

# CLIMATE LEADERS

SETTING THE STANDARD IN GREENHOUSE GAS MANAGEMENT

Innovations in Implementing Employee  
GHG Reductions

December 5 2007



# Presentation Outline

- Climate Leaders internal communications assistance
- David Douglas, Sun Microsystems
  - Eco responsibility and Employees
- Laurie Council, Cummins Inc.
  - Employee education and IC plan

*"In my 51 years in business, I've never seen an issue galvanize people in a company like sustainability."*

-Ray Anderson, Interface

# Benefits of communicating about climate change with colleagues

- Nearly 7 million employees in CL Partnership who can make a difference
- Recent Ipsos Mori survey, 80% of respondents across 15 developed countries would prefer to work for a company that “has a good reputation for environmental responsibility”. 81% in the U.S.
- Reduce day-to-day conflict by sharing a common vision
- Involvement in reaching goal helps staff feel part of the organization

## Working group

September 2007 with 12 Partner companies

## Purpose

to establish the common needs of companies trying to communicate with staff about climate change and/or emissions reductions

## Conclusions

peer exchange valuable, needs among Partners fairly consistent,  
CL can provide assistance

Partners struggling with how to determine key facts, what's credible, how to keep it fresh, how to start or expand program

Climate Leaders can assist with Partner requests by providing:

- Content in layman's terms on GHG emissions & energy conservation ("What is a carbon footprint?")
- Standardized language for annual reports, sustainability reports, corporate web site
- Standardized language for third parties, including Carbon Disclosure Project
- Key set of reduction activities for staff at the office and at home. Consistency & continuity important
- Trusted and vetted web sites w reduction tips & fresh info
- EPA/CL recognition of an internal energy champion
- EPA Personal Emissions Calculator:  
[www.epa.gov/climatechange/emissions/ind\\_calculator.html](http://www.epa.gov/climatechange/emissions/ind_calculator.html)
- Monthly call or email with new facts, web sites, peer exchange

# Communications of All Shapes and Sizes

- Identify the common culture

“What values, principles, procedures, and behaviors must we create so that we can achieve our mission?”

- Identify available communications tools

Print: newsletters, posters, progress reports, annual reports

Info exchange: environment board, guest lectures, Q&A

Multimedia: intranets, blogs, podcasts

Management: executive behavior, policies, training

- Specific GHG reduction projects; strategic comms plan
- Monitor effectiveness of tools for continuous improvement



# Personalized Climate Leaders PSA

3M  
Advanced Micro Devices, Inc.  
American Electric Power  
Anheuser-Busch Companies, Inc.  
Ball Corporation  
Baltimore Aircoil Company  
Bank of America Corporation  
Baxter International Inc.  
Boise Cascade  
California Portland Cement Co.  
Cubine  
Caterpillar Inc.  
Coddling Enterprises  
The Collins Companies  
Conservation Services Group  
Cummins Inc.  
DuPont Company  
Eastman Kodak Company  
Eosprint Corporation  
Fairchild Semiconductor  
First Environment

FPL Group, Inc.  
Frito-Lay, Inc.  
Gap Inc.  
General Electric Company  
General Motors Corporation  
Green Mountain Energy Company  
Hasbro, Inc.  
Haworth, Inc.  
Holcim (US) Inc.  
HSBC - North America  
IDM Corporation  
Intel Corporation  
Interface, Inc.  
International Paper  
Johnson & Johnson  
Lockheed Martin Corporation  
Mack Trucks, Inc.  
National Instruments, Inc.  
Oracle Corporation  
Pfizer Inc.  
PSEG  
Raytheon Company  
Roche Group U.S. Affiliates  
SC Johnson  
Shaklee Corporation  
Sutter Wine Company  
Steelcase Inc.  
Sterling Planet, Inc.  
STMicroelectronics  
Sun Microsystems, Inc.  
Thomas Rutherford, Inc.  
The Tower Companies  
United Technologies Corporation  
Volvo Trucks North America, Inc.  
The World Bank  
Xerox Corporation

**CLIMATE LEADERS**  
U.S. Environmental Protection Agency

Their footprint is getting smaller.  
Yours can too.

EPA congratulates these Climate Leaders for taking action to reduce their greenhouse gas emissions and carbon footprint. To learn how your company can join the effort to address climate change, go to [www.epa.gov/climateleaders](http://www.epa.gov/climateleaders)