

Is Sustainability Like Gourmet Food?

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AHMP Mid-Atlantic Regional Professional Development Conference
October 5, 2018



I heard a comedian say...

- ▶ Calling something “sustainable” is like calling food “gourmet.”



And like gourmet food...

- ▶ What does Sustainability even mean
- ▶ Isn't it expensive
- ▶ What's the big deal

What is Sustainability?



I submit the following meaning

- ▶ Using less resources and creating less waste during your process

Start small and cheap

- ▶ Look at operational efficiencies, seek waste reduction opportunities, and identify energy use or overuse

7 Tips

- ▶ Focus on you
- ▶ Start at the beginning of a project
- ▶ Whole life cost
- ▶ Think local
- ▶ In-house resources
- ▶ Look at data
- ▶ Non-equipment changes

Why, you ask?



Sustainability Reporting as new trend



Sector	% of Companies Publish Sustainability Reports
Energy and Energy Utilities	12.9%
Financial Services	10.6%
Food and Beverage	12.9%
Healthcare Products	6.4%
Technology Hardware	6.0%
Healthcare Services	5.8%
Retailers	5.8%
Household and Personal Products	4.4%
Chemicals	4.4%
Automotive	3.1%
Tourism and Leisure	2.9%

CSE Reviewed 551 Sustainability Reports from North America

Small Medium Enterprises are Starting to Report on Sustainability



CENTRE for SUSTAINABILITY and EXCELLENCE

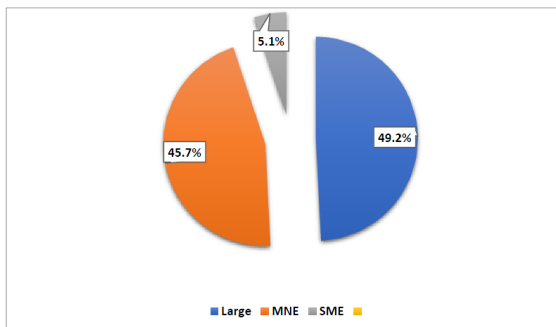


Image 3: Size of the U.S. companies/organizations which have published a sustainability report for the 2015-2016 reporting period.

MNE = Multinational
SME = Small/Medium

Sustainability Reporting in private companies

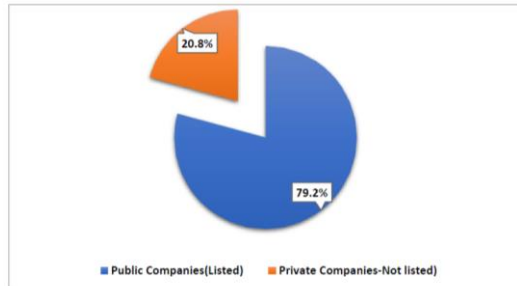


Image 6: Status of the U.S. companies which have published a sustainability report for the 2015-2016 reporting period.



CENTRE for SUSTAINABILITY
and EXCELLENCE

Sustainability Supports Financial Performance

We have identified correlations between the following issues in CSE Research published in FORBES Magazine

Enablers

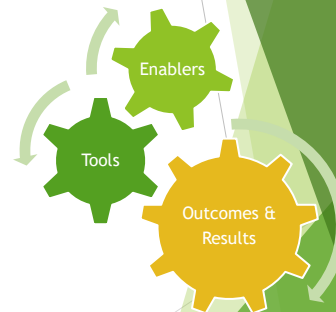
- ▶ Culture of Transparency
- ▶ Comprehensive strategic goals that respond to stakeholders expectations

Tools

- ▶ Sustainability Reporting and Stakeholder Communication

Outcomes

- ▶ Potential impact to financial performance (Assuming business strategy is appropriate)



Creating a sustainability program that is right for you and your customers does not have to be as onerous as preparing a gourmet meal

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