

Green Goes to Work:

How Your Business Can Benefit from Green Practices



Presented by:



Los Angeles Valley College
Business Success Academy



Precision Dynamics Corp.
Green Team

Did You Know?



- ...that Climate Change is the **#1 priority** of the United Nations Environment Programme?
- ...that more than **75 percent** of consumers consider environmental and social aspects in deciding what to buy and about a third are willing to pay more for those benefits?
- ...that commercial buildings and industrial facilities generate **45 percent** of the U.S. greenhouse gas emissions?

PDC Green Team



- Founded with a single goal in mind...
Reduce Our Environmental Impact
 - Examines All Areas of PDC's Business Operations
 - Operations
 - Materials & Supplies
 - Procedures & Processes
 - Infrastructure
 - Information Systems
 - Coordinates Educational & Volunteer Opportunities



It all starts by asking Questions



- **Internal Questions** from employees & shareholders
- **External Questions** from customers & distributors

How can we reduce our environmental impact?

How can we reduce costs?

How can we reduce risk?

Are your products recyclable?

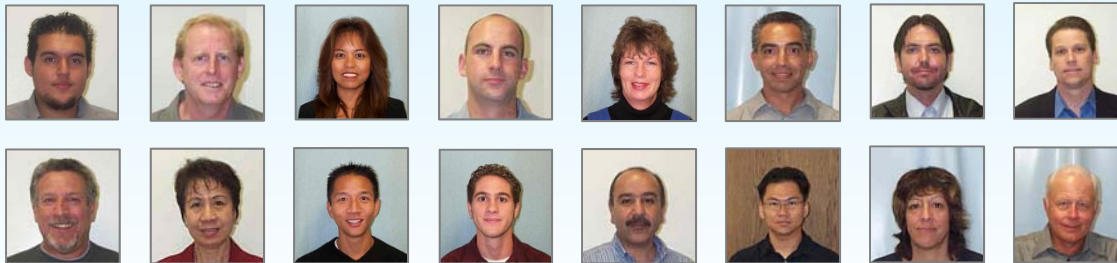
What % of your products use recycled content?

Do you have plans to create an eco-friendly version?

Starting a Green Team



- The key to success is having a blend between **grassroots passion** and **top management commitment**.
- Choosing a Leader
- Employee Involvement – Different Operations Groups



Starting a Green Team



- Do Your Homework
 - Know what other leading companies are doing.
 - Keep informed...read books, publications, newsfeeds.
- Examine What You're Already Doing!
 - How many people in your organization **KNOW** you're doing them?

Starting a Green Team



- Develop a Mission Statement or Goals
 - What is the purpose of the Green Team?
- Establish Clear Cut Initiatives
 - What are you going to do to meet your Mission/Goals?

Top 5 Initiatives



- Initiate KPI's (Key Performance Indicators)
- Identify Wastes and/or Improvements
- Expand Employee Awareness & Involvement
- Achieve 14001 Compliance
- Identify Key Partnerships with Local Organizations

Expand Employee Awareness & Involvement



- Employee Education & Involvement
 - Green Team Tips
 - Movies/Speakers
 - Recycling Bottles & Cans
 - E-Waste Recycling Drives
 - Environmental Fairs
 - Volunteer Events & Cleanups



Identify Wastes/Improvements



- Energy & Resource Reduction Campaigns
 - Save Paper, Save a Tree. Think Before You Print.
 - Paperless Faxing
 - Website Design
 - Save a Watt, Save a Lot!
 - Document Control System



Identify Wastes/Improvements



- Elimination of Styrofoam
 - Did you know there's a heap of trash the size of Texas floating in the Pacific?



PDC Volunteers at Heal the Bay's Nothin' But Sand Beach Cleanup

Identify Wastes/Improvements



- Finding Environmentally-Friendly Alternatives
 - Reusable Mugs
 - Paper Towels
 - Cleaning Supplies
 - Printer/Copier paper
 - Envelopes
 - Catalogs

Identify Wastes/Improvements



- Examining Your Operations
 - Put it in writing...develop policies for your procedures
 - Perform facility inspections (self and third-party)
 - Take advantage of **REBATES**

Identify Key Partnerships & Opportunities



- DELL Plant a Tree for Me
 - Offsetting our carbon footprint
 - Over 50 trees planted



Why Should *You* Go Green?



- It's the Right Thing to Do
 - Responsible business is good business.
- Increase Your Bottom Line
 - PDC has saved over **\$16k**, **10k lbs. of CO2**, **40k gallons of water**, and **110 trees** by implementing green practices.
 - Additional costs **(\$10k)** aimed directly at reducing PDC's environmental impact.

Why Should *You* Go Green?



- Reduces Risk
 - Staying ahead of the curve on regulations, compliance, and customer expectations.

Why Should *You* Go Green?



- Improved Employee Morale, Health, & Productivity
- Improved Community & Customer Perception
 - VIP Green Project
 - Volunteer Activities
 - Proactive Stance on Customer Issues
- Maintained focus on **Quality**...having a set of procedures in place.

Challenges that Lie Ahead



- Changing Perceptions
 - Getting people to think of green as an integral part of your operations, not just a bonus of afterthought.
- Communication & Authority
 - Having strategic members with the authority to take action

Challenges that Lie Ahead



- Cost
 - Operating with a minimal budget
 - Balance doing the right thing versus ROI
 - Solar panels
 - FSC certified paper
- Timing
 - Knowing when the time is right to make requests.

Challenges that Lie Ahead



- Quality
 - Is this really an **improvement**?
 - Paper Towels
 - Recycled Ink Cartridges
 - Material Requirements

What's Next for PDC?



- Corporate-wide expansion
- Introduction of KPI's
- ISO-14001 compliance
- Review of partnerships/educational opportunities
- Review of alternative materials
- Staying ahead of the curve and remaining a LEADER

Tips for Starting Your Own Green Team



- Maintain Interest
- Key Ingredients: Program Champion, Employee Involvement, Management Commitment
- Develop a Mission Statement and Key Initiatives
- Start Small, Pick the Low-Hanging Fruit First
- Making the Time to Do It

Tips for Starting Your Own Green Team



- Be Realistic...You Won't Make Changes Overnight
- Meet Often and Hold People Accountable
- Don't Be Discouraged by Challenges
- Do Your Homework...Have the Facts Readily Available for Improvements/Projects