



MASSACHUSETTS



// Grassroots Effort

// Organizing Framework

// Strategy & Tactics



Collective action to achieve shared goal of finding new ways of delivering business value while striving to limit our impact on the environment.

Guiding Tenets

- Strength in numbers
- Participatory process engaging key stakeholders
- Inspirational and indigenous leadership

Organizing Framework



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Who?



- Leadership
- Membership
- Structure

What?

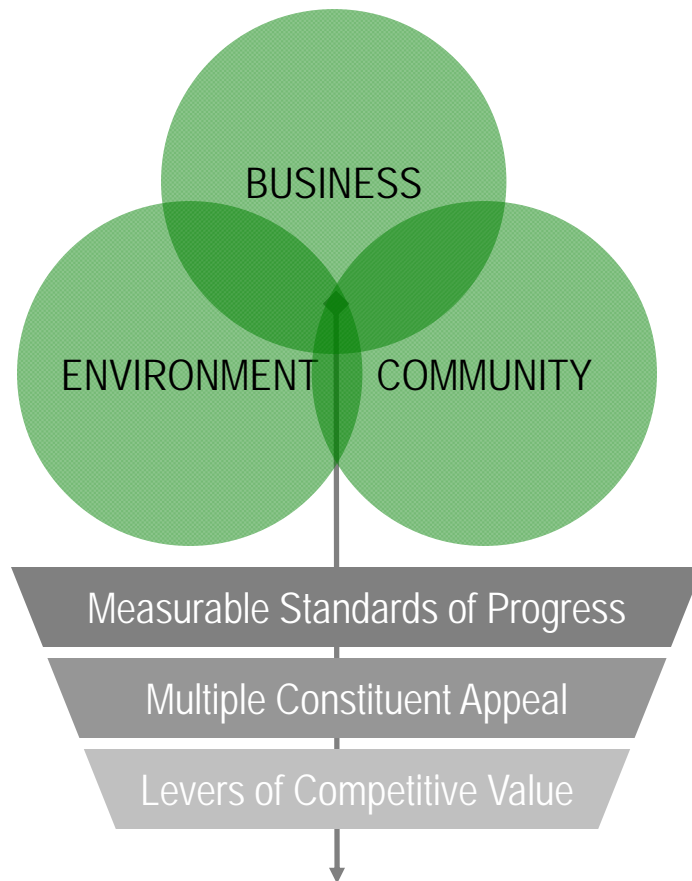


- Vision
- Goals
- Objectives

How?



- Strategies and tactics to influence **associate behaviors** and facilitate **organizational change**
- Stakeholder engagement
- Communication



We believe green@blue will:

- Support our community standing
- Contribute to a more efficient and cost-effective business
- Attract and retain great employees
- Continue to help us put our members first
- Help make sustainable business practices a core competency, not just an initiative

Structure



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2010 Accomplishments

- Business Area Pilots
- Sustainability Benchmarking
- Community Engagement Activities
- Communication

2011 Roadmap

- Corporate Integration
- Waste Reduction and Recycling
- Facility + Operational Changes

2011 CORPORATE GOALS

CONDUCT ENERGY AUDIT &
EXPOLORE ENERGY SAVINGS
AT OTHER LOCATIONS

INCREASE RECYLING RATES
BY 20%

REDUCE PAPER USAGE
BY 20%