

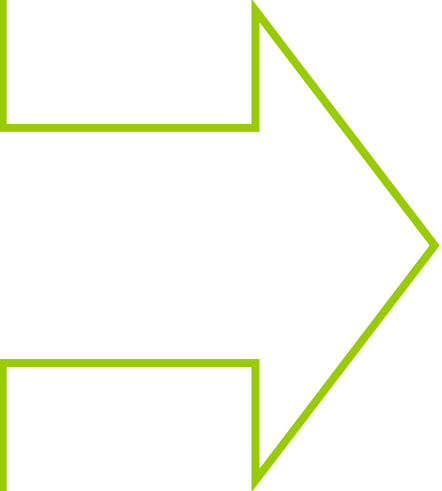
► Smart Steps to a Greener Workplace

How to go greener, save money & create a more efficient, healthier workspace

Yalmaz Siddiqui, Director, Environmental Strategy, Office Depot
yalmaz.siddiqui@officedepot.com



http://www.youtube.com/watch?v=Wq58zS4_jvM

- 1. What is green?**
 - 2. Why go greener?**
 - 3. How to go greener?**
 - 1. Buying greener**
 - 2. Being greener**
 - 3. Selling green to peers**
 - 4. Next Actions**
- 

► Which of these boxes is green?

A

B

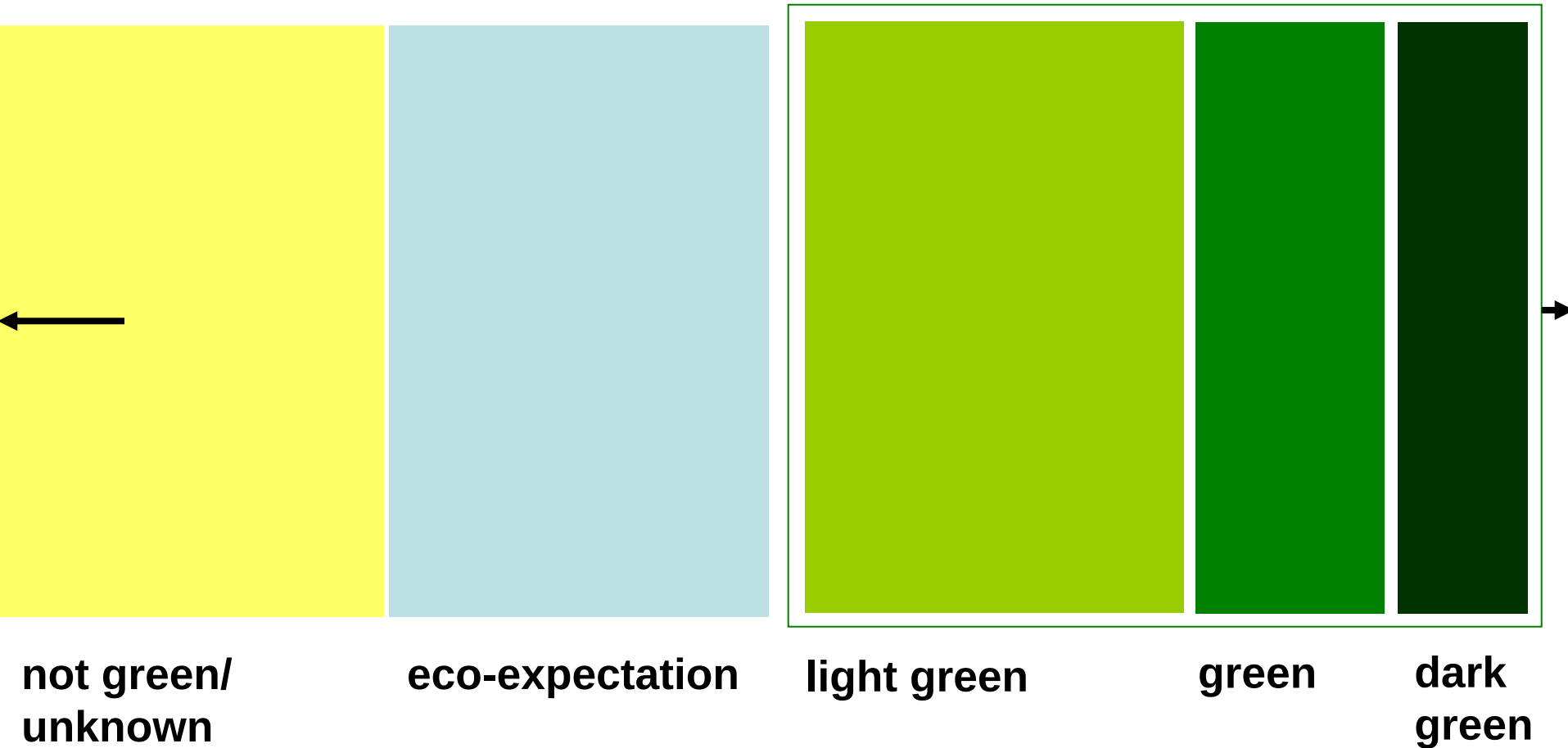
► Which of these boxes is green?

C

D

E

► New green perspective: there are only shades of green



► Example shades of green: Coffee cup



LIGHT GREEN:

**10% Recycled
paper cup**

MID GREEN:

**Bio-based
compostable cup
that's composted**

DARK GREEN:

**Reusable cup
that's reused**

► Environmental benefits of darker shades of green: Coffee cup

2 cups of coffee/day x 200 days = 400 cups from trees. 400 unrecyclable cups = 400 cups in landfill



2 cups of coffee/day x 200 days = 400 compostable cups. 400 cups into compost/landfill if not avail



2 cups of coffee/day x 200 days =



1 Reusable coffee mug

Requires washing but there is an embedded water footprint in paper and Styrofoam as well

- ▶ A product is greener than another if choosing it reduces one or more environmental impacts vs. a typical alternative



[1] saves resources...

