

Climate Wise Program

Employees Can Help You!

Wednesday, November 5, 2008 2:30 – 3:30 PM

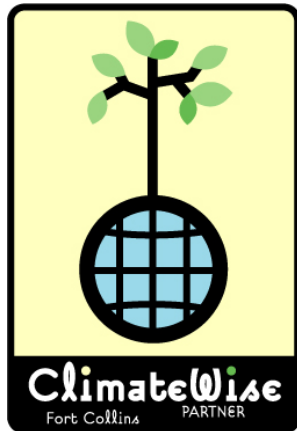
Josie Plaut, Director of Projects, CSU

Barb Groves, Retired PSD teacher

Dianne Ewing, Facility Representative, Avago Technologies

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Anheuser-Busch*



Climate Wise, Business Smart.

Shifting Mindset, Changing Systems & Champions of Sustainability



November 5, 2008

Josie Plaut

Institute *for the* Built Environment

Colorado
State
University

Types of Change

- Incremental

vs.

- Transformational





Seven Sustainability Blunders

- Old Fashioned Management
- “Siloed” Approach
- No clear vision of sustainability
- Focus on symptoms rather than sources
- Lack of information & communication
- Inadequate learning environment
- Failure to institutionalize sustainability

(adapted from Doppelt 2003)



Seven Leverage Points for Change

- Shift Mindset
- Create & Rearrange Teams
- Alter Goals of System
- Restructure and Reallocate – strategies & tactics
- Communication
- Rewarding Innovation
- Incentives, Reviews and Performance

Adapted from Doppelt (2003) and Meadows (1999)



Shift Mindset

- Develop a compelling case that points out the flaws of old thinking while also describing new one that is better for everyone
- Be persistent



Rearrange Teams

- Rearrange internal teams
- Engage new people with different perspectives and skills



Alter Goals

- Do you have a clear vision of sustainability goals?
- Are priorities aligned to support goals?



MANAGER SET LIST

1. berate anyone who's slightly late
2. unnecessary meeting
3. promote the unqualified
4. duck out at 3pm to play golf

NO ENCORE

Allocation of Resources

- How are resources (time and money) distributed to support sustainability goals?



Communication

- How often/well do you express the benefits and reasons for becoming sustainable (both internally and externally)?



