



# SOCIAL/HR ISSUES

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# SUSTAINABILITY

- Economic
- Environment
- People/Social



# HOW DO WE GET PEOPLE INVOLVED?

- Education
- Learn By Doing
- Learn By Sharing
- Walk The Walk



# I WANT TO, BUT I CAN'T BECAUSE...

- Its too inconvenient
- I don't have the time
- Its too difficult
- Its more expensive
- It takes too much time



## DEVELOP A CIRCLE OF EVANGELISTS

- Employees who are passionate about sustainability
- They create the buzz through all levels
- Give them incentives



## EMBED IN YOUR CULTURE

- Exec Management has to buy-in first
- Most people want to do the right thing
- Everyday events
- Becomes a habit for employees



# CREATE A TARGET

- Measure & consistently report to employees
- Create excitement – a buzz
- Competition is a good thing



# CONNECT WITH THE LOCAL COMMUNITY

- Schools
- Community centers
- Other companies (!!)



# WHO ELSE IS DOING THIS?

- Google
- Wells Fargo
- Conventions
- World Cup Soccer
- The Super Bowl
- The Rolling Stones
- Dave Matthews
- KFOG KaBoom



# GLOBAL 100 MOST SUSTAINABLE CORPORATIONS IN THE WORLD

- Advanced Micro Devices
- Agilent Technologies
- Alcoa Inc
- American International Group
- Baxter International
- Coca Cola
- Eastman Kodak
- FPL Group, Inc.
- General Electric
- Genzyme Corp.
- Hewlett Packard
- Intel
- Nike
- Pinnacle West Capital Group
- State Street Corp
- United Technologies
- Walt Disney Company



# PEOPLE, PEOPLE, PEOPLE

- You need them
- They need you
- Your actions will pay off

