

# **SUSTAINABILITY COMMUNICATIONS**

## **APPROACHES AND LEARNINGS**

David Newman

davidnewman625@gmail.com

# BACKGROUND, VISION AND INTENT


- Stakeholder Engagement
  - Internal
  - External
- Organizational Brand
- Existing Communication Themes
- Placement and Value of Sustainability to your organization

# B2C - PATAGONIA

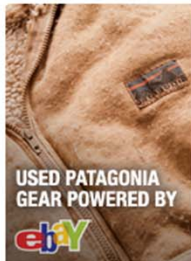
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BREATHABLE  
PERFORMANCE

# B2B - BAXTER

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## Making a Meaningful Difference

Making a Meaningful Difference Month serves as a global best practice, setting a direction for employee involvement that amplifies and supports employees' year-round volunteerism initiatives. In Korea, Baxter employees have volunteered each month in the "Baking and Cooking with Love" program at the Red Cross Community Center since 2009.

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## Featured Stories



**Baxter's Science@Work Education Initiative Participates in 2012 Summer Jobs+ Program**  
Jan 09, 2012

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**Baxter Welcomes Muchin College Prep High School**  
Jan 03, 2012

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[All Featured stories](#)

## Latest news

Jan 24, 2012

» Mt. Ascutney Hospital and Health Center in Vermont Receives Prestigious \$100,000 Foster G. McGaw Prize for Excellence in Community Service

Jan 23, 2012

» Baxter to Initiate Second Phase III Trial Studying GAMMAGARD LIQUID (IGIV) for the Treatment of Alzheimer's Disease

## Products & Services

[Healthcare professionals](#)

[Patients & caregivers](#)

### Areas of Expertise

- > Anesthesia
- > BioSurgery
- > Critical Care
- > Hemophilia
- > Immunoglobulin
- > Infusion Systems
- > Pulmonology
- > Renal
- > Vaccines

### Products

Choose a product

- > COLLEAGUE Transition Information
- > Find out about our eCommerce Solutions
- > Search MSDS
- > Baxter welcomes the Baxa portfolio of products
- > Supply Chain Transparency



### Scientific Excellence

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### Sustainability

Our social, economic and environmental responsibilities.

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### Safety Information

Read important safety information about our products

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### U.S. Product Catalog

Obtain information (HCPCS codes, MSDS link, pack factor, etc.) regarding Baxter products.

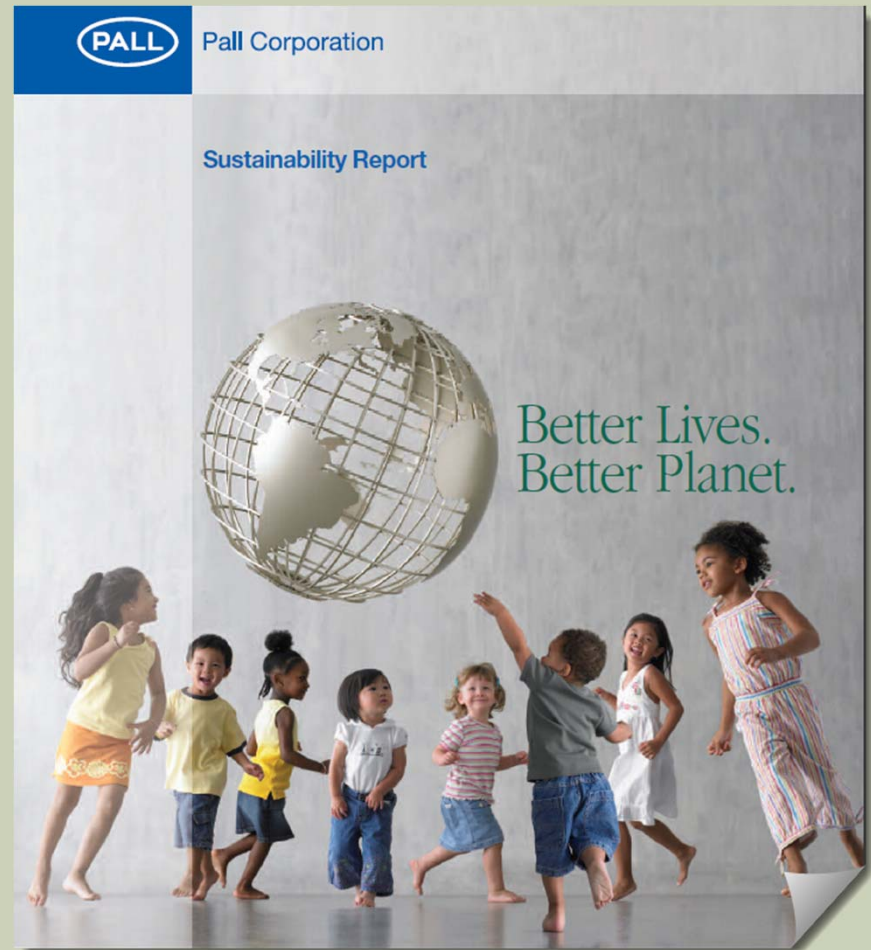
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# OUR APPROACH