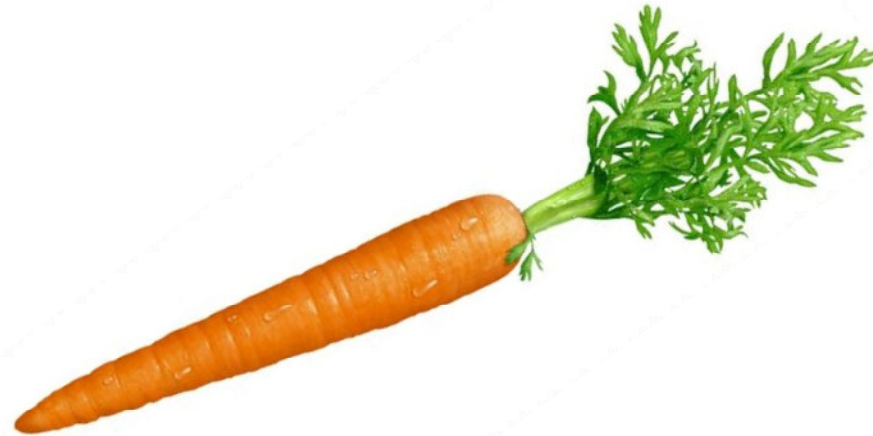
Rewarding Innovation

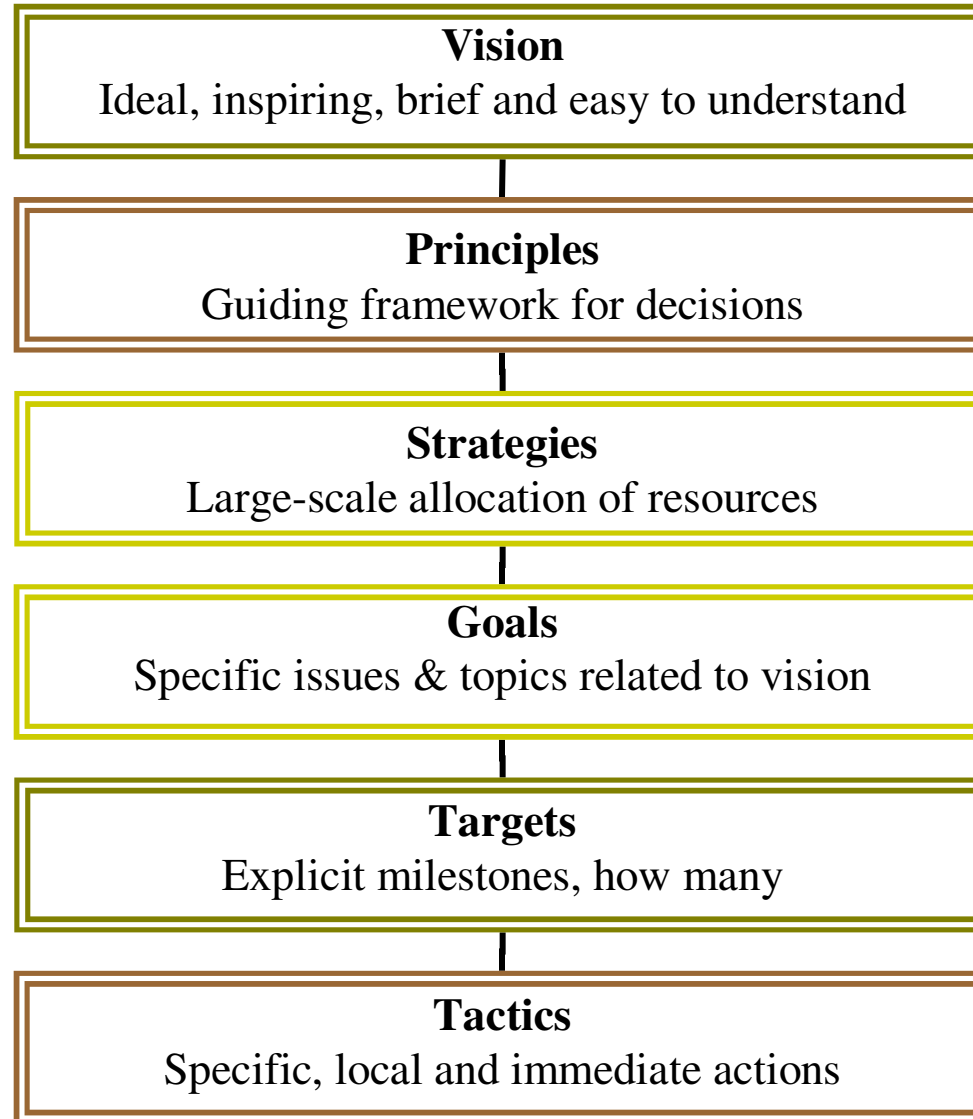
- Are you encouraging and rewarding innovation and learning?
- What are messages do people get for trying new things?



Incentives, Reviews & Performance

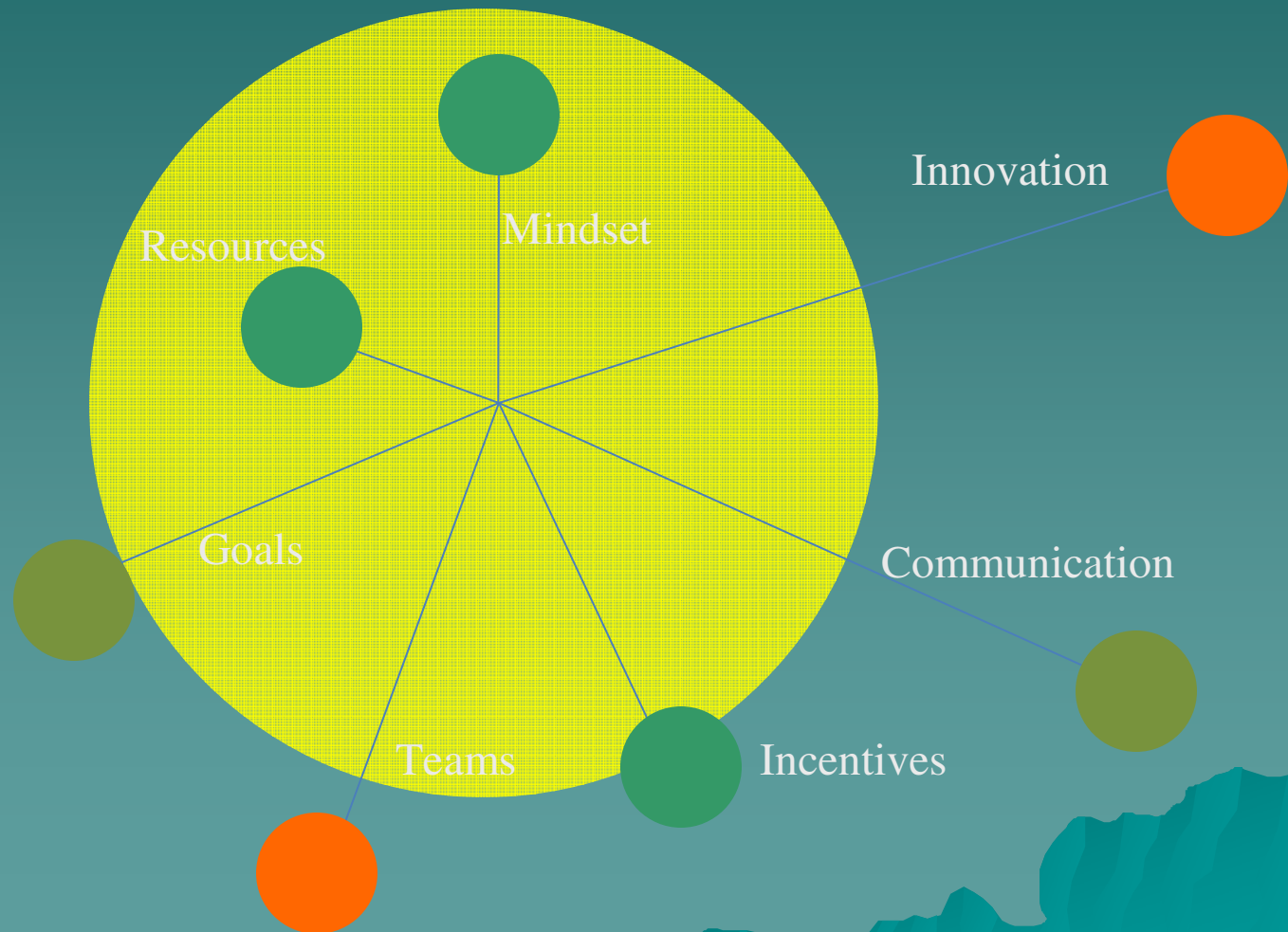
- Do incentives, employee reviews and other performance criteria support sustainability goals?





Implementation Plan: specific sequence of steps, time-frames, accountability, evaluation to achieve all of the above

Limitations to Implementation

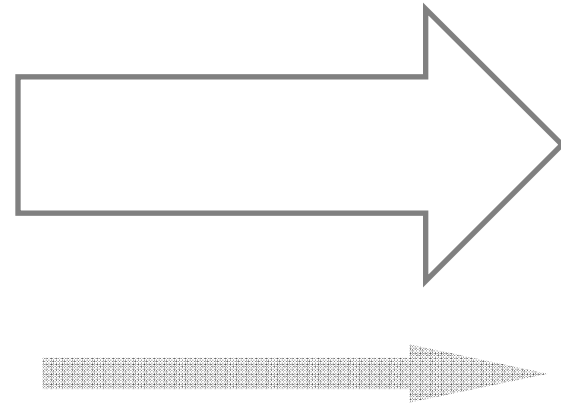
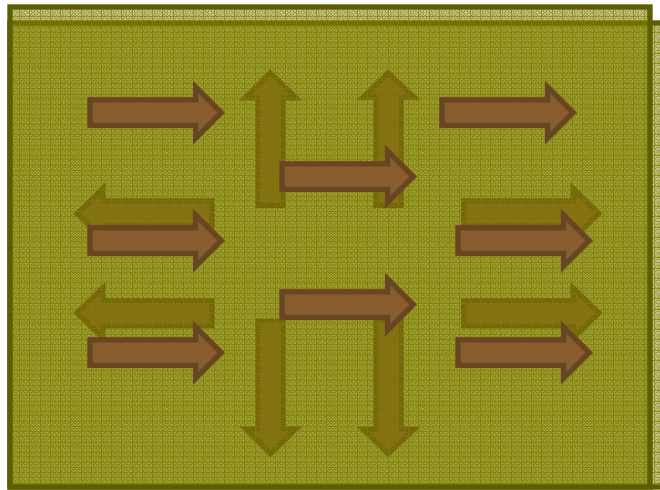




