

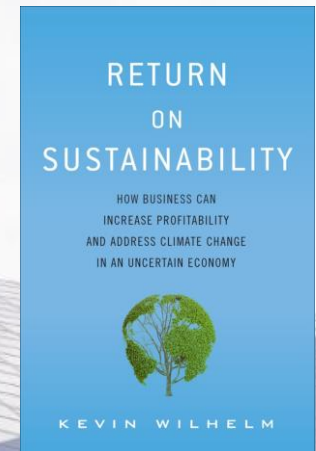
# 2018 Smart Business Summit

## Sustainability Reporting = Business Value & Resiliency



**Kevin Wilhelm, CEO**  
**Sustainable Business Consulting**  
**January 25, 2018**

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**@SBC\_Consulting**



# Who Is This Person?

- World-leading consultant – Delivering business value to 120+ companies in 40 industries



- Author of 4 books
- Taught 12 different sustainable business courses at the graduate/undergrad level
- Creator of over 25 sustainability-focused video modules for the corporate & academic space





# How Resiliency is typically talked about





# Social Justice

**Black Lives Matter**



**Immigration Wars**



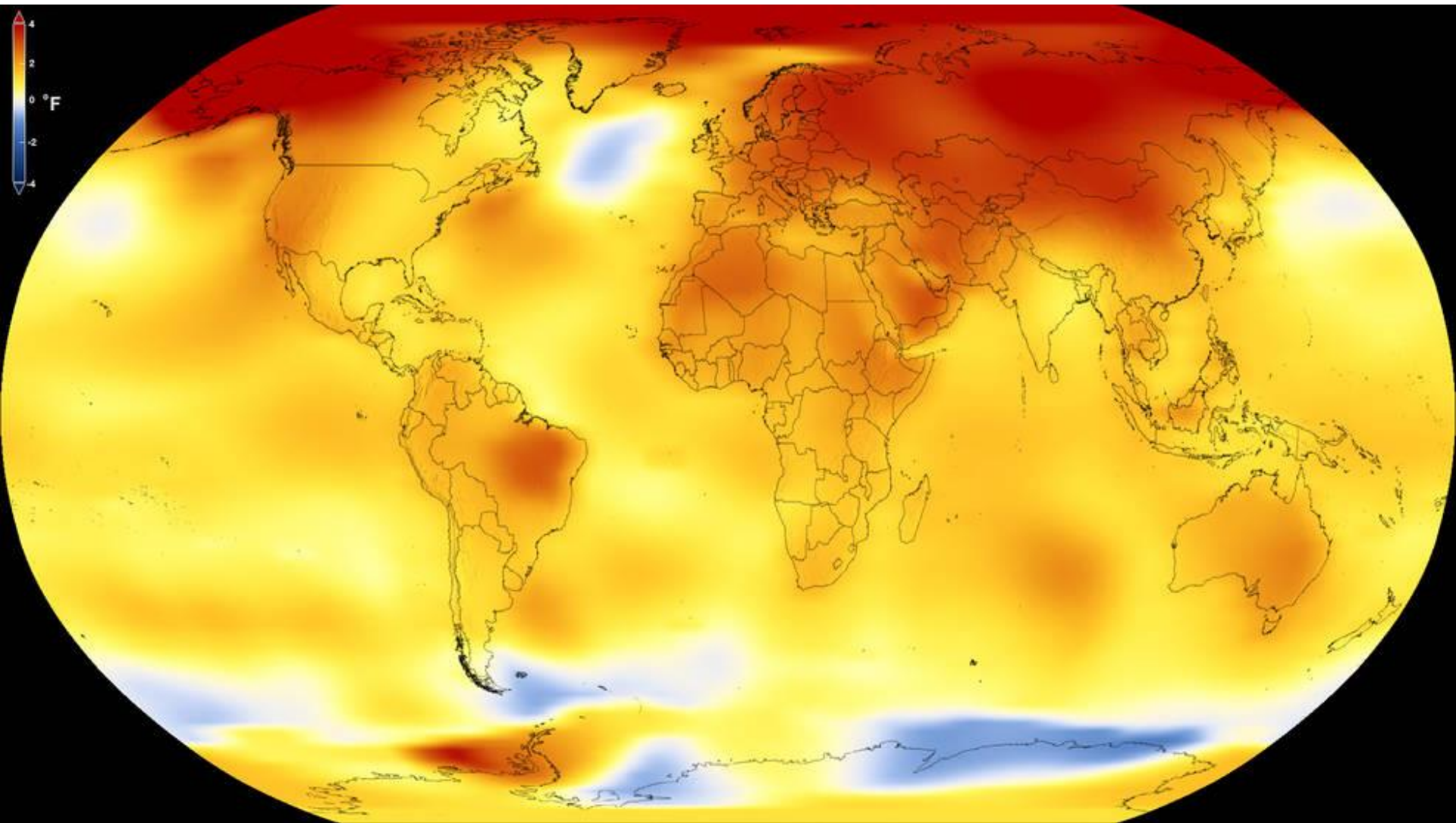
**LGBTQ Rights**



**Women's March**

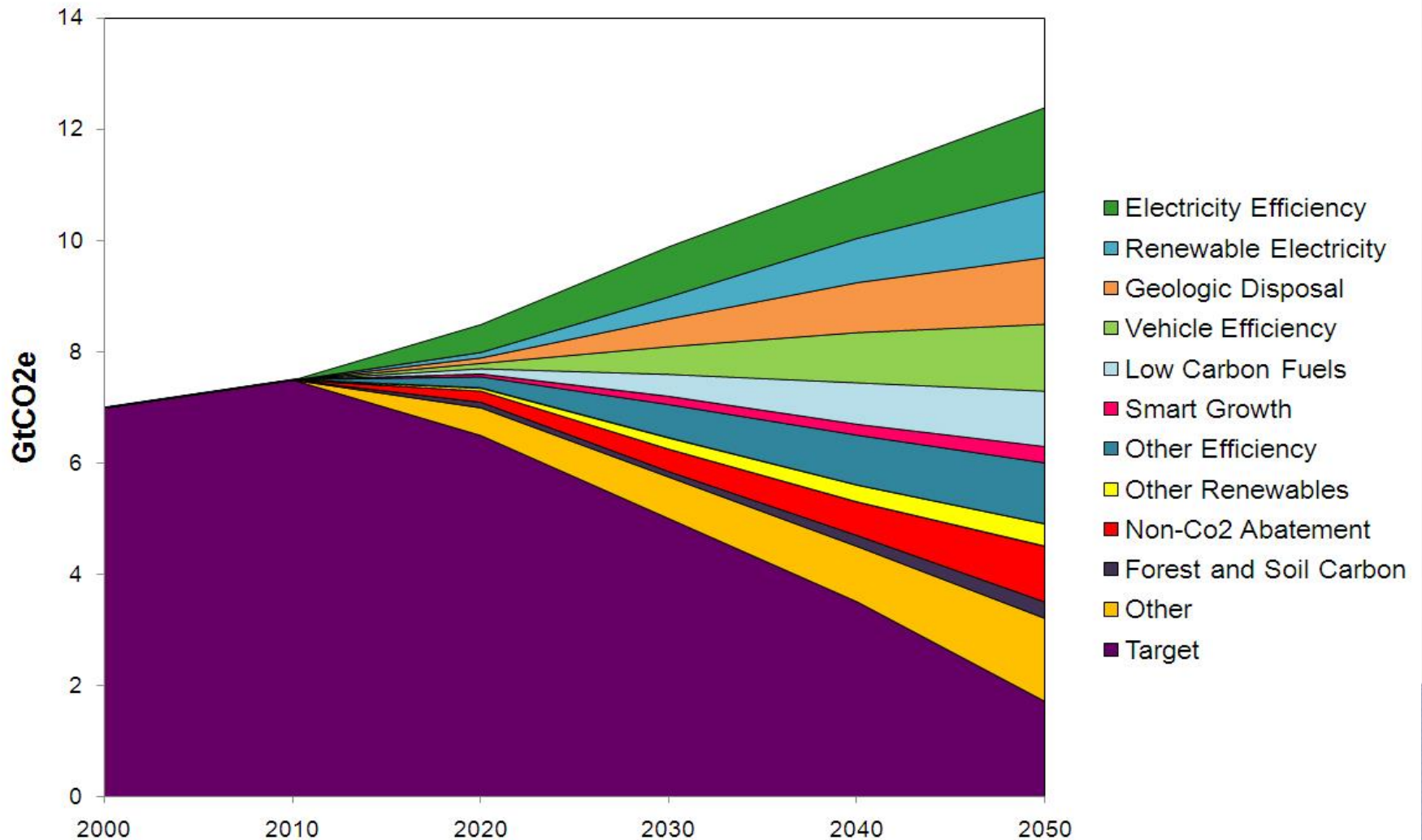


# Long-Term Warming Trend Continued in 2017: NASA, NOAA





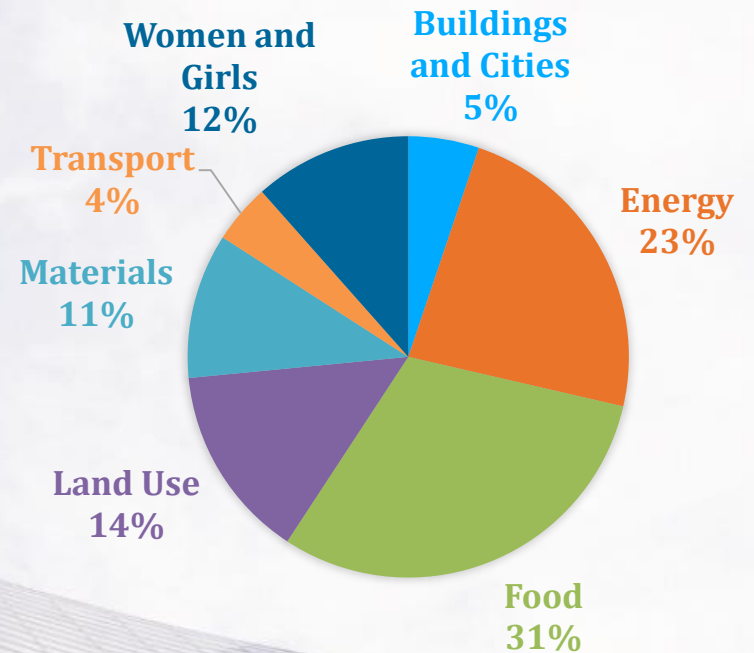
# The Stabilization Wedges: Pacala and Socolow