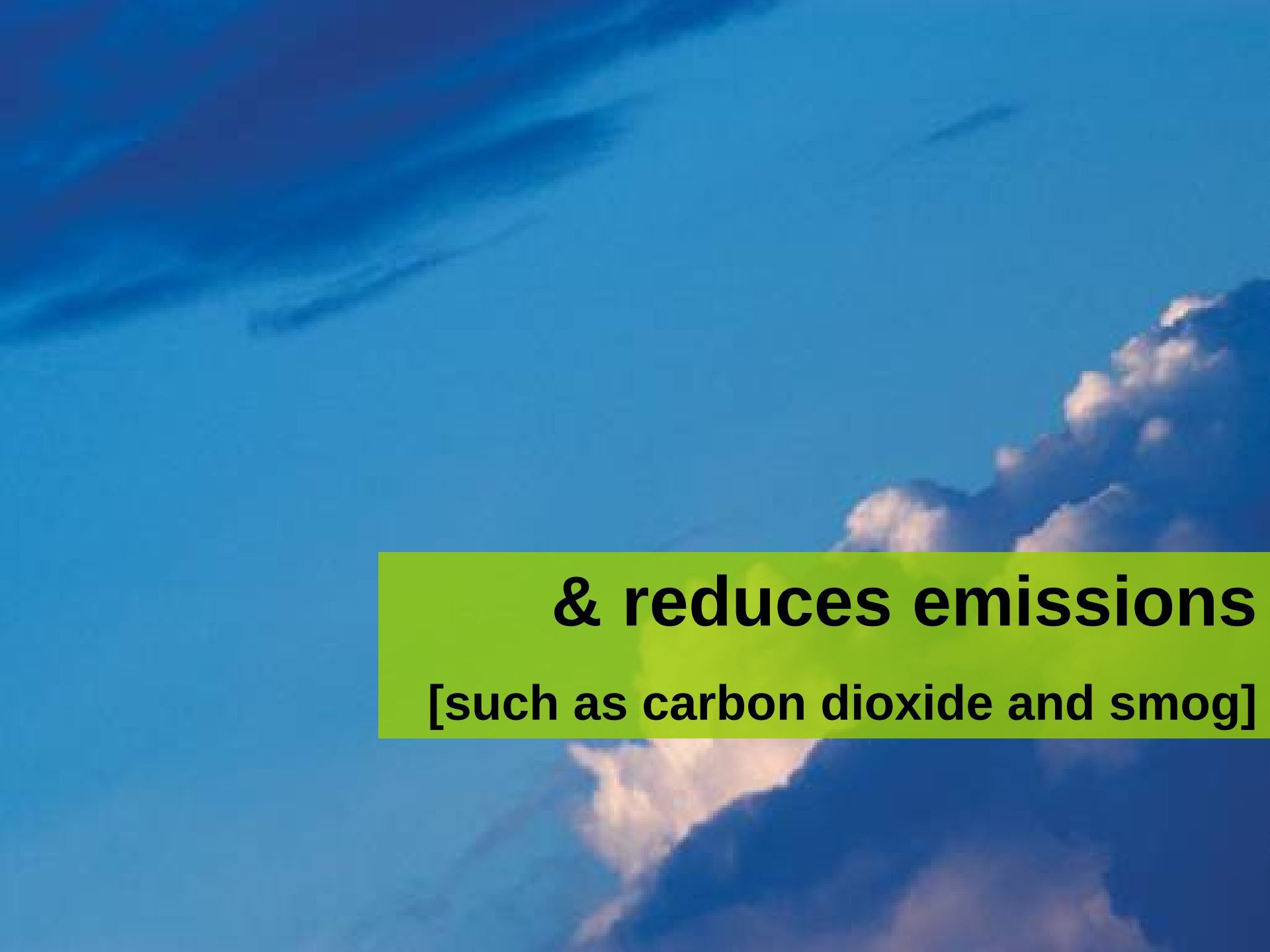
[such as forests or water or land or oil]

A large pile of cardboard boxes and other waste materials, illustrating the concept of reducing waste. The image shows a dense collection of flattened cardboard boxes, crumpled paper, and various other debris, all in shades of brown, white, and some bright colors like red and blue. The background is a solid light blue.

& reduces waste



2. saves energy...



& reduces emissions

[such as carbon dioxide and smog]



3. Uses safer chemicals

[helping keep workers & communities near factories safer...



& Safeguards Human Health

► Example shades of green – Paper



LIGHT GREEN:

EarthChoice™
FSC-Certified
0% Recycled Paper.
Elemental Chlorine
Free Bleached

MID GREEN:

Office Depot Green™
30% Post Consumer
Recycled; Elemental
Chlorine Free bleach;
Green Seal Certified

DARK GREEN:

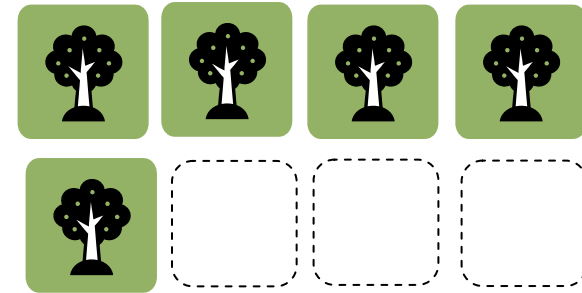
Office Depot Green™
100% Post Consumer
Recycled, Process
Chlorine Free Bleach;
Green-E Certified
Carbon-Balanced

► Environmental benefits of darker shades of green: Paper

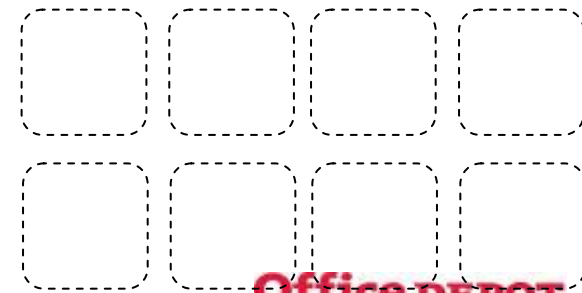
12 cases (1/mth) virgin 8.5x11 ... requires approx. 1 ton of wood...which requires approx 8 trees



12 cases 30% recycled 8.5x11...requires approx. 5/8 ton of wood...which requires approx 5 trees

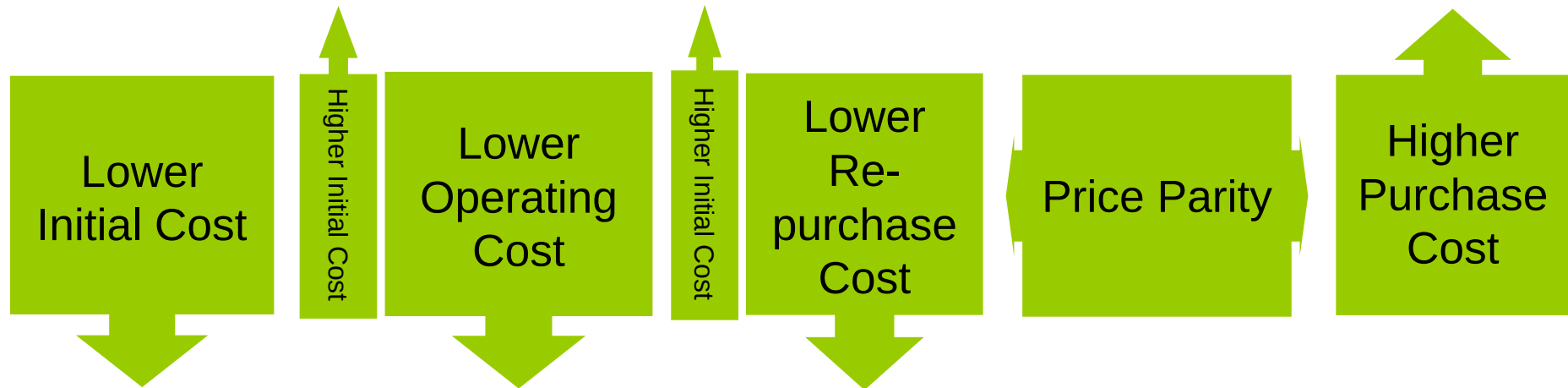


12 cases 100% recycled 8.5x11...requires approx. 0 ton of wood...which requires 0 trees



▶ WHY GO GREENER?

