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

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**
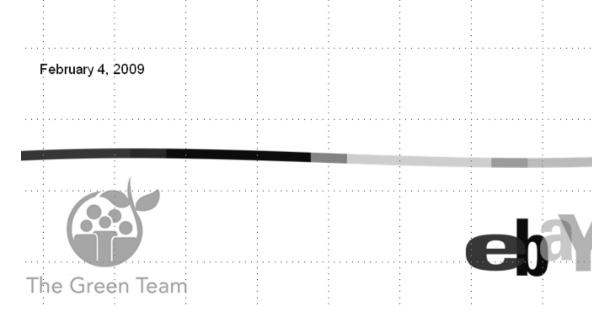- **Volunteerism and charitable giving**
- **Policy and legislation**

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!

Continue the cycle, recycle.

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

To learn more, search "green team" on iWeb

ebay green team

Scaling Up

Develop templates & resources

Set company-wide targets

Consider product & supply chain integrations

Invite customers to participate

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!

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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