



## Wired for Sustainability: Initiating Your Organization's Sustainability Plan

Get AMPED Forum  
November 16th, 2023 – 12:00–1:00 pm

# Agenda

- Introductions & webinar goals
- AMPED campaign overview
- Sustainability Planning 101
- Engaging Stakeholders
- Sustainability Planning in Action
- Q&A

# Presenters



**Gillian Griffin**  
Program Manager,  
Sustainable Supply Chain  
New York State Pollution  
Prevention Institute



**Liesel Schwarz**  
Senior Associate  
Verdis Group



**Marcus Ebenhoe**  
Director of Advocacy and  
Parish Social Ministry  
Catholic Charities Family &  
Community Services

# Webinar Goals

- Understand the process for creating a sustainability plan, and how to get started
- Hear from organizations at various stages of implementing their sustainability plans
- Learn about local options for support



Our purpose is to help make the Genesee-Finger Lakes region healthier, more efficient, and more resilient by supporting our community's transition to vehicles and buildings powered by carbon-free electricity.

# Funders



**Climate Solutions Accelerator**  
of the Genesee-Finger Lakes Region



## Steering Committee Members

Causewave Community  
Partners  
City of Rochester  
Climate Solutions Accelerator of  
the Genesee-Finger Lakes  
Region  
Dutton Properties  
EMCOR Betlem  
Empire State Development  
Excellus BCBS  
Genesee/Finger Lakes Regional  
Planning Council  
Genesee Transportation Council  
Greater Rochester Chamber of  
Commerce  
Greater Rochester Clean Cities

Monroe County  
PathStone Corporation  
Rochester Gas and Electric  
Corporation  
Rochester Institute of  
Technology  
Rochester Housing  
Authority Rochester  
Regional Health  
Rochester Regional Health  
Regional Transit Service  
Sustainable Comfort, Inc  
SWBR  
Turner Engineering

## Creative Partners



**Lautner Marketing**

**Lauren  
Petracca**

# Sustainability Planning 101

Gillian Griffin – New York State Pollution Prevention Institute



# Sustainability Planning

**Gillian Griffin**

**New York State Pollution Prevention Institute**

[gaggis@rit.edu](mailto:gaggis@rit.edu)

November 16, 2023

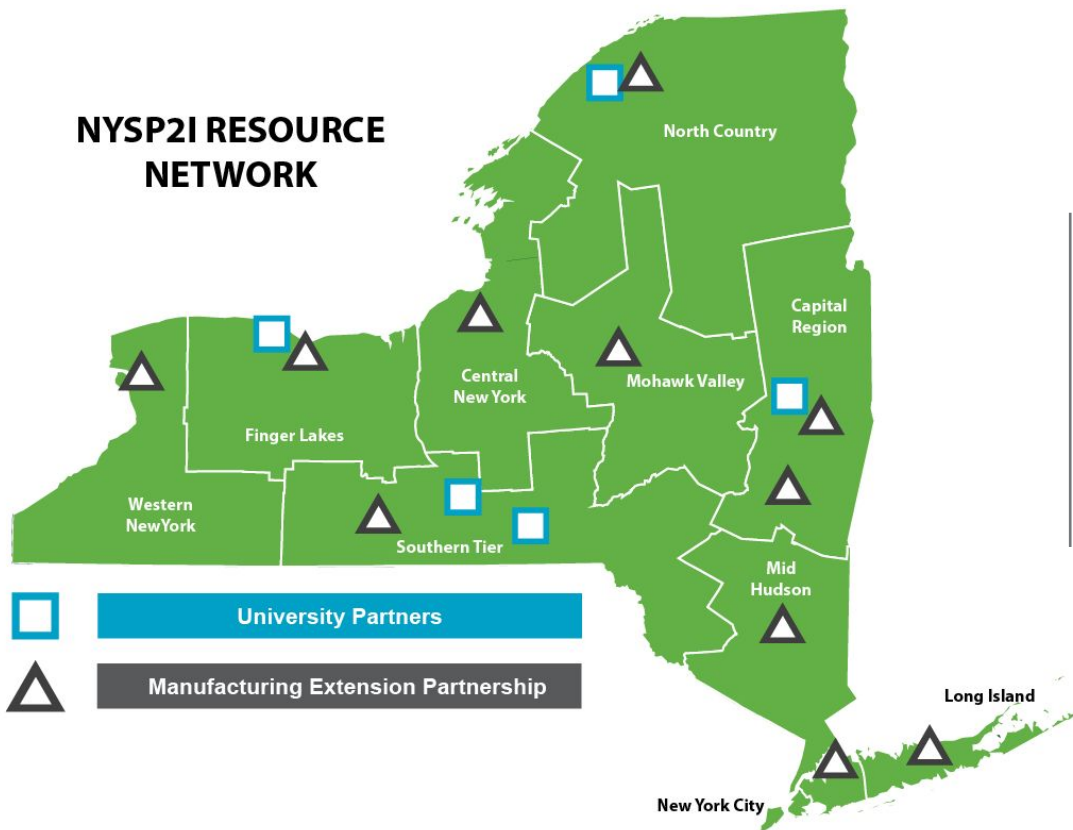




# NYS Pollution Prevention Institute

- HQ at RIT
- Established in 2008
- \$4.3M in annual NYS funding administered through the NYS Department of Environmental Conservation
- Focus areas include:
  - Sustainable Manufacturing Assessments
  - Supply Chain Sustainability
  - Technology Commercialization
  - Food Waste Diversion
  - Outreach & Education
  - Research & Development
  - Emerging Contaminants