# Drawdown - Business Solutions



## CO2 REDUCTION (GT)

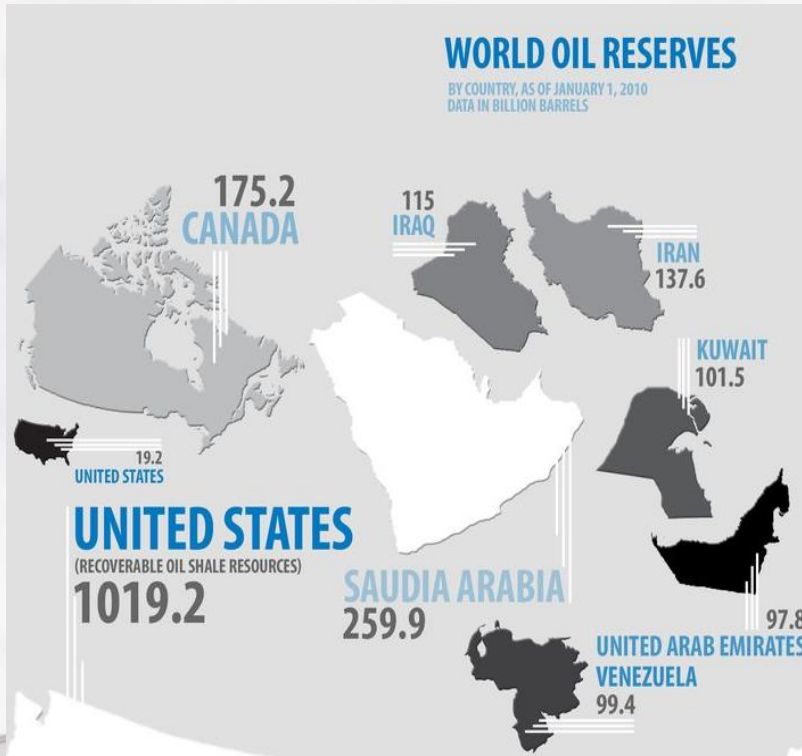


# Drawdown - Top 10 Solutions

Rank	Solution	Sector	Total Atmospheric CO2 Reduction
1	<b>Refrigerant Management</b>	Materials	89.74
2	<b>Wind Turbines (Onshore)</b>	Electricity Generation	84.60
3	<b>Reduced Food Waste</b>	Food	70.53
4	<b>Plant-Rich Diet</b>	Food	66.11
5	<b>Tropical Forests</b>	Land Use	61.23
6	<b>Educating Girls</b>	Women and Girls	59.60
7	<b>Family Planning</b>	Women and Girls	59.60
8	<b>Solar Farms</b>	Electricity Generation	36.90
9	<b>Silvopasture</b>	Food	31.19
10	<b>Rooftop Solar</b>	Electricity Generation	24.60



# The New Toxic Asset



**“We have five times as much oil and coal and gas on the books as climate scientists think is safe to burn.”**

– Rolling Stone, 2012



**Exxon  
Mobil**



# Business Can Lead the Way – Using Sustainability

## Sustainability =



Risk Reduction



Cost Savings



Resiliency



Attractive  
Place to Work



Brand Value



A Way to Bring  
People Together



# Opportunity in the PNW

- Whatcom County Led the Nation in **Job Growth** in 2017 @ 5.5%
- #1 Reason to Move to Seattle: **Outdoor Recreation**



# Types of External Reporting





# Value in Reporting



Dow Jones Sustainability Indexes



Certified



Corporation™  
bcorporation.net



Seattle Children's  
HOSPITAL • RESEARCH • FOUNDATION



NORDSTROM



KITSAP BANK

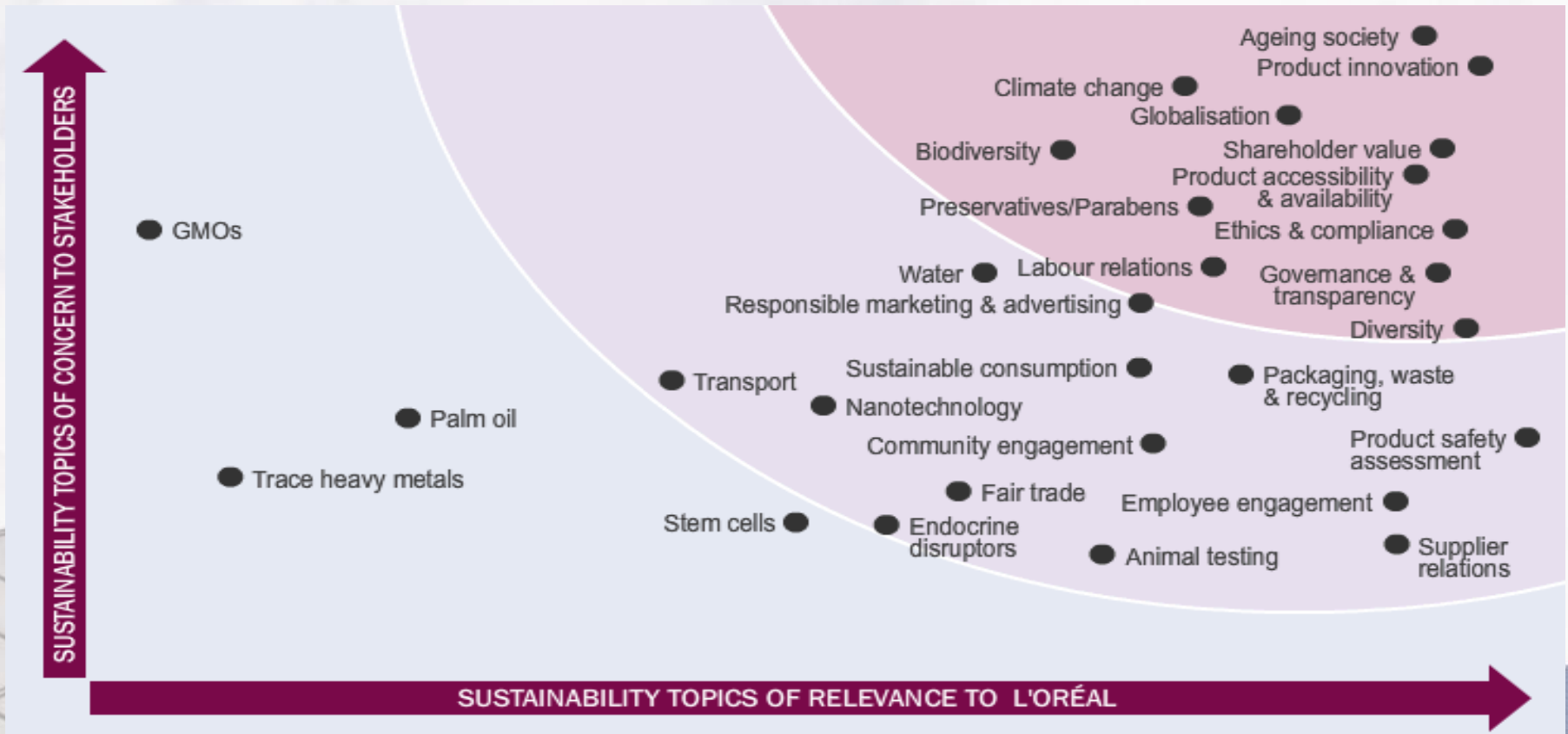


Virginia Mason™

Alaska  
AIRLINES



# Materiality Matrix – L’Oreal







**Installed 1.8 MW of solar panels**  
across six facilities



**Financial Savings**  
NPV of more than \$5M with  
no capital cost.

**Sustainability**  
Met ~ 70% needed electricity.  
Equivalent to conserving  
25,000 gallons of gasoline.



**PMI**  
aladdin | STANLEY  
miGo | FORMATION

**Action:** Engaged their factory workers on how PMI was performing

**Result:** Became certified to manage their own supply chain for Starbucks

Saves **\$200,000+ annually** in auditing, reporting, paperwork







***“You can’t have organic beer  
without organic hops”***

- ✓ Engaged Supply Chain
- ✓ Changed the Market
- ✓ 2x Revenue & Sales



# Sustainability's Importance to Gen Y & Millennials

**88%**

**of graduate students and young professionals factor an employer's CSR position into their job decision.**

**86%**

**would consider leaving a job if their employer's CSR performance no longer held up.**

**50%**

**of respondents between 18-24 would choose a position with a socially responsible company, even if had to take a pay cut.**



# Reporting Drove SBC's Local Economic Multiplier

**90+%** of expenses spent locally

Economic Value per Employee

**1.5 x Avg. Salary**



**Daily Sustainability Challenges**

**Lower our impact, cost while walking the talk**

# Why Share Your Message?





# Why Share Your Message?

- Proactive business strategy
  - Goal Setting tool (materiality)
  - Provides metrics and KPIs
  - Engages employees
  - Management Tool
  - Deeper integration into culture



- Defense against social movements (get ahead of the activists)
  - Risk management tool
  - Identify hotspots before they flare up



# In our case, reporting has paid off



Voted a **Best for the World**

*2015 Best for Workers*

*2016 Best for Workers*

*2017 Change Maker*





# THANK YOU!

**Kevin Wilhelm**

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