► Reason # 1: to save money - the “Green Savings Continuum”



- ▶ Reason # 2: You can contribute without sacrifice: green products may not have worked in the past, but now that's mainly perception [run an extensive pilots if you are not convinced]



Recycled paper is now bright and spec free – you can't find the little wood chips anymore

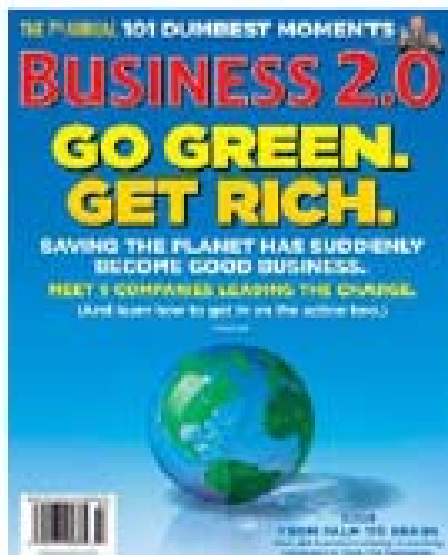


Remanufactured cartridges are not “drilled and filled” there are is much quality assurance

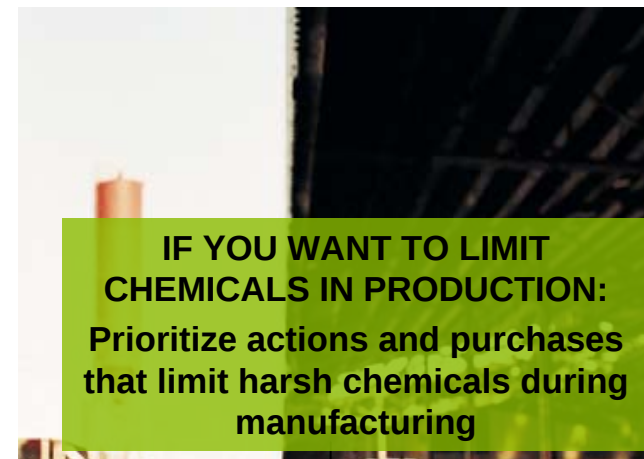
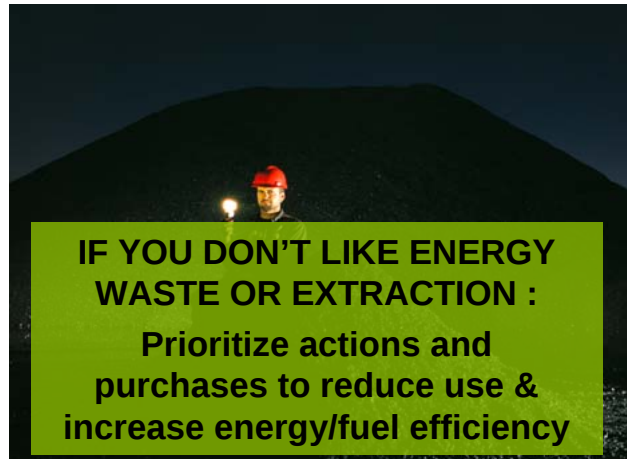


For cleaning, as with many other green product categories, now green works

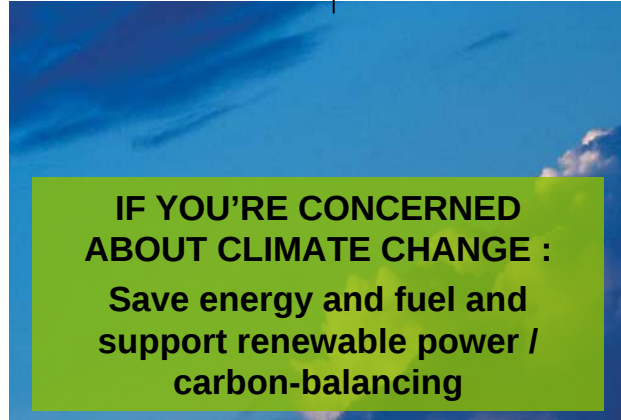
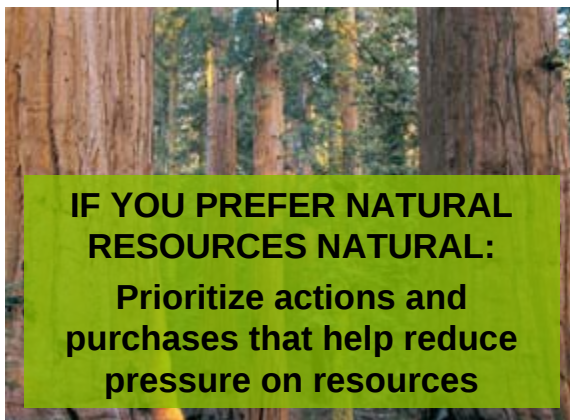
Reason # 3: To lead your industry / be ahead of your peers in environmental matters - an area of increased stakeholder & media interest



► Reason # 4: As an individual you may care about certain environmental issues and want to contribute to the solution



PRIORITIZE ACTIONS IN THE AREAS YOU CARE ABOUT



▶ CARBON AND CLIMATE 101



What is this stuff?

Carbon, greenhouse gases, global warming, climate change

Using electricity and burning fossil fuels results in greenhouse gas emissions such as Carbon Dioxide (CO₂) that trap heat in the atmosphere and cause temperatures to rise.

This rise in temperature is global warming - which many scientists believe causes climate change, which results in melting of glaciers and icecaps, sea-level rise, droughts, weather events

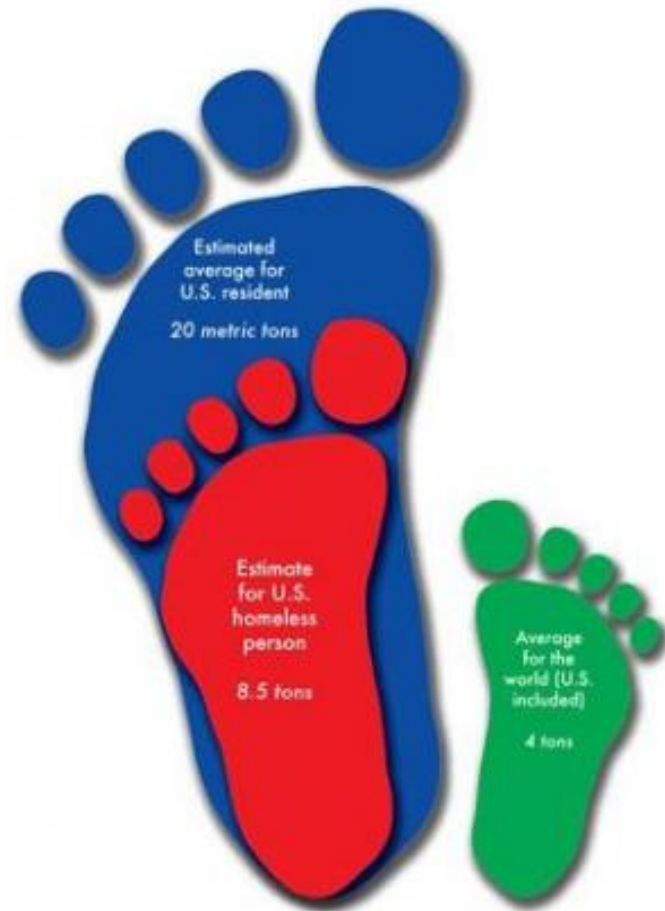
Using Electricity & Burning Fossil Fuels Costs Money

Saving Electricity &
Saving Fossil Fuels:
REDUCING CO₂ =
Often Saves Money

► What is a carbon footprint?