## NYSP2I RESOURCE NETWORK



**Department of  
Environmental  
Conservation**



**NEW YORK**  
Manufacturing  
Extension Partnership

# Assistance for NYS Companies, Municipalities & Non-Profits

- **Must be NY-based**
- **Typical project cost range is \$15-\$50k**
- **NYSP2I funding offsets most of the project cost to the organization**
  - Expenses are non-capital expenses
  - RIT's engineering, technical and project management services
- **Post-project reporting**
- **Typical project takes about 2-6 months**



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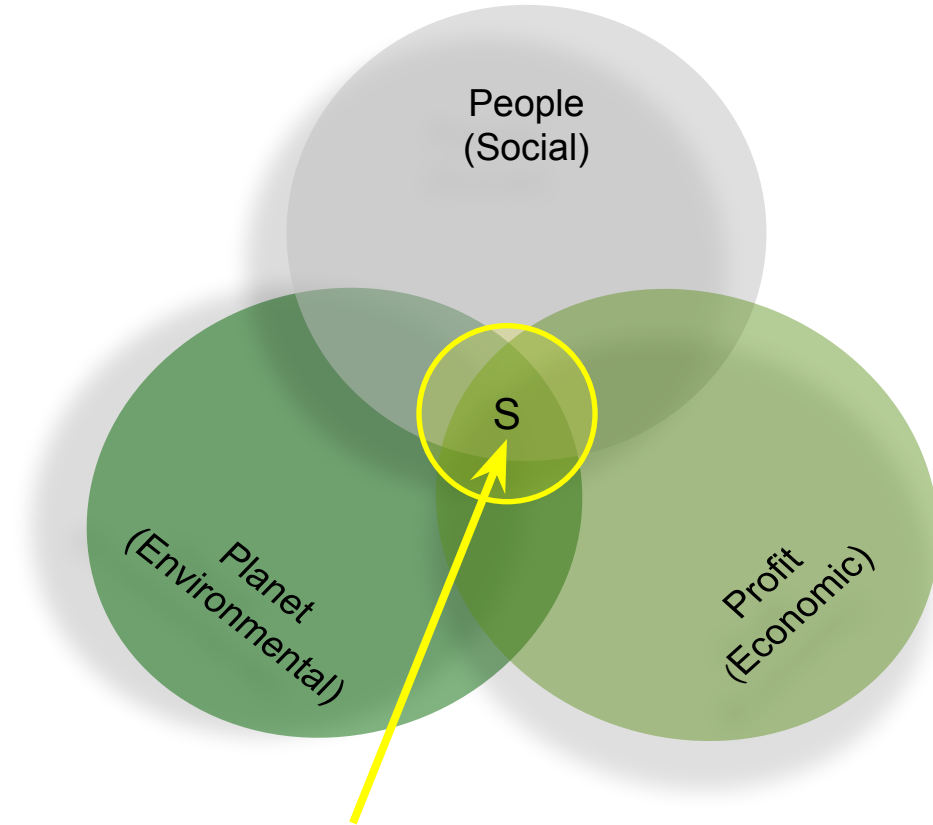
# Agenda

- What is sustainability?
- Business case for sustainability
  - Understand the drivers
  - Top management commitment
  - Create a vision and a policy
- Sustainability management cycle
- Tools and resources

# What is Sustainability?

Many terms for addressing social, environmental and economic initiatives:

- “3Ps” – People, Planet, Profit
- Social, Economic, Environmental
- “Corporate Social Responsibility”
- “Corporate Citizenship”
- “Sustainable Growth”
- Triple Bottom Line



*Sustainability is actualized*

# Business case

## ■ Understand the **Drivers**

- Cost reduction
  - Operating efficiencies
- Environmental impact reduction
  - Risk reduction & mitigation
- Attract and retain employees
- Provide stakeholders with Transparency
- Competitive advantage
  - Stand out in the marketplace
  - Build brand loyalty
  - Be a leader
- Keep up with industry trends
  - Certifications
  - Ecolabels

# Business case

- Gaining **Management Commitment**
  - Embrace data management
  - Integrate sustainability into language that resonates with key stakeholders
  - Demonstrate the materiality of sustainability to each key stakeholder

**Provide evidence  
to gain “*buy-in*”**





# Business case

- Creating a Sustainability **Vision**
  - A vision statement reflects the organization's purpose and guides its plans.
  - Questions to consider when drafting a vision statement might include:
    - What problem are we seeking to solve?
    - Where are we headed?
    - What would we look like 10 years from now?

# Planning: Sustainability Management Cycle



Sustainability planning is an **iterative** process focused on **continuous** improvement

# Measure & Assess / Analyze

## • Why Measure?

- Establish current **baseline** performance
- Determine **priorities for action**, and whether or not to take action
- To gain insight into potential **causes of problems and changes** into a process

## ■ Assess

- Observation
- Benchmarking

## ■ Analyze

- Define objectives and targets



# Analyze

- Consider **objectives** that align with the organizational vision and mission for sustainability
- Consider **targets** that are challenging but also
  - Achievable
  - Measurