared to total paper use.	Admin. Director	June 2012



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# Benefits and Requirements

- Enhances employee focus on cost, efficiency, accuracy and productivity.
- It engages employees in developing improvements to processes in order to achieve their goals and enhance their quality of life.
- It expands the reach of impacts the company can achieve via the implementation of a Sustainability Plan.
- Requires employee training to understand the integration of former company goals that align with and are part of the Sustainability Plan.
- Requires new management and accounting functions to recognize the benefits and prepare for future demands or opportunities from customers.



# Questions and Comments

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