A carbon footprint is a sum of “accumulated carbon”

[accumulated in running a country, fueling a power plant, making a product, lighting a building, heating a home, operating a factory, driving a car, taking a flight, making a cup of coffee, shipping an apple from CA to here...living a life]



Source: Science Daily, 2008

Office DEPOT



1 Ton of Carbon Dioxide

[source: www.mnn.com]

- ▶ Best practice approach: reduce, then balance your carbon footprint with credible “carbon offsets” e.g. Office Depot partner NextEra Energy



Example: Calculate then reduce the CO2 emissions associated with operating your business:

- Delivery
- Facilities
- Travel
- Purchases

Balance some or all of the emissions with credible offsets e.g. renewable energy credits from NextEra

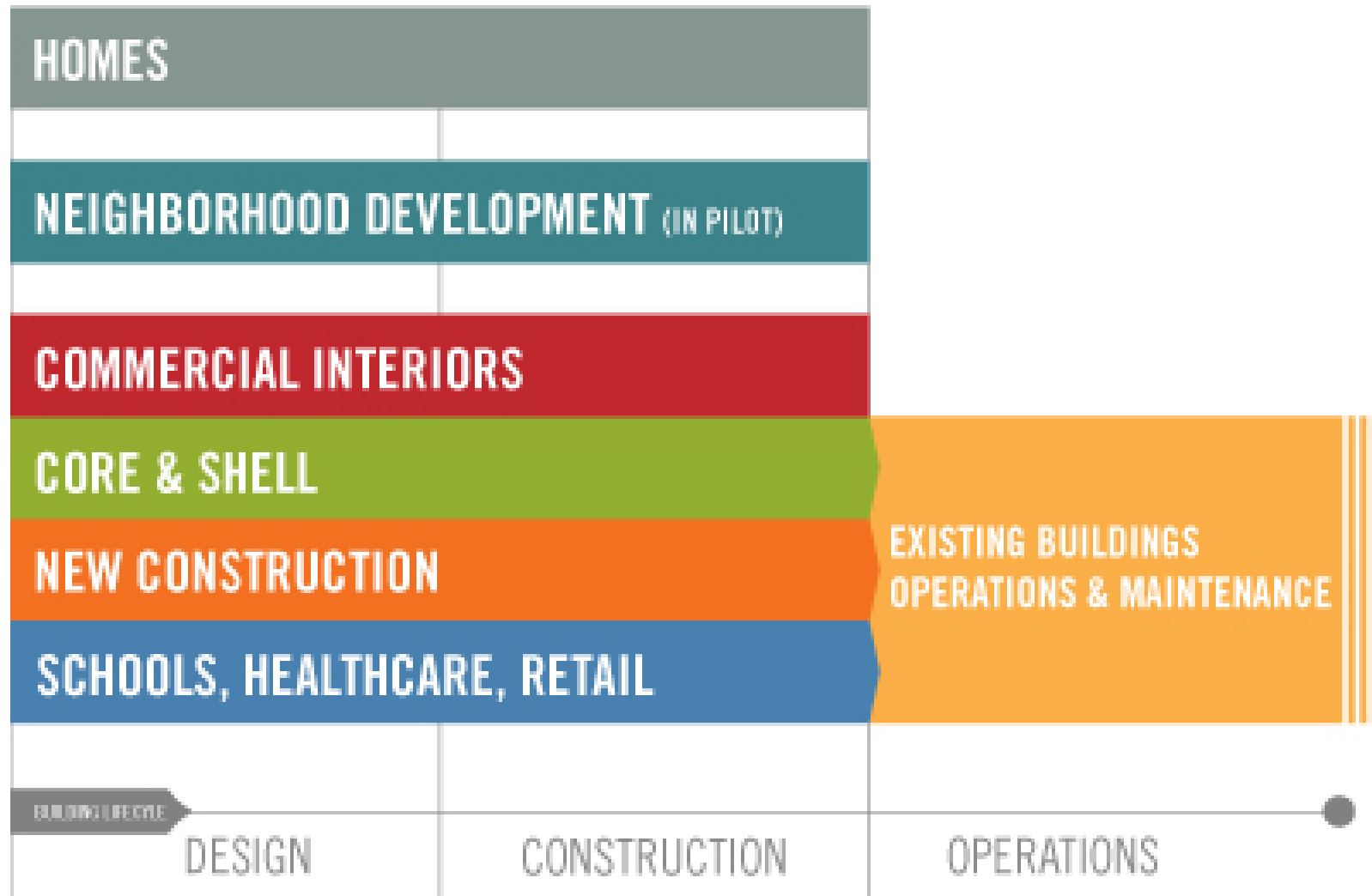
NextEra invests the funds in renewable energy projects.

[As of 2010, only 2% of the US energy mix was renewable]

Third party certifier (Green-e) verifies the offsets purchased helped reduce the equivalent amount of carbon dioxide.

▶ LEED 101

► What is LEED?
Leadership in Energy & Environmental Design



► How do you get LEED Credits?

LEED for Existing Buildings (LEED EB) Example



LEED for Existing Buildings: Operations & Maintenance Registered Project Checklist

Yes	?	No				
☐	☐	☐	Materials & Resources			14 Points
☒			Prereq 1	Sustainable Purchasing Policy	Required	
☒			Prereq 2	Solid Waste Management Policy	Required	
☐	☐	☐	Sustainable Purchasing			
☒	☒	☒	Credit 1	Ongoing Consumables	1 to 3	
			☐	Credit 1.1 40% of Purchases	1	
			☐	Credit 1.2 60% of Purchases	2	
			☐	Credit 1.3 80% of Purchases	3	
☒	☒	☒	Credit 2.1	Durable Goods, Electric	1	
☒	☒	☒	Credit 2.2	Durable Goods, Furniture	1	

Certified
[Light Green]

