

Launching a Green Team



**Sustainable Silicon Valley Workshop
June 23, 2009**

Agenda

- **Intros**
- **Getting started**
- **Developing a plan**
- **Maintaining momentum**
- **Scaling up**
- **Brainstorming session**

Intros

- **Where do you work and what is your role?**
- **What are you hoping to gain from the workshop today?**

eBay Green Team



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Can small actions add up to a big difference?

We believe they can—and do. In 2007, forty eBay employees stepped up to help the company make greener decisions. Now, more than 1,000 are working together as eBay Green Team members.

At the same time, 86 million buyers and sellers on eBay have reused over \$100 billion worth of products since 1998. Buy giving used toasters and toys a longer life and keeping sweaters and cellphones out of landfills, they're making a big difference for the planet.

Today, the eBay Green Team is committed to doing even more to help the world buy, sell and think green every day. Please Join us.



Green Team Talks

Join the conversation with other green-minded people, and share ways you can be a more sustainable consumer.

[Talk with Us >](#)



Join the Green Team

Join the Green Team and you'll be automatically entered for a chance to win a \$5,000 green shopping experience and thousands of other prizes.

[Join Now >](#)



Buying Green Guide

Learn how to make greener, smarter shopping decisions.

[Learn More >](#)



Think Green

Get stories and tips about thinking greener everyday.

[Learn More >](#)

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Getting Started



Talk to peers

Find allies within your company

Consider low-hanging fruit opportunities

Explore the business case

Seek executive-level support

Getting Started

Build a cross functional core group



Executive sponsor

Communications

**Facilities /
operations**

Purchasing

**Other passionate
employees**

Getting Started

Plan kick-off event

Establish ground rules

Develop problem statement and goals



Developing a Plan



Identify potential projects

- Energy and water consumption
- Waste reduction and recycling
- Office equipment and computing
- Office supplies and break room amenities
- Commute and transportation
- Employee education
- Volunteerism and charitable giving
- Policy and legislation

Consider business objectives, company culture, feasibility, team interests

Conduct survey or 1:1's

Developing a Plan

eBay *Green*

VBC Green Team Initiative: Remove Water Bottles from the Drink Dispensers

February 4, 2009



The Green Team



Choose 2 or 3 leading ideas

Develop a proposal for senior management

Outline work plan, key metrics, deliverables, project benefits

Secure funding, if required

Maintaining Momentum

Raise awareness and recruit new members

Hold regular meetings and events

Track progress against metrics

Offer free green stuff!



By recycling paper,
eBay Inc. employees can save
more than 6,000 trees per year.

To learn more, search "green team" on iWeb. 

Scaling Up

Develop templates & resources

Set company-wide targets

Consider product & supply chain integrations

Invite customers to participate

PROMOTION

GREEN YOUR LIFE: The eco-fashionista

By Constance White
eBay Style Director

ESAY STYLE DIRECTOR CONSTANCE WHITE shares advice on the latest trends and educates consumers about the number one fashion site on the Internet.

BUYING PRE-OWNED FASHION DOESN'T JUST HELP YOUR WALLET— it helps solve the climate crisis by reducing the need for more manufactured goods; and you can often snag a "personality piece" (as opposed to, say, plain black pants). Keep in mind that pre-owned can mean more than vintage—it can also indicate lightly used gifts, impulse purchases or wrong sizes that can end up being your treasures.

And when it comes to new items, know that there are many eco-minded sellers on eBay that are bringing real, ultrachic style to sustainable fashions in hopes of popularizing the use of organic and other materials that are better for the Earth.

Did you know?
Over the past 3 years, the purchase of practically owned (handmade, vintage or new) has had the same effect as cutting over 2 million tons in the fight against global warming.

Vintage Native American Necklace
Now-to-you jewelry keeps negative energy trapped in a necklace and keeps you in style.

Organic Cotton Dress
Organic cotton eliminates the use of pesticides.

Vintage Handbag
By buying pre-owned, eBay buyers and sellers of handbags have reduced greenhouse gas emissions by 14,000 tons over the last 3 years.

Organic Cotton T-shirt
Conventional cotton uses 20% of the world's pesticides, yet only accounts for 3% of its crop.

Vintage Cocktail Ring
Vintage style offers great savings AND save energy on new manufacturing.

Vintage Pump
Now-to-you leather goods reduce pollution from leather tanning operations.

Reusable Tote
Made from recycled recycled steel bags for one-of-a-kind style.

Style-savvy (planet-friendly) shopping tips:

- In addition to vintage fashions, eBay offers a host of other eco-friendly choices. Look for items that are hand-dyed or made from recycled, organic or sustainable materials.
- Pre-owned accessories are a great way to extend your wardrobe for less. Like designer handbags often found for hundreds of dollars off their original retail price.
- Great new products that have a positive impact on people and the planet can be found at WorldOfGood.com, eBay's latest marketplace that lets you shape the world with your shopping.

www.eBay.com/greenteam

Celebrate Success!



Brainstorming session

- **What is the first/next project you would like your Green Team work on?**
- **What challenges do you anticipate?**
- **Are there additional resources you need to get started?**

Thanks!

- Lorin May
- Environment Program Manager, eBay Inc.
- lmay@ebay.com
- 408-376-9224

Appendix: Activity Ideas

- **Energy and water consumption**
 - Adjust heat and A/C temperatures
 - Replace incandescents with CFLs or LEDs
 - Consider purchasing laptops instead of desktop computers; laptops use significantly less energy
 - Encourage employees to turn off their computer, monitors and power strips when they leave the office at night
 - Install motion sensors in common areas (conference rooms, bathrooms, kitchens) and organize your office space to make the most of natural light
 - Invest in renewable energy technologies (solar, wind, fuel cell)
 - Install or adjust fixtures (sinks, toilets, showers, etc.) to be low flow
- **Waste reduction and recycling**
 - Provide recycling bins at desks and in common areas for easy access
 - Work with IT to change printing defaults to duplex printing
 - Sponsor a funky mug competition to encourage use of reusable dishware
 - Host an e-waste drive

Appendix: Activity Ideas

- **Commute and transportation**
 - Kick off a commuter challenge that rewards alternative commute methods
 - Provide subsidies for public transportation
 - Start a carpool network
 - Offer preferred parking for fuel efficient vehicles and carpoolers
 - Install videoconferencing equipment and encourage telecommuting
 - Host Bike to Work Day/Week events
- **Cafeteria**
 - Compost food scraps
 - Start a community garden
 - Invest in durable tableware or compostable products
 - Source food locally

Appendix: Activity Ideas

- **Landscaping**
 - Choose native vegetation that requires less water, fertilizers and pesticides
 - Purchase rain barrels
 - Install a smart watering system
- **Employee education**
 - Launch a poster campaign
 - Host a green vendor fair or speaker series
 - Offer green giveaways
- **Volunteerism and charitable giving**
 - Clean up a local park or beach
 - Host a tree planting event