



# Environmental Sustainability:

A Company Wide Initiative

## Context

A Fortune 100 retailer decided to address the concept of Environmental Sustainability, going beyond just carbon footprint. Work was done to define the path, validate the metrics and create tools to measure and analyze usage and emissions. The retailer now has visibility to their environmental impact, a framework to improve and a blueprint for integration into corporate systems.

## The Task at Hand

As focus grows from a financial and a consumer awareness standpoint, a multi-national pet supply retailer was challenged to improve its impact on the environment. They needed to address new ideas for reducing emissions and usage and they needed to have a method to track them in a way to compare with the rest of the retail industry. This is a new initiative with a new director in place, offering practically a blank slate as the template for change.



Emerging  
Businesses

Mergers/  
Acquisitions



Companies  
Making a Shift

Speaking/  
Training



*"Some of the most clear and informative reporting I have seen" Client VP*

## APPROACH

### Talked to Others Doing Well

Several retailers currently engaging in high caliber environmental sustainability actions were interviewed.

### Used Available Source Data

Using Climate Registry standards, data was gathered and cleansed, proper GHG emissions formulations were implemented and visual tools were created to track and analyze environmental impact.

### Generated a Roadmap for Results

With a unique blend of talent encompassing years of retail and change management and knowledge of environmental sustainability, a roadmap for results was quickly created.

### Gathered and Cleaned Data

Pulled data from multiple energy and water utilities. Cleaned and normalized the data for both measurement and time frame.

---

## RESULTS

### Comprehensive Framework

Created a comprehensive framework for value targeting a set of initiatives destined to improve the environmental impact of the company.

### Tools and Processes

A data quality plan and schedule were created for timely and accurate collection of quarterly usage updates. A powerful excel tool was created for deep analytics at multiple levels, including strong visuals. A dynamic flash dashboard was created for communication of sustainability to all levels of the organization.

### Integration Plan

A comprehensive integration plan was developed to move the process from external sources to the company's data warehouse. This included a full data dictionary, definitions and explanation of all derived metrics and a complete listing of all data sources.

---

## CONCLUSION

The retailer now has a roadmap for improving its ongoing impact on the environment. Teams have unprecedented visibility to site level usage and emissions impact using an interactive dashboard that is easily distributed to all levels. The Director of Sustainability has a flexible tool to collect and analyze information for opportunities and benchmark levels for initiative review. They are ready for the next step of incorporating the reporting into the business. The retailer is now able to move forward with plans to make a change to their environmental impact. They have the technology and process knowledge to guide them to a more sustainable tomorrow.