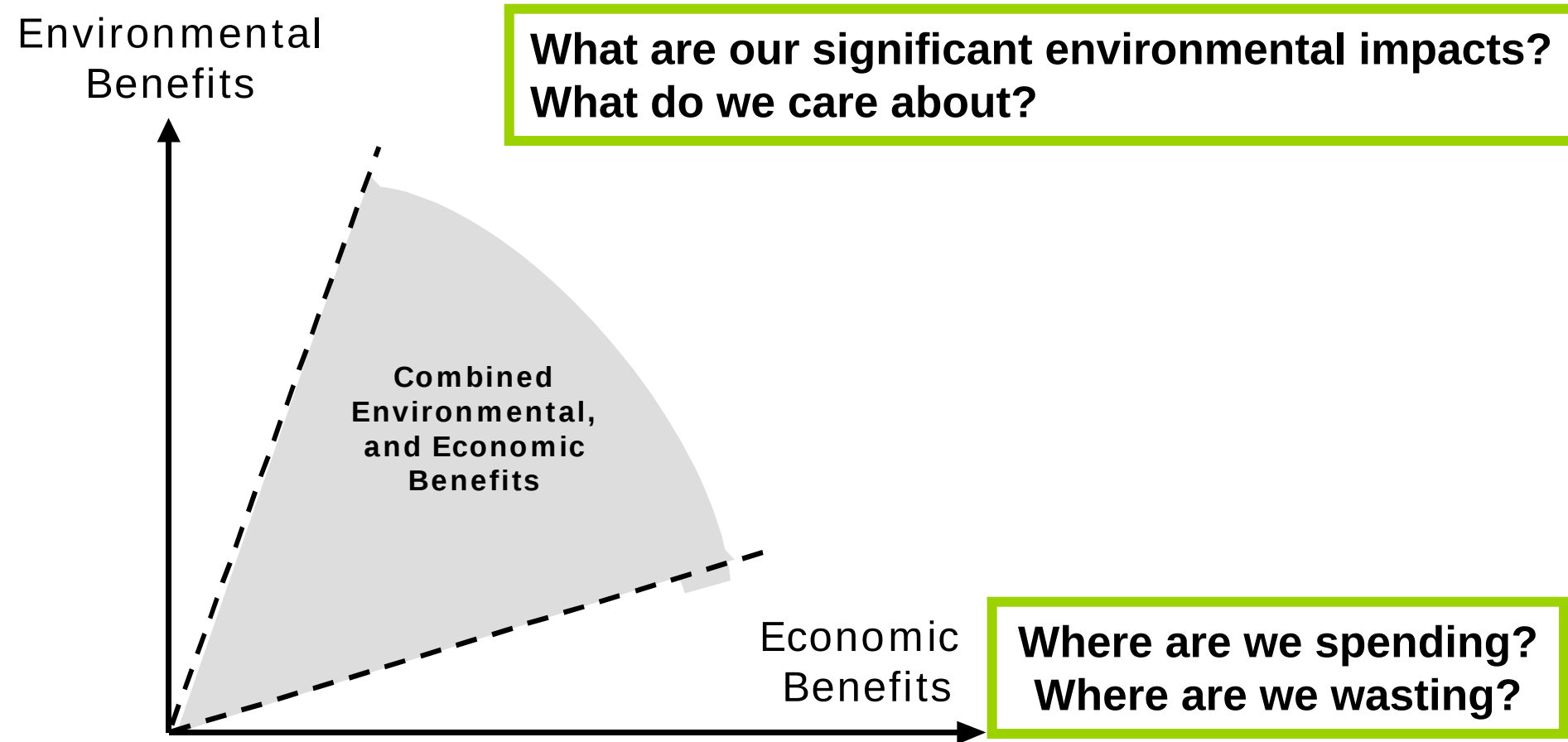
Silver
[Green]

Gold
[Dark Green]

Platinum
[Greenest]

► **BUY GREEN:
ENVIRONMENTALLY PREFERABLE PURCHASING**

- ▶ Decide your focus by considering your organization's relevant environmental impacts & cost saving opportunities



► To focus your greener office efforts, think about the product categories and environmental impacts you want to prioritize

- **Paper**
 - Forests
 - Biodiversity
 - Energy use
 - Water use
 - Paper waste in landfill
- **Ink & Toner**
 - Resource use
 - Energy use
 - Cartridge waste in landfills
- **Office Supplies**
 - Resource use
 - Harsh chemicals
 - Disposables in landfills
- **Office Equipment**
 - Energy use
 - Using machines
 - “Phantom power”
 - Cooling buildings
 - Carbon dioxide emissions
 - Electronic waste in landfill
- **Lighting**
 - Energy use
 - Mercury content
 - Mercury in landfill
- **Office Furnishings**
 - Forests
 - Harsh chemical glues
 - Formaldehyde
 - Durables in landfills
- **Breakroom**
 - Disposable coffee cups / water bottles in landfill
 - Food / beverage packaging in landfill
 - Harsh chemical cleaners
 - Paper use
- **Business Travel/Deliveries**
 - Fuel use from commuting / air travel / supply deliveries
 - Carbon dioxide emissions
 - Packaging impacts



- Consider writing an Environmentally Preferable Purchasing Policy, remember the key element of a well-written policy is implementability

1. Scope = What's included
2. Specification = What attributes and certifications should be sought
3. Responsible Party = Who exactly is accountable for the purchase
4. Metric = How will we track successful implementation
5. Goals = What are we aiming to achieve
6. Time Period = Over what timeframe will the policy be implemented
7. Procedure = How exactly will we meet the goals of the policy

+ What do we want to be able to say?

► Ask the question:
What do we want to be able to say about our greener purchasing?

*“95% of our cut-sheet paper in 2009 was 30% recycled and FSC certified,
- helping us save over 700 trees”*

“Over 80% of our Technology is ENERGY STAR qualified”

*“We only buy GREENGUARD-certified furniture – every item in our
building is GREENGUARD certified for healthier indoor air quality”*

“Over 50% of our ink and toner cartridges in 2010 were remanufactured”

*“In Q2 2011, we achieved our goal of 100% of spend in line with the
Environmental Purchasing Policy we released in Q4 2009”*

► Select the attributes you want to focus on: greener products have one or more attributes that result in relatively less impact on the planet
[there's always an impact, all we can do is reduce it, nothing is eco-friendly]

SAVE RESOURCES & REDUCE WASTE



Recycled



Remanufactured



Recycling
Solution



Responsible
Forestry



Rapidly
Renewable



Bio-based/
Compostable



Reusable



Refillable



Rechargeable

SAVE ENERGY & REDUCES EMISSIONS



Energy
Efficient



Renewable
Power



Carbon-balanced

USE SAFER CHEMICALS & SAFEGUARD HUMAN HEALTH



Reduced Harsh
Chemicals



Chlorine-free



Bio-based/
Biodegradable

► Seek certifications/ecolables for additional assurance of environmental claims + verification that a product meets third-party green standards

SAVE RESOURCES & REDUCE WASTE



SAVE ENERGY & CARBON EMISSIONS



SAFER CHEMICALS



Social issues focus



Multiple Attribute and/or Lifecycle Impact Reduction



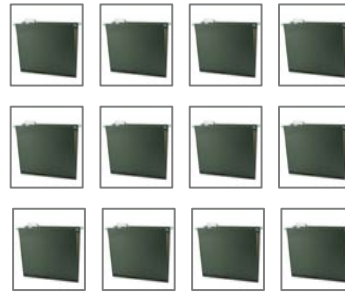
► Smart step to buy greener: Choose recycled supplies (e.g. files)
Benefits: save resources, save money

Lower
Initial
Costs

Mid Green Item Costs **\$9.99*** for a 25 pack OR **\$119.88** for twelve 25 packs



Item # 314310



Mid Green Item
contains **30%**
Post Consumer
Content & has
PVC tabs

Dark Green Item Costs **\$6.29*** for a 25 pack OR **\$75.48** for twelve 25 packs



Item # 810994



Dark Green
Alternative
contains **95%**
Post Consumer
Content & has
PVC free tabs

Greener Alternative saves \$44.40 a year if one pack is used every month

▶ **Smart step to buy greener: Choose remanufactured cartridges**
Benefits: save resources, save money

**Lower
Initial
Costs**



Assuming \$75 price for OEM toner cartridges vs. remanufactured at 10% average cost savings*:

- ~ cost savings for one reman. toner cartridge: \$7.50
- ~ cost savings for 1000 reman. toner cartridges: \$7,500
- ~ cost savings for 10,000 reman. toner cartridges: \$75,000



- On average, toner cartridges weigh 2.5 lbs., and each new toner requires half a gallon of oil to make new plastic, therefore compared to virgin plastic cartridges estimated.
benefits of one reman. toner cartridge =
 - 2.5 lbs metal and plastic saved from landfill
 - 0.5 gallons of oil not required for new plastic

▶ **Smart step to buy greener: Choose multi-packs of OEM cartridges**
Benefits: save packaging, save money

Lower
Initial
Costs

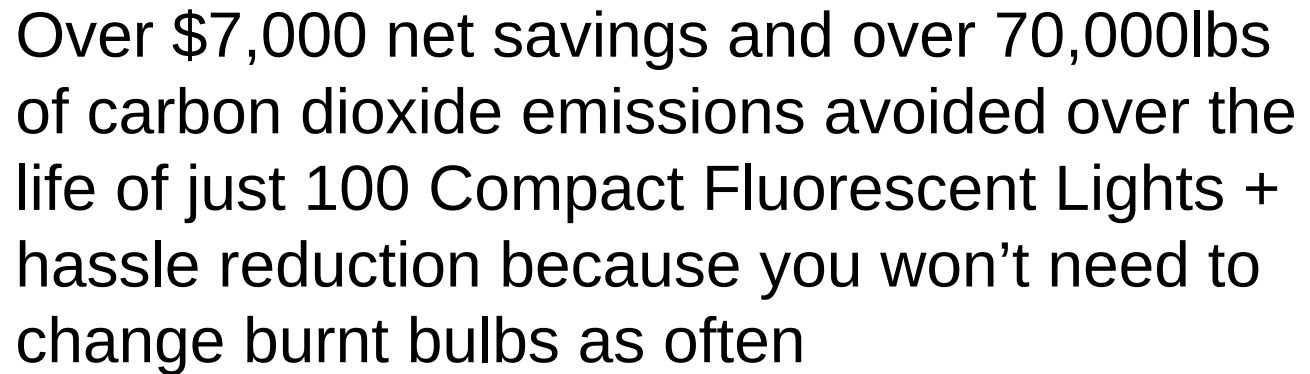


3 Cartridges, 1 box = lower unit price + lower packaging and shipping impacts



- Many HP LaserJet cartridges meet or exceed recycled content guidelines from the U.S. Environmental Protection Agency (EPA)
- Many HP LaserJet cartridges contain an average of 20% or more total recycled content*

- Savings
through
Lower
Operating
Cost



72,145

- ▶ Smart step to buy greener: choose rechargeable batteries, instead of disposables
Benefits: save resources, save money

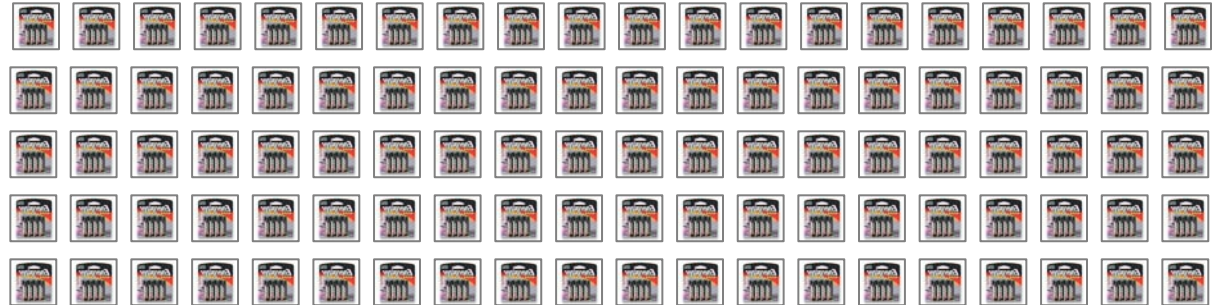
Higher Initial Cost

Savings through Lower Re-purchase

Not Necessarily Green Item Costs **\$7.99***unit OR **\$799** for hundred packs and is disposed of after one use



Item # 416545



Mid Green Item Costs **\$39.99** initially, plus **\$38.97** for three rechargeable battery replacement packs = **\$78.96**