Tips for Success

- Sustainability is not an add-on, it is part of everything you do as a company
- Articulating vision, goals, and metrics is important
- Look for early actionable wins (low-hanging fruit)
- Do not become complacent with early successes

It's Everyone's Job



It's a Journey... Not a Destination



So Enjoy the Ride!





Thank You!

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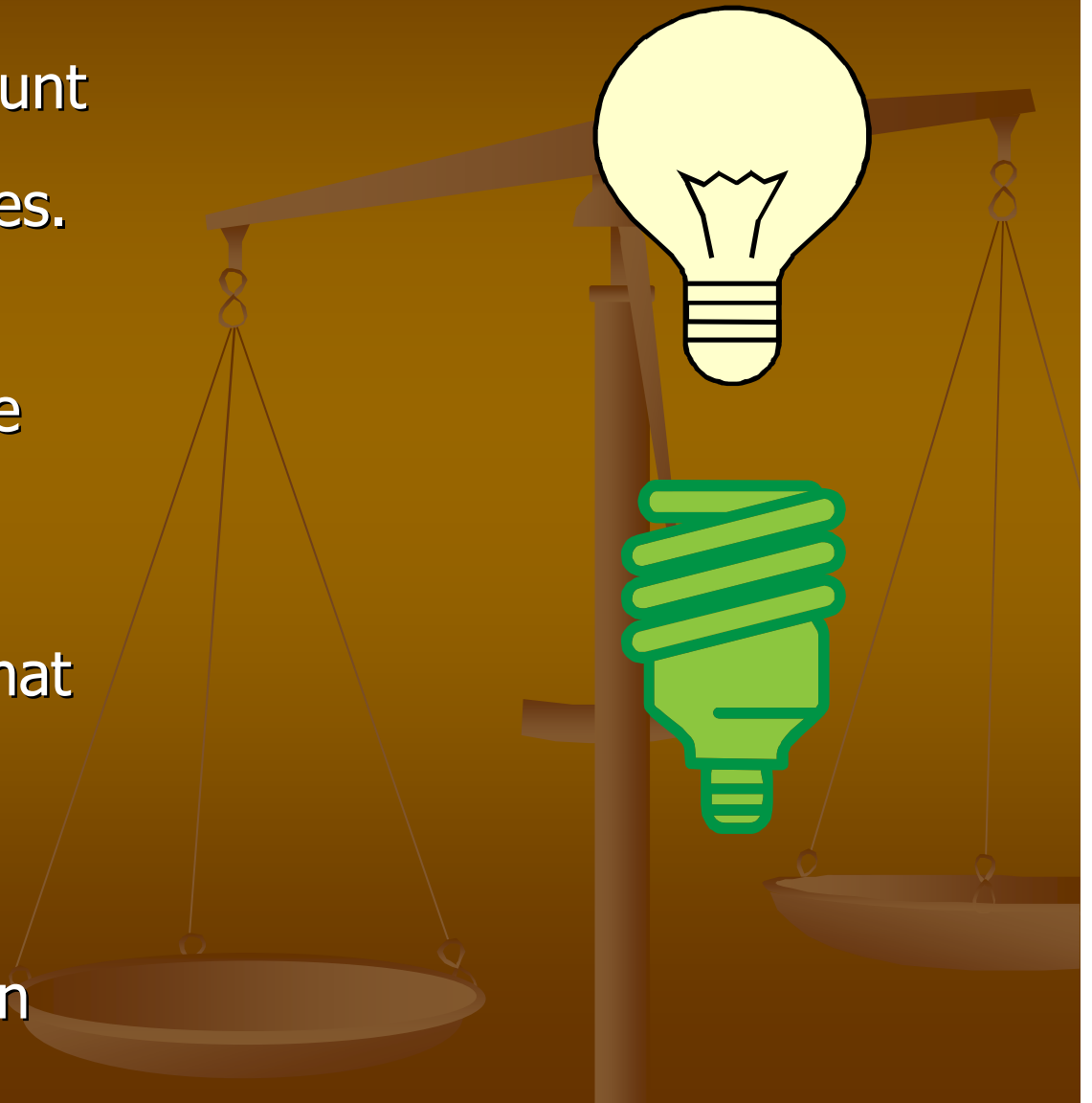
www.ibe.colostate.edu

Energy Education

Simple tasks that can save a lot
Incandescent vs. CFL's

Savings

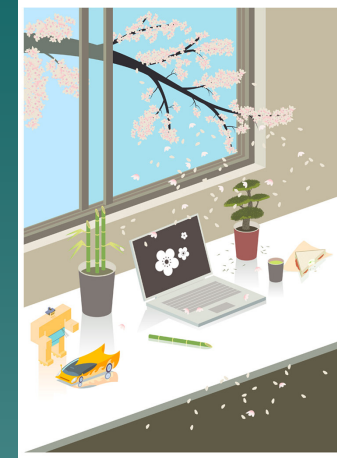
- CFL's use $\frac{1}{4}$ the amount of energy that an incandescent bulb uses.
- Turning lights out anytime you leave the room / restrooms included.
- Using only the light that you need to do your work.
- Appliances should be turned off when not in use



Natural Light Natural Light

- ◆ Open shades / blinds to let natural light brighten the room.
- ◆ Office desk placement by natural light if possible
- ◆ Remove lights not needed

People based solutions to
achieve the best results

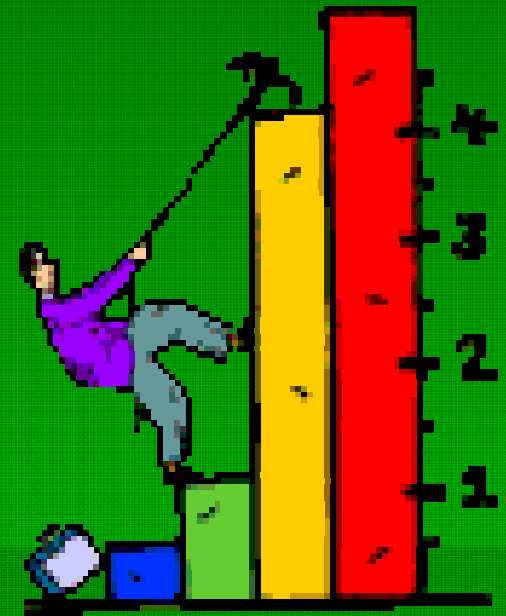


BIG shutdowns

- Weekends and Holidays
- People responsible for checking before leaving
 - **coffee, copy machines and computers**
 - **pop machines, microwaves, (anything with clock)**
- Any machine that heats or cools uses a lot more energy

Set Goals

- Look at your current usage
- Set goals to lower the amount
- Construct a graph to show savings - visible for all employees
- “Energy Committee” – random checks and kind reminders (leave a “congratulations” or a “you are getting there” check off sheet.
- Raise awareness – post signs by light switches



Motivators

- ❖ **Rebates with newer appliances**
- ❖ **Savings = rewards of some sort**
 - ❖ **office party, buy more CFL's for home use, Rocky's game, lunch...something meaningful for employees.**
- ❖ **Reminders sent to employees from "the Energy Committee" about usage and turning off equipment**



Everyone Wins



Financially

Environmentally



Teamwork, success, rewards



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or bgroves@fcgov.com

Avago Employee Challenge



66% Reduction of Cans and Bottles in Trash

Avago saw a 66% reduction of cans and bottles in the trash. At that rate we would divert enough additional waste from the landfill in 8 months to fill an 8' x 8' x 5' cubicle to the top!





The Secret to Success

Find what motivates your employees

Run challenge period long enough to change habits

Management support is key to the success of any challenge

Questions?

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NEENAN
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Dude, where's my trash can?



NEENAN
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Living Roof Installation



NEENAN
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Living Roof Installation



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Bike to work day challenge

BEST
IN BUSINESS 2006

► CORPORATE CITIZEN OF THE YEAR



The following Neenan Co. employees participated in drives for United Way and for American Cancer Society. Front row: Michael Romero, Michele Fenwick, Michelle Fraser. Middle row: Jim Kanter, Heather Ludwig, Pam Hollis, John Drigot. Back row: Robert Lucero, Bill Pigg, Ann Marie Jackson
Photo by Peter Heacox

**Neenan promotes company
and personal altruism**

WINNER

The Neenan Co.
Leader: David Neenan, CEO

NEENAN
archi**struction**®

Civic Support



Climate Wise & Employee Engagement



Anheuser-Busch, Inc.

ONE OF THE ANHEUSER-BUSCH COMPANIES



What does employee engagement sound like?

- “My opinion counts”
- “I affect the company’s goals”
- “Working here makes me feel proud”
- “I participate in decision making”
- “I can stand behind the goals of my company”





Why engage employees?

o Business case

- Engaged employees have:
 - 51% less turnover
 - 18% more productivity

Source: Gallup Management Group

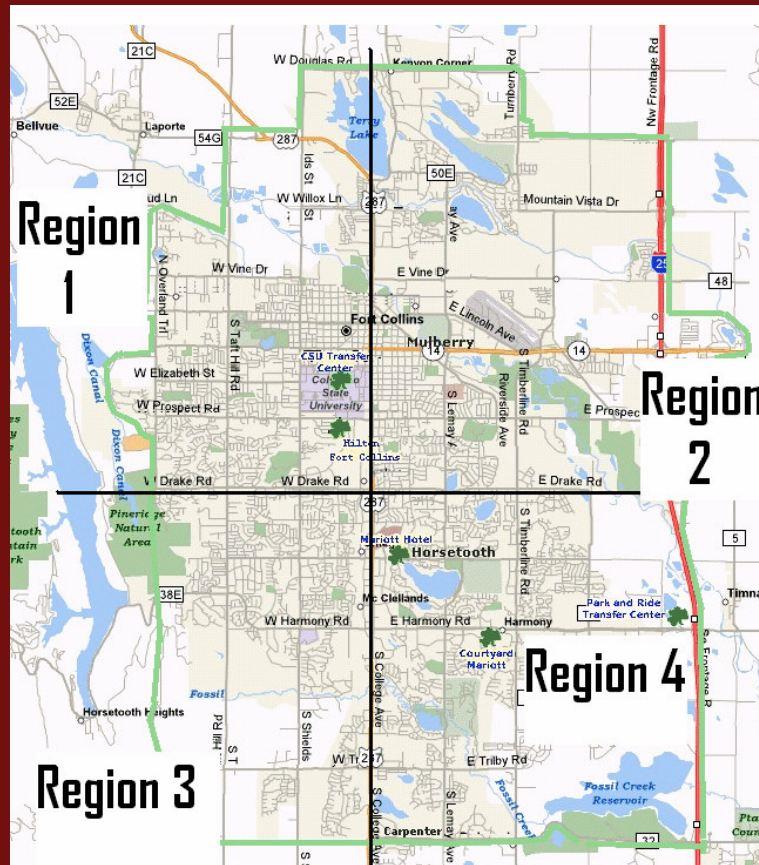
o So much more...

- Great ideas
- Passion about the environment is contagious
- It's fun!





Hop-A-Ride



Loveland Region 6

Longmont Region 7

Windsor Region 8

Denver Region 9



Hop-A-Ride Results



- 46 new carpoolers
- 11,000 lbs CO2 saved
- Unintended additional benefit-VanGo
- New friends
- Saving thousands of \$\$



Tips for Employee Challenges

- Identify/address a critical need
- Make sure management supports your program
- Create a workplace culture that supports creativity and change
- Encourage out-of-department involvement





Questions?



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Questions???