

CASE STUDY - BLUE CROSS BLUE SHIELD



Kyle Cahill
Senior Manager of Corporate Citizenship



What does the Senior Manager of Corporate Citizenship Do?

Kyle Cahill has been the Senior Manager of Corporate Citizenship at Blue Cross Blue Shield of Massachusetts for almost 2 years, where he is responsible for the company's sustainability strategy and company efforts focused on the environmental health of communities.

Working with the Senior Director of Corporate Citizenship, Kyle is accountable for executing on the strategic direction and day-to-day management of a company-wide sustainability program that includes assessing the impact of sustainability practices to the company and community at large. Externally, Kyle works to help balance the company's shared objectives for a healthy environment, including the support of community programs that increase access to healthy produce, green spaces and outdoor recreational activities. Kyle also shares leadership and implementation duties for the company's annual flagship BlueCrew Day of Service, when thousands of associates from across the company will have the opportunity to participate in service projects on a single day.

Qualifications Contributing to Kyle's Transition to Senior Manager

Previously, Kyle worked at Oxfam America as a Senior Program Officer, Poverty Footprint. His experience working with business on sustainability issues and opportunities combined with his work on health issues made him an ideal candidate for Blue Cross Blue Shield.

Coordinating with other Departments is Key

Kyle works with several departments, some of which include Facilities, Real Estate, IT, Communications, Marketing, HR, and Prevention and. Wellness to reach Blue Cross Blue Shield's sustainability goals. On average they meet weekly, however daily emails keep everyone in constant communication.

Kyle also works with the Sustainability Council the Senior Executive Committee as well as the green@blue Ambassadors. His myriad of tasks include: reviewing opportunities for waste, energy, and paper reduction within the company; working with internal communications on employee engagement projects; discussing with other Blues and healthcare sustainability peers on opportunities to collaborate on climate change and pollution; and spreading the word on the connection between the environment and our health.

Budget for Sustainability

Marketing, communications, consulting, and education/training are key components of his budget. Costs for installations or retrofits are treated as capital projects and are from a different budget.

Example of Savings

BCBSMA is anticipating significant cost savings and paper use reduction from a printer/copier fleet right sizing project that is in process across the company.

Unique Project Kyle is Facilitating

Kyle is working closely with Real Estate and Facilities on aiming for LEED certification for the company's new office in Boston's Back Bay.

Previous company and job title:

Oxfam America; Senior Program Officer, Poverty Footprint

Number of years in current position: 2

Number of employees in company: ~3,500

Total square feet of 5 office buildings: ~1.2M