Item # 802315



Item # 405541



Item # 405541

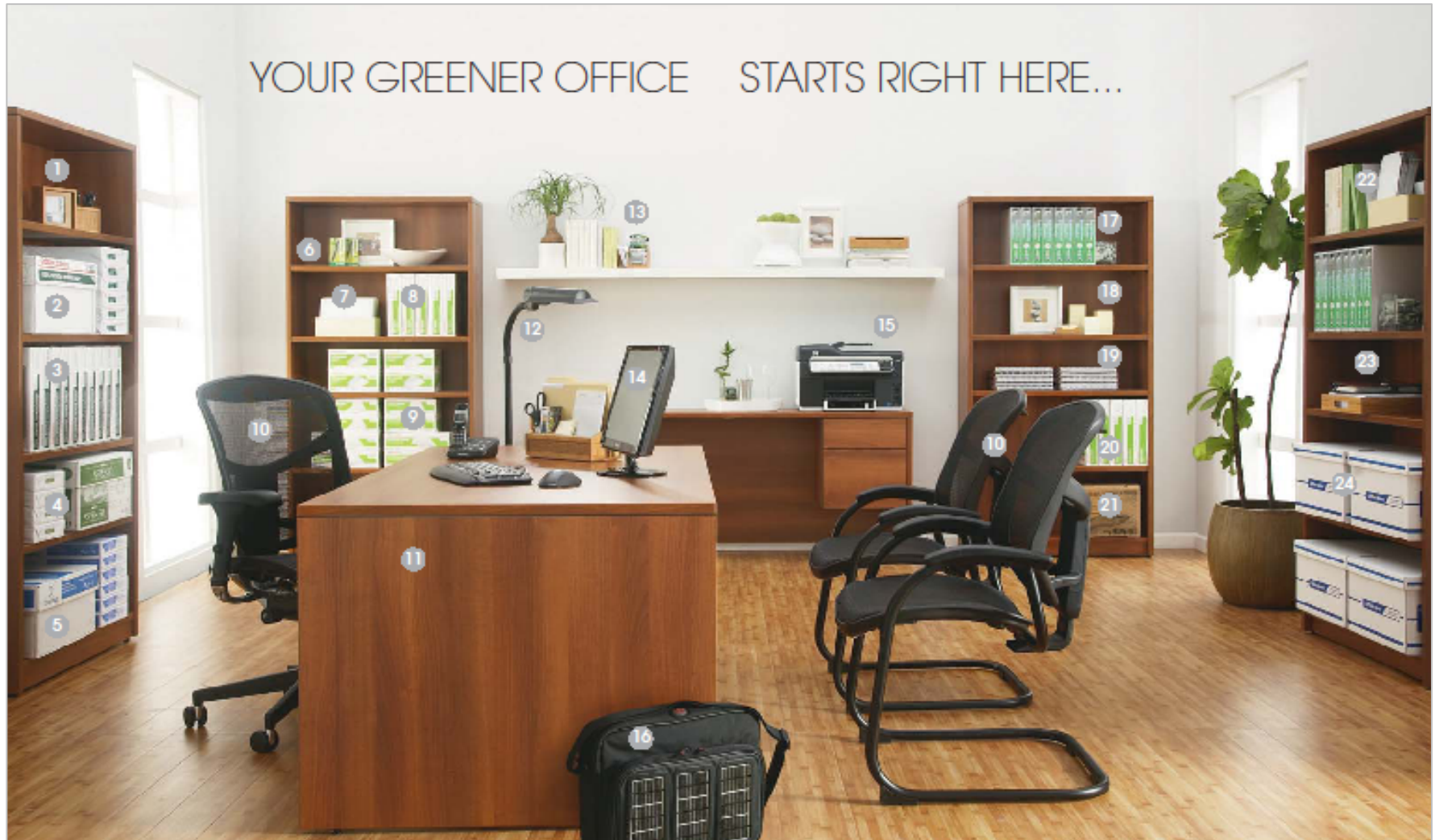


Item # 405541

Greener Alternatives save ~\$720 by avoiding 400 disposable one time use batteries

- ▶ Smart step to buy greener: Seek GREENGUARD or SCS Indoor Air Quality Certified furniture
Benefits: safer chemicals and healthier office

Price
Parity



- ▶ Smart step to buy greener: Specify ENERGY STAR or EPEAT (bronze/Silver/Gold) Technology
Benefits: save energy, safer chemicals, maybe save money

Price
Parity

EPEAT Quick Search Tool				
For Products Registered in United States				
				Totals
	BRONZE	SILVER	GOLD	
Desktops	5	31	57	93
Integrated Desktop Computers	0	38	7	45
Monitors	1	420	69	490
Notebooks	25	341	270	636
Thin Clients	0	6	0	6
Workstation Desktops	1	2	16	19
Workstation Notebooks	0	1	0	1
Total:	32	839	419	1290

* Integrated System is a desktop and integrated monitor as one product



Item 817695

► Smart step to buy greener: Buy the greenest paper you can
Benefits: save resources, save trees, feel good

Higher
Initial
Cost



→ LIGHT GREEN:
Domtar
EarthChoice™
FSC-Certified
0% Recycled Paper.
Elemental Chlorine
Free Bleached

MID GREEN: Office
Depot Green™ 30%
Post Consumer
Recycled; Elemental
Chlorine Free bleach;
Green Seal Certified

DARK GREEN:
Office Depot Green™
100% Post Consumer
Recycled, Process
Chlorine Free Bleach;
Green-E Certified
Carbon-Balanced

► Find Office Depot's assortment of greener products (light green to dark green) in the "GreenerOffice" store. Consider creating your shopping lists from items in this assortment, go with your priorities and shade of green.

[Home](#) | [Customer Services](#) | [888.2.OFFICE \(888.263.3423\)](#) | [Technical Support: 800.269.6888](#)

Office DEPOT.
Taking Care of Business.

[Store Locator](#) ▾
Find a Store

[Order by Item #](#) ▾
Quick Order

0 item(s): \$0.00
[View Cart](#) | [Check Out](#) | [My Shopping Lists](#) | [My Shipto](#)

Account #: 33276301
Welcome, BSD NET of OD INTERNET TEST ACCOUNT - [Logout](#)

[Office Supplies](#) ▾

[Furniture](#) ▾

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SEARCH [GO](#)

[View All Products A-Z](#) | [Ink & Toner](#) | [Paper](#) | [Copy & Print](#) | [Tech Depot](#) | [Bulletin Board](#)

Office Depot® Brand
Quality. Value. Innovation.

[SHOP NOW](#)

My Orders

- My Recent Orders
- Order Tracking
- Orders Pending Approval

My Tools

- My Shopping Lists
- Order by Item#
- My Profile Overview
- Online Reporting

Ink DEPOT

Select Brand ▾

or

Search by Cartridge# [GO](#)

- Paper Buyer's Guide
- Shop Paper Depot

Copy & Print DEPOT

- Document & Copy Services
- Business Cards & Stationery
- Custom Stamps
- Signs & Banners

Tech DEPOT

- Apple Store
- Networking
- Technology Solutions
- Notebooks

Greener Office

- Buying Green Guide
- Greener Office Store
- 100-Step Greener Office Checklist
- Green Book Online

▶ **BE GREEN:
ENVIRONMENTALLY PREFERABLE PRACTICES**

- ▶ Smart step to be greener: Upgrade some printers and implement double-sided printing
Benefits: save paper, save money

Higher Initial Cost

Savings through Lower Re-purchase



Item 825740

Paper has two sides, paper has two sides, paper has two sides, Paper has two sides, paper has two sides

Paper has two sides, paper has two sides, paper has two sides, Paper has two sides, paper has two sides,

My back has been used

[!]

My back has been used

[!]

**REDUCE PAPER
USE & FUND
GREENER PAPER
PURCHASING**

► Smart step to be greener: use energy-saving power strips
Benefits: save energy & save money

Higher Initial Cost

Savings through Lower Operating Cost



Item # 711335

Up to 75% of energy for home and office electronics is consumed by plugged-in items that are not being used

Source: us department of energy, "[Home office and Home electronics.](#)" 15 Jan 2008

USDA unplugged program delivered nearly \$90,000 in energy savings in dc alone

[Source: Boyd Rutherford, USDA]



Item # 899990

- ▶ Smart step to be greener: Switch to reusable bottles and coffee mugs to help reduce waste from disposables
Benefits: save resources, save money

Higher Initial Cost

Savings through
Lower
Re-purchase



Item 977540

[Seek metal or
BPA-free to be
Greenest]



Item 832072

- ▶ Smart step to be greener: identify where waste is generated, and place recycling bins in all these places to make recycling convenient. Benefits: save resources, maybe save money



Item 494682



Item 513470



In store box, or Tech Trade-In program:
See www.officedepot.com > Our Services

► Office Depot Ink & Toner Recycling Program

PICK-UP BY OFFICE DEPOT DRIVER

1. Protect each empty ink or toner cartridge during shipment - by wrapping it in newspaper or using old packaging.
2. Place cartridge in its original box or place multiple protected cartridges in a cardboard box (used paper boxes work well). *Please do not mix ink and toner cartridges in the same box to help avoid damage.*
3. Close and seal the box and hand it to your Office Depot driver when you get your next office supply delivery.



SHIP DIRECTLY TO RECYCLING FACILITY

1. Order a free Ink Cartridge recycling box (SKU# 621558) or a free Toner Cartridge recycling box (SKU# 650988).
2. Protect each empty cartridge during shipment by wrapping it in newspaper or using old packaging.
3. Place used cartridges inside the specific Office Depot recycling box for ink or toner. *Please do not mix ink and toner cartridges in the same box to help avoid damage.*
4. Repeat this process until the box is full and then close and seal the box.
5. Add the pre-labeled box to regular UPS pick up: shipping is free.



621558

650988

- ▶ Smart step to be greener: Consolidate orders / limit orders under \$50
- Benefits: save money + packaging + save fuel and CO2

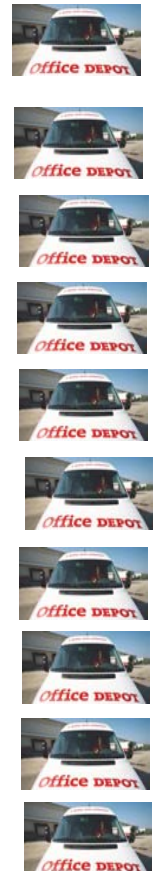
CURRENT



MID GREEN



DARK



▶ **SELL GREEN: ENCOURAGING
ENVIRONMENTALLY POSITIVE BEHAVIOR**

► Sell green by engaging others softly, “normalizing green” and celebrating small wins



1. Create a green team
2. Identify decision makers, influencers & naysayers and involve them
3. Identify business priorities
4. Identify environmental priorities
5. Develop a plan
6. Start small
7. Implement chosen actions
8. Track results with data
9. Celebrate Wins
10. Communicate by showing that green is “normal

+ Reward leaders

► For many more ideas on how to go greener, download Office depot's 100 Step GreenerOffice Checklist, available on the OD homepage

Greener Office

- Buying Green Guide
- Greener Office Store
- 100-Step Greener Office Checklist
- Green Book Online

Office DEPOT

Greener Office Checklist

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Step 1: Define Building/Offices In Scope [Start small]

ORGANIZATION NAME	
DIVISION NAME	
BUILDING/OFFICE FOCUS	

Step 2: Decide who owns the project and dates when Initial Audit and Re-Audit will be done

OWNER	
FIRST AUDIT:	
RE-AUDIT:	

3: Read Office Depot categories and recommendations

4: Audit steps in place/Choose N/A /Complete

5: Define new steps

6: Assign

7: Document for Re-Audit

Links to Resources from Office Depot / Other Third Parties OR Responsible Purchasing Network. Plus ask your Office Depot Rep to obtain a Greener Office Guide from Office

																100		41	
#	Why/Best Buy/Sell/Tell Green.	REVIEW RECOMMENDED STEPS & CHOOSE BY LEVEL OF EFFORT/GREEN-NESS: S - Starting steps to help start your greener office program D - Developing steps to further develop your greener office program L - Leading steps to implement a leadership greener office program	S D L	Date	Part Date	Has Date	Has Known	Has Applicable [State why]	Comments	Mark if New Step Planned	DEFINE NEW ACTIONS to recommend/ implement in the building in the next 12 months	Step Owner	Target Date (c/yr)	DOCUMENT ACTION: number to document action taken to prove completion by re-audit	Re-audit Mark if done	Bold = In Separate document available to Office Depot Customers in Q3 2010. <u>Underlined</u> = Live Link to Resource. <i>Italics</i> = Resources in development.	Link to Responsible Purchasing Network (RPN) Resources / Assets:		
1	Why Green? [Set Foundation]	Create an in-house green team" to oversee your greener office activities	S													How to set up a green team			
2	Why Green? [Set Foundation]	Identify the most significant environmental impacts of your office, and define your focus areas	S													Common environmental impacts of offices, and choosing your			
3	Why Green? [Set Foundation]	Calculate the financial of the costs operating your office including: energy costs, waste costs, recycling costs and revenues and purchasing costs	S													Example financial dashboard of office-related expenses	RPN: Green Purchasing Calculators		
4	Why Green? [Set Foundation]	Write a basic green purchasing policy covering at least office supplies, furniture and technology	S													Sample Green Purchasing Policies	RPN: Green Purchasing Policies		
5	Why Green? [Set Foundation]	Write a green cleaning policy covering all cleaning supplies purchased	S													Sample Green Cleaning Policy	RPN: Green Cleaning Policies		
6	Why Green? [Set Foundation]	Write a solid waste reduction policy, focused on your high-volume office wastes	S													Sample Solid Waste Reduction Policy			
7	Why Green? [Set Foundation]	Conduct a basic waste stream audit to better understand the type and volume of items you are recycling and sending to landfill	D													Simple office waste stream audit checklist			
8	Why Green? [Set Foundation]	Conduct a basic energy audit to better understand energy use and opportunities for energy reduction in your office	D													Simple office energy audit checklist			
9	Why Green? [Set Foundation]	Download the US Green Building Council's LEED for Existing Buildings: Operations and Maintenance/LEED 2009 Reference Guide and consider	D													USGBC LEED for Existing Buildings Overview page			
10	Why Green? [Set Foundation]	Download ISO14001 Guidelines for Environmental Management Systems, and consider registering	D													ISO14001 Overview			
11	Why Green? [Set Foundation]	Calculate the "carbon footprint" of your office electricity	D													How to calculate your carbon footprint - step by step calculator for low emitters	RPN: Green Power Calculators		
12	Why Green? [Set Foundation]	Select Environmental Key Performance Indicators to track your Greener Office Program [Or add Greener Office sub-indicators to any existing metrics]	L													Example office-related environmental KPIs			
13	Why Green? [Set Foundation]	Develop an Environmental Management System (excel-based or software) that tracks key performance indicators against all aspects of your greener office	L													Example office-related environmental KPI dashboard			
14	Why Green? [Set Foundation]	Register for US Green Building Council's LEED for Existing Buildings: Operations & Maintenance program, and start pursuing implementation	L													USGBC LEED for Existing Buildings Overview page			
15	Why Green? [Set Foundation]	Create an ISO14001 Design Implementation team and start pursuing towards	L													ISO14001 Certification Information			

- ▶ Sell green by recognizing Old Green vs. New Green methods – focus on New Green, be wary of reverting to Old if change is hard

Old green

- Binary: Green vs. Not Green
- One green attribute: recycled
- Preachy
- Guilt-Inducing
- Negative focus: the problem
- Granola Crunchy
- Leaves, trees, brown imagery
- Perfection
- Transformation
- Berkeley

New green

- Shades of Green
- Various green attributes
- Friendly
- Quietly Educational
- Positive focus: the solution
- Crisp and Modern
- Clean, bright imagery
- Progress
- Small Steps
- Manhattan

- ▶ Sell green by accepting all steps matter...and that all improvements should be celebrated, even if they are minor (creates a positive cycle to greener)



“Sometimes when I consider what tremendous consequences come from little things, I am tempted to think, there are no little things.”

Bruce Barton

Real time population + CO2: www.breathingearth.net

on:
ry:
ry:

CO2 every:
watching:
er person:

KEY

-  emitted over 1000 tonnes of CO2
-  currently emitting 1000 tonnes of CO2
-  Population is rising/falling
-  CO2 increase/decrease since 4 years earlier
-  1 birth
-  1 death

World Human Population: 6,846

Since you started watching

19 people have been born in the world
4 people have died in the world
2,000 tonnes of CO2 have been emitted