

## **SUSTAINABLE BUSINESSES**

**Georgia Locker 08/09**

THE LEAGUE OF WOMEN VOTERS OF COLORADO DOES NOT ENDORSE COMPANIES FOR THEIR SUSTAINABILITY POLICIES

### **New Belgium Brewery**

#### *1. Environmental Policy*

Purchases windpower from the City of Fort Collins

10% of power comes from methane gas created as a byproduct of the on-site water treatment plant

Used beetle kill wood in the new packaging hall as a recycling method

Energy efficient kettle for the brewing process. Provides significant savings in natural gas consumption

Lighting-- uses UV blocking windows, sun-tubes, and light shelves

Treats own waste water. Gets usable methane and sludge from the process. Sludge= high protein food for aqua farms.

Tour de Fat bicycle parade--held in cities around the West, sponsored by New Belgium.

Local participant transfers the keys and title to their vehicle to NB, in exchange for a new commuter bike and trailer in order to promote bike riding and sustainability. Uses compostible cups and a solar powered stage. Waste diversion rate is +85%.

#### *2. Social policy*

Employee ownership in the company. Employees participate in decision making

### **Amazon.com**

During the holiday season you can go to [www.Conservationvalue.org/holid...ng.asp](http://www.Conservationvalue.org/holid...ng.asp).

A portion of the proceeds from sales is donated to helping consumers, companies, and government agencies find ways to save money and improve their health and quality of life while also benefiting the environment.

Amazon.com also has a site for sustainable gifts (organic clothing, solar powered flashlight, etc.)

### **Kodak**

#### *1. Social Policy*

Kodak has a long history of commitment to employee safety and health. Line leadership and employee involvement have resulted in reduction of occupational injuries and illnesses over the past 8 years. (50% reduction in safety incidents in 5 years, 67% reduction reached in 2005.)

Good ergonomics in the workplace.

#### *2. Environmental Policy*

Product stewardship-Recovery of silver from the manufacturing operation, recycling of post consumer polyester scrap into new film base. Elimination of heavy metals (mercury, cadmium, chromium VI, and lead) from products.

### **Hewlett-Packard**

*Social and environmental policy*--H-P has won, for two years, the Ceres Award, for best sustainability report. The report identifies the company's three primary sustainability challenges: electronic waste reduction, improving environmental and social performance in its extensive supply chain, and increasing global access to information technology. "Sustainability reporting is the driver, the lynchpin, to improving corporate performance on sustainability challenges such as workplace conditions or global climate change", said the president of Ceres, a national coalition of investors and environmental groups. These reports articulate sustainability strategies, setting clear targets and identifying actions and areas that need improvement.

H-P sets the sustainability curve. This company began environmental work in 1992. It now has 100 full time employees working on sustainability. It is a global leader in good citizenship in such areas as climate change and human rights. The company has cut its own greenhouse gases by 4%, compared with 2007 and reports GHG emissions of its suppliers. Monitors suppliers practices and have substantially reduced suppliers' discriminatory practices.

Environmentally, H-P has worked with UPS to print labels directly onto packages, eliminating paper labels. This saves costs and over 1,200 tons of paper a year. It does much recycling of computer parts and cartridges.

Socially, H-P defines a standard of personal conduct for its employees to contribute to a positive, productive work environment. There is an open door policy so that each employee's voice is heard. All employees are treated fairly under a human rights and labor policy.

### **Wal-Mart**

Number 20 in world economies, including nations. Hired Andrew Ruben as president for strategy and sustainability in 2007

#### *1. Environmental Policy*

Company's fleet of 7200 trucks are equipped with auxiliary power units, saving 10 million gallons of diesel fuel. Units supply power when engine idling. Truck fleet fuel efficiency will double by 2015. Savings = \$25.5 million

LED lighting in demonstration stores save half the power costs of fluorescent lighting. Computer controls use 20% less energy for heating and cooling units.

Suppliers (60,000) directed to save waste on packaging. Also, recycling of cardboard, shrink-wrap, and other materials.

Educating customers about CFL bulbs using 2/3rds less energy than standard bulbs. Pushing consumers to buy.

Buying laptops that are manufactured with fewer heavy metals from Japan

Buying fish from suppliers that are doing sustainable fishing.

**No mention of social or economic policy**

### **Trees Water People**

#### **1. Environmental, Economic and Social Policy**

Founded in 1998 to establish reforestation, watershed protection, appropriate technology, and environmental education programs in Central America, the Caribbean, and the American West." Saving local trees, wetlands, and watersheds is essential to the ongoing social, economic, and environmental health of communities."

TWP introduces fuel-efficient stoves into communities which save trees by using 50-70% less firewood. Prevents toxic smoke in homes and improves health of the people. TWP has built 27,000 stoves. Each stove saves 1 ton of carbon emissions a year. In Haiti, since less than 2% of native forests remain, TWP has introduced charcoal stoves that burn efficiently and reduce the pressure on Haiti's natural resources.

2.5 million trees have been planted to reforest areas in Central America. TWP has set up Forest Replacement Associations to work with farmers and fuelwood consumers, such as local industry and domestic stove users. Local nurseries are set up to raise tree seedlings for farmers to grow on their own lands. They then get income from sale of fuelwood to consumers locally. Tree replanting also prevents erosion.

TWP is working in the American West, helping local residents in the production, installation and maintenance of solar heating systems to reduce high utility bills on the reservations. Bills can consume up to 70% of income, using standard propane and electricity. Also plant shade and windbreak trees at homes on the reservations. Keeps revenue and jobs on the reservations, important in reducing 80% unemployment rate.

Trees Water People received \$1 million in 2009 when they were chosen by an international group as the recipient for outstanding work. This will be put to use in expanding the work of this non profit.

### **Ball Corporation**

1. *Economic:* Reduce packaging through innovations in products, processes used in operations and advocacy for sustainability principles in supply chain. Strengthen relationships with stakeholders to make company and products more sustainable.
2. *Environmental:* Continue to improve environmental performance of facilities, decrease energy use and greenhouse gas emissions from operations thus reducing costs and benefiting environment.
3. *Social:* Enhance health, safety and well-being of employees and continue favorable impact on community.

### **University of Denver**

Goal is to achieve climate neutrality by 2050 through a change in lifestyle beyond nuts and bolts to understanding and conservation across the DU campus. The plan calls for use of locally grown foods in dining halls, use of organic fertilizers and pesticides on campus landscapes, and institutional investments that reflect DU's commitment to global social responsibility.

Efforts continued in fostering diversity and equity through policies of diversity initiates to domestic-partner benefits. A minor in sustainability is offered starting this fall (2009). The recycling program will be revamped including a "Get Caught Green-Handed" single stream system. DU and Denver will partner in a bike-sharing program and a pilot parking program rewarding energy efficient vehicles.

A vehicle fueling station for compressed natural gas and retrofitted skating rink and lighting systems in the Ritchie Center for sports and wellness for greater efficiency were recently announced.