

# Effective Sustainability

Presenting information to the right people in the right places

Robbie Adler, Brighter Planet  
robbie@brighterplanet.com



BRIGHTER  
PLANET

The New York Times



# Brighter Planet: the computational sustainability platform



*Social Innovation Award  
by the Financial Times*

*Named Best Small Business 2010  
in Treehugger's annual Best of Green awards*

*"The most detailed and educational"*

**WALL STREET JOURNAL**

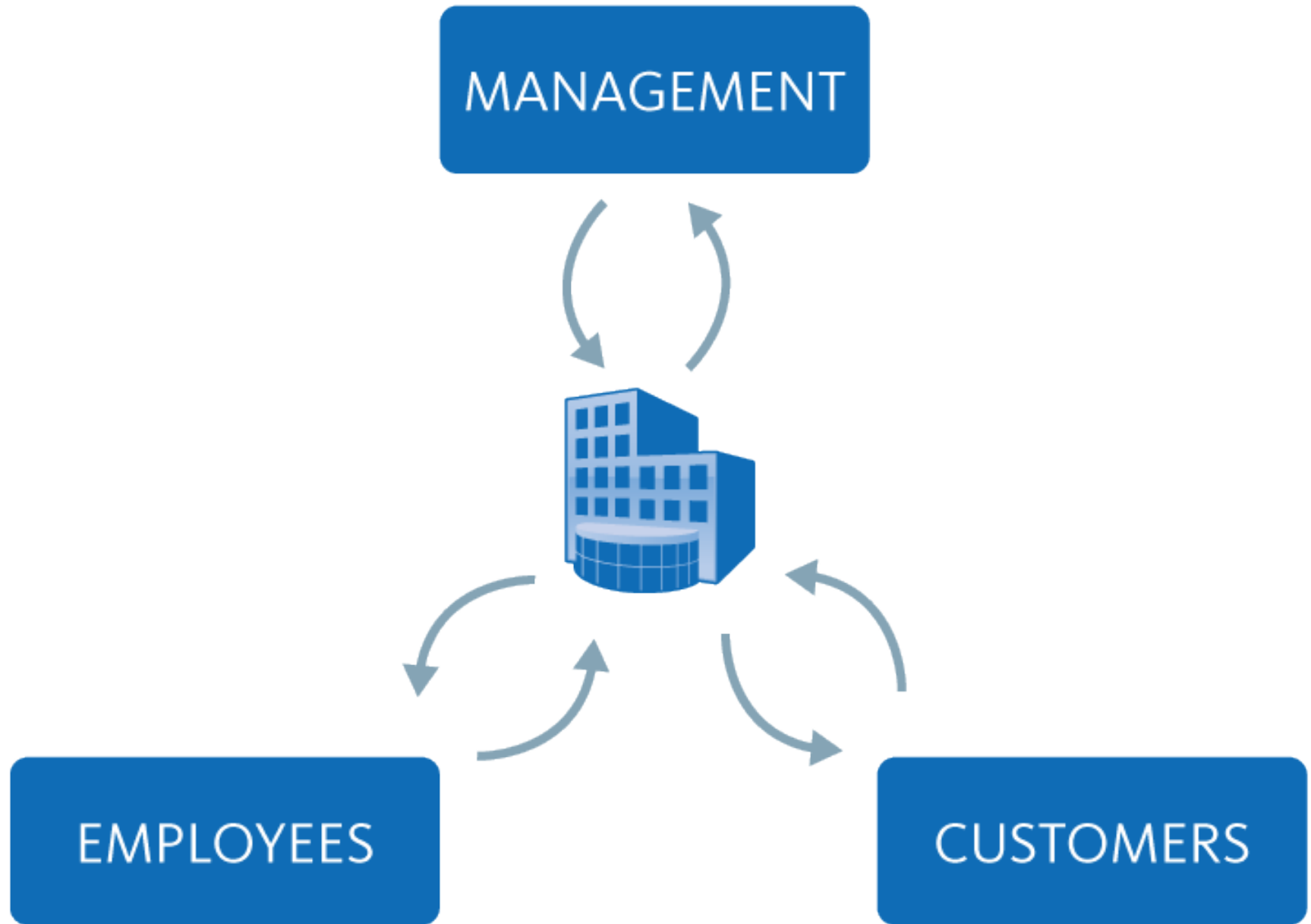


“People perform, not companies”

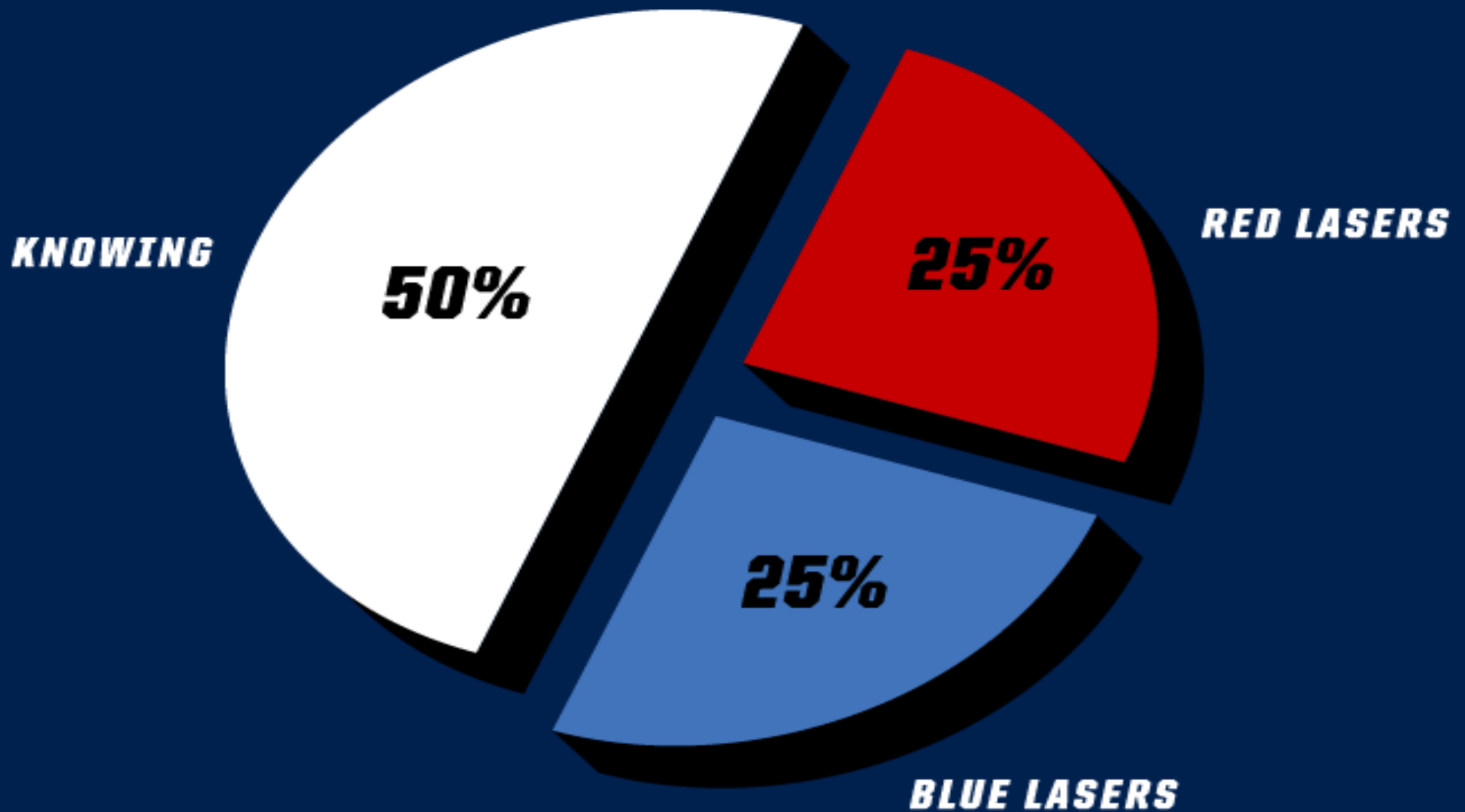
"There is only one boss. The customer."

“Triple Bottom Line: Profit. People. Planet”

# The ecosystem of sustainability information



# ***THE BATTLE***



- **1055 respondents** from across the US participated
- Survey & report completed in **2010**
- Respondents from a broad **range of industries**
- Respondents from **all size of business**
- Respondents with many **different job roles**

# Most corporate sustainability programs are ineffective

Just 14% of respondents say their employer's program is "very effective"



27% of respondents don't know whether a program exists



# “Success” of current programs is uninspiring

67% of respondents want a changed sustainability approach





Words used by respondents who thought their employer's engagement was...

## **Very Effective**

All-encompassing  
Collaborative  
Easy  
Holistic  
Innovative  
Inspired  
Integral  
Interested  
Practical  
Role model  
Smart  
Supportive  
Transparent  
Way of life

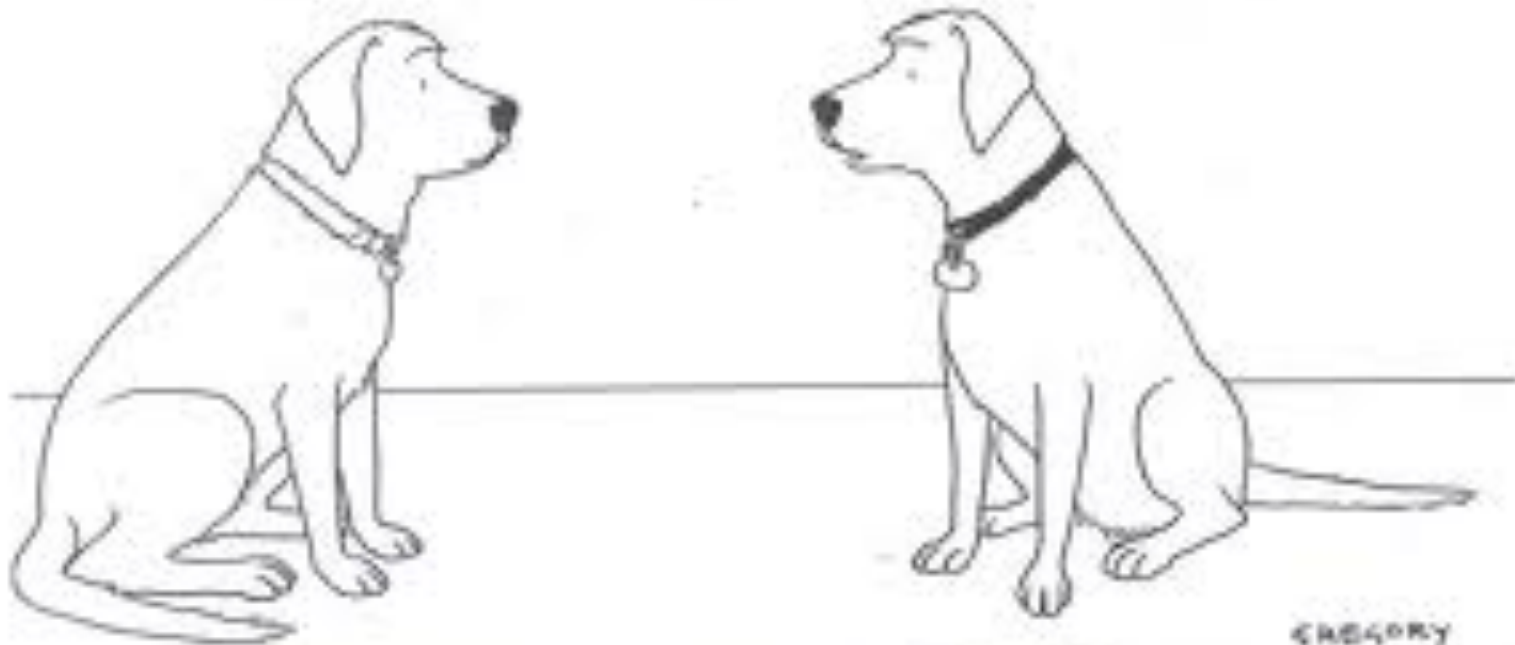
## **Not Very Effective**

Behind the times  
Clueless  
Greenwashing  
Half-hearted  
Inconsistent  
Ineffective  
Insincere  
Low priority  
Minimal  
Nonexistent  
Token  
Uncommunicative  
Well-intentioned  
Opportunity



# Communicate often & well

Just 33% of organizations help employees share sustainability ideas



*"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."*

Those that do are five times as likely to have a "very effective" program

# Sustainability information isn't being provided in the right places



BRIGHTER  
PLANET

# What would designers do w/ the right information in the right place?

**the footprint CHRONICLES** CHOOSE A PRODUCT DIGGING DEEPER JOIN THE DISCUSSION

Design: Ventura, California  
Click to Learn More





roll over the boxes to view product stories

## Down Sweater

[View Details](#) [Men's](#) | [Women's](#)

- The Good**  
We use high-quality goose down, an exceptionally efficient insulator.
- The Bad**  
It has been difficult to source down that have been neither live plucked nor harvested from geese raised for foie gras (see our "Lowdown on Down"). Also, big demand for our Down Sweaters has made it challenging to find sufficient quantities of recycled polyester to make the shell fabric.
- What We Think**  
We make exceptionally fine down garments but need to find a consistent supply of goose down from birds we can verify have been humanely treated. We also need to source more recycled polyester so we can make all of our Down Sweaters from this environmentally preferable material.

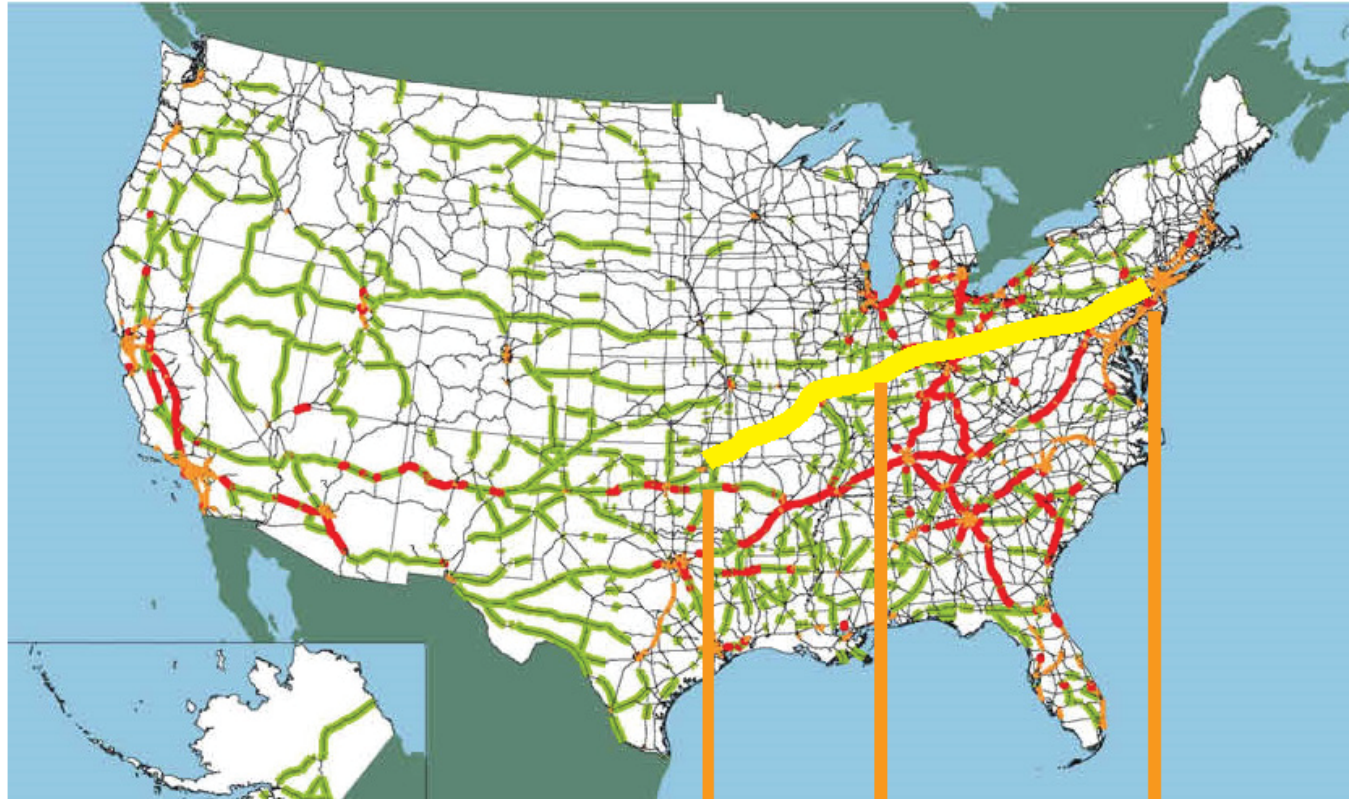
# Travel managers?

<b>\$259</b> Economy <a href="#">Select</a>	 Virgin America <b>1,991 lbs CO2e</b>	SFO 6:55a → ORD 1:10p 0 4h 15m ORD 7:00a → SFO 9:50a 0 4h 50m
5 sites ▶	<a href="#">Orbitz \$259</a> <a href="#">Virginamerica \$259</a> <a href="#">Cheaptickets \$266</a> Check: <a href="#">Travelocity</a> <a href="#">Expedia</a>	!
<b>\$259</b> Economy <a href="#">Select</a>	 American Airlines / United <b>2,189 lbs CO2e</b>	SFO 10:35a → ORD 4:55p 0 4h 20m ORD 2:03p → SFO 4:50p 0 4h 47m
1 site ▶	<a href="#">AA.com \$259</a>	
<b>\$259</b> Economy <a href="#">Select</a>	 American Airlines / United <b>2,095 lbs CO2e</b>	SFO 2:10p → ORD 8:30p 0 4h 20m ORD 12:00p → SFO 2:53p 0 4h 53m
1 site ▶	<a href="#">AA.com \$259</a>	
<b>\$259</b> Economy <a href="#">Select</a>	 American Airlines / United <b>2,095 lbs CO2e</b>	SFO 9:00a → ORD 3:20p 0 4h 20m ORD 12:00p → SFO 2:53p 0 4h 53m



BRIGHTER  
PLANET

# Fleet managers?



Automobile trip

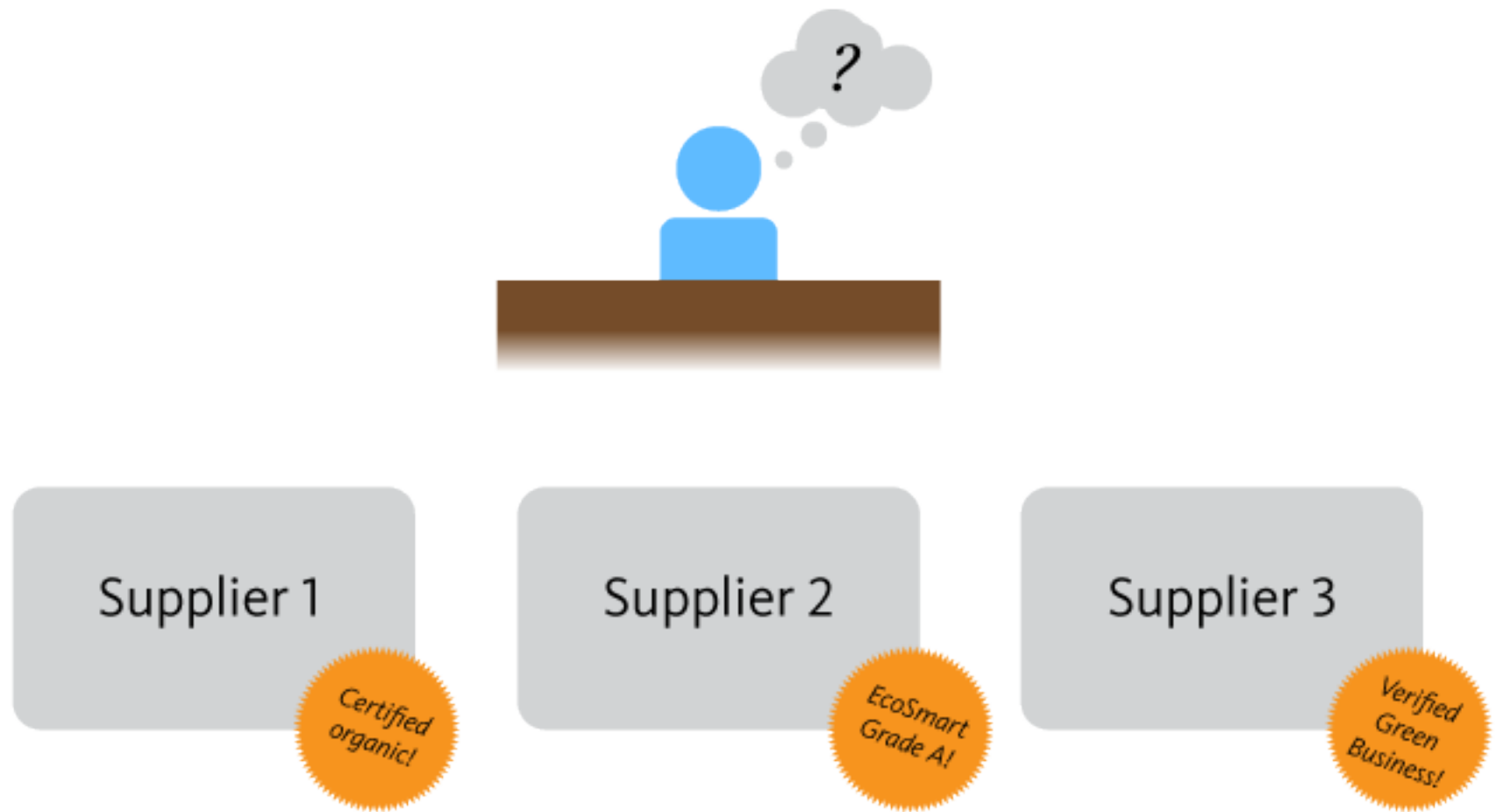
---

<b>origin</b>	Newark, New Jersey
<b>make</b>	Ford
<b>model</b>	Focus
<b>model year</b>	2010
<b>destination</b>	Bentonville, Arkansas



**BRIGHTER  
PLANET**

# Supply chain managers?



**GREEN INDEX™ 4**

**FACTORS**      **LOWER IMPACT**      **HIGHER IMPACT**

**Climate Impact:**    
 Greenhouse gas emissions through production.

**Chemicals Used:**    
 Presence of hazardous substances (PVC, Chrome leather\* and Solvent Adhesives).

**Resource Consumption:**   
 Reduced by the use of recycled, organic materials.

\*Chrome leather present in leather. For more information about the Green Index, visit [www.timberland.com/greenindex](http://www.timberland.com/greenindex)

Our Footprint / Notre Empreinte	
Environmental Impact / Impact sur l'environnement	
Energy to Produce (per pair)*	5.1 kWh
Energy Utilized (per pair)**	5.1 kWh
Renewable energy (Timberland-owned facilities)	0%
Renewable energy (also purchased at Timberland)	0%
Community Impact / Impact sur la communauté	
Hours served in our communities	118,718
Number total of hours donated	118,718
% of factories assessed against code of conduct*	100%
% of factories involved pour leur conformité au code de conduite**	100%
Child labor*	0%
Main d'œuvre enfantine**	0%
Manufactured / Fabriqué à	
021 Vietnam, Vietnam / 021 Vietnam, Vietnam	
*Indices based on global footwear production for 2009	
**Informations basées sur production totale de chaussures en 2009	
FOR MORE INFORMATION VISIT <a href="http://WWW.TIMBERLAND.COM/GOGREEN">WWW.TIMBERLAND.COM/GOGREEN</a>	
POUR PLUS D'INFORMATIONS : <a href="http://WWW.TIMBERLAND.COM/GOGREEN">WWW.TIMBERLAND.COM/GOGREEN</a>	





OPPOWER

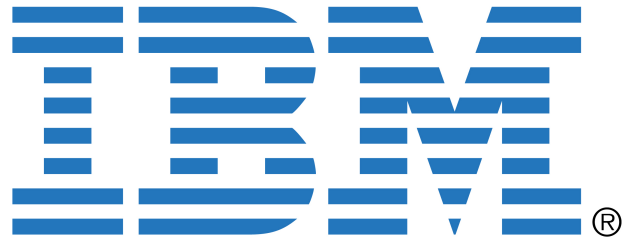
 PTC®

*Interface®*

**WWM**®  
WASTE MANAGEMENT



# Markets are moving



- Companies that effectively engage employees have **3.9x earnings-to-share growth rates** according to Gallup
- A report from Goldman Sachs found leaders in environmental, social and governance (ESG) policies are **leading in stock performance by an average of 25%**
- Sustainability practices within large companies can contribute to **a profit increase of 38%** when benefits are aggregated according to study by Bob Willard.