- Honest
  - Open
  - Educational
  - Thorough and trusted
  - Aimed at our stakeholders
- 
- Literal. No metaphors.



# LIFE TECHNOLOGIES – PALL CORP



# LIFE TECHNOLOGIES – PALL CORP

people

## safety in distribution

Safeguarding employees does not come without its difficulties, especially when balancing the need for growth and expansion with the need to avoid customer disruption. An example of this is at our European Distribution Center (EDC) in Bleiswijk, The Netherlands.

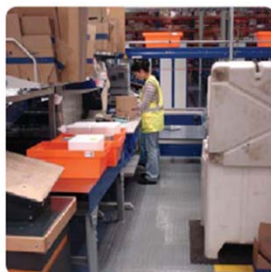
### The Bleiswijk road to excellence

In July 2009, two sites were combined to form the EDC, with the goal of being fully operational in just three months. With 2,500 orders per day, 18,000 types of goods, 4,000 inbound lines per week, 35,000 bin locations, and 112 new employees—each with unique language and experience levels—the challenges we faced were daunting. But with persistence and determination, we didn't just achieve our goal—we surpassed it.

Site maturation and development revealed the need for significant safety improvements in 2010. The following accomplishments were high points in measuring our success as a new distribution center, and they now are a model for all our distribution sites. Small steps make big differences.

### Ergonomics

We maximized productivity by minimizing operator fatigue, discomfort, and risk. To prevent slips, we sandblasted walk-in freezers, installed lock-tile flooring in the packaging area, and placed anti-slip treads in the freezer entrances. We also installed absorption mats under dry ice boxes, where condensation was a major problem. Finally, we introduced head protection for employees of considerable height and improved packaging to reduce employee handling.



### Equipment

Equipment improvements made distribution safer and more efficient. We equipped forklifts with reverse mirrors and high-level alarms, used bonded pallets in inbound for shipments with a risk of leaking, and introduced new gloves for cryogenic storage and endurance. Adjustments to the trash press reduced its sound level by 20% and minimized vibration. Installation of spill alarms and upgrades to freezer entrances reduced condensation. We also equipped doors with automatic closing mechanisms.



## We exceeded our goals for 2010.

We reduced our water and energy utilities intensity an average of

11%

We reduced our total waste output intensity by over

26%

We reduced our GHG emissions intensity by over

12%

## Reducing Our Carbon Footprint

In 2008, Pall joined with many other companies in the Carbon Disclosure Project (CDP), a global initiative to inventory greenhouse gas (GHG) emissions and evaluate the risks and opportunities from climate change on business operations. Our annual GHG inventory provides important baseline information that is used to make informed and effective policy decisions to reduce Pall's carbon footprint.

## Shrinking our Manufacturing Footprint

Pall is committed to shrinking its manufacturing footprint by consolidating operations and maximizing capacity. Both steps continue to reduce our utility consumption and carbon emissions worldwide.

We exceeded our 2010 goals of 10% reductions in utilities, waste and carbon emissions.

## We set new goals for 2013.

- Reduce VOC Emissions by 5%
- Reduce Utilities Usage by 20%
- Increase Reuse/Recycling by 16%
- Reduce Waste by 20%
- Reduce GHG Emissions Intensity by 18%

## Meeting and Exceeding International Environmental Standards

ISO 14001 is the international standard for environmental management systems. Worldwide, all of Pall's manufacturing plants have achieved ISO 14001 certification. The program has helped Pall minimize environmental impact, improve compliance and reduce both risk and costs.

Pall's manufacturing operations comprise about 80% of the company's total square footage of leased or owned properties.





# SUSTAINABILITY MISSION AND YOUR BRAND

"Our commitment to sustainability leverages our core strengths as a life science leader. It advances new ways of thinking. It drives innovation. And it delivers value."





# DATA-DRIVEN APPROACH

## ENVIRONMENT

### CLIMATE & ENERGY

Our approach to reducing climate change impacts and reliance on non-renewable resources is multifaceted: energy efficiency, process improvements, on-site renewable energy, fleet changes, green buildings, renewable energy certificates (RECs), and behavioral changes.

#### GHG Management

We have achieved a 15% overall reduction in GHG emissions since 2006, through energy efficiency, process improvements, and the purchase of RECs. We are continuing to address the use of RECs in our GHG inventory. To learn more on this issue, please see our online sustainability report.

While we are pleased with the 17% decrease in our indirect emissions (not including RECs), we must do more to lower direct emissions, which have decreased by just 3% since 2006. These are primarily due to process emissions from product development, manufacturing, and testing. Between 2008 and 2009, some emissions increased by 15% as a result of increased product demand and the gases we use for safety testing. We are optimizing manufacturing processes to reduce these gases, are looking at ways to offset emissions we cannot abate, and are working on a long-term engineering solution we hope will eliminate their use altogether.

**15%** reduction in GHG emissions  
**11%** reduction in energy use

Global GHG Emissions vs. Revenues



# TRANSPARENCY OF DATA

## PERFORMANCE METRICS

Metric		Unit	2006	2007	2008	2009	Change from Baseline Year	Change from Previous Year
ECONOMIC	Revenues	\$ in millions	\$1,255.4	\$1,531.6	\$1,602.1	\$1,654.0	32%	3%
	Americas	% revenues	—	42%	39%	40%	—	—
	Europe	% revenues	—	41%	43%	40%	—	—
	Asia/Pacific	% revenues	—	17%	18%	20%	—	—
	Bioprocess Division	% revenues	—	57%	55%	56%	—	—
	Bioscience Division	% revenues	—	43%	45%	44%	—	—
ENVIRONMENT	Global Energy Use	1000 gigajoules	782	771	735	692	-11%	-6%
	Americas	1000 gigajoules	484	469	423	384	-21%	-9%
	Europe	1000 gigajoules	288	292	302	298	4%	-1%
	Asia/Pacific	1000 gigajoules	10	10	10	9	-5%	-3%
	Global GHG Emissions	1000 MTCO <sub>2</sub> e	172	212	144	147	-15%	2%
	Direct Emissions	1000 MTCO <sub>2</sub> e	124	166	110	120	-3%	10%
	Indirect Emissions	1000 MTCO <sub>2</sub> e	48	46	34	26	-45%	-24%
	Americas	1000 MTCO <sub>2</sub> e	122	160	101	112	-8%	11%
	Europe	1000 MTCO <sub>2</sub> e	49	51	41	33	-33%	-20%
	Asia/Pacific	1000 MTCO <sub>2</sub> e	2	2	2	2	-9%	-3%
	Global Water Use	1000 cubic meters	735	766	645	571	-22%	-11%
	Municipal Water	% withdrawal	87%	87%	83%	81%	—	—
	Groundwater	% withdrawal	13%	13%	17%	19%	—	—
	Recycling and Reuse Rate	7%	11%	17%	31%	—	—	
	Americas	1000 cubic meters	512	519	401	345	-33%	-14%
	Europe	1000 cubic meters	201	228	225	208	3%	-7%
	Asia/Pacific	1000 cubic meters	21	20	19	18	-16%	-4%
	Wastewater Volume	1000 cubic meters	681	742	656	591	-13%	-10%
	Global Waste Generation	metric tons	11,118	12,443	10,471	9,969	-10%	-5%
	Americas	metric tons	5,319	6,384	4,982	4,097	-23%	-18%
	Europe	metric tons	5,435	5,689	5,134	5,519	2%	7%
	Asia/Pacific	metric tons	363	371	355	353	-3%	-1%
	Recycling and Recovery Rate	metric tons	38%	41%	49%	54%	—	—



# KEY LEARNINGS

- Identify progress and future goals on Key Performance Indicators. Identify baselines and define terms as needed.
- Call out successes and shortcomings. Or someone else will.
- Provide technical backup for claims
- Eliminate jargon
  - Instead of pollution, use “clean water”
  - Instead of GHGs, use “healthy air”
- Absolute vs. Intensity metrics...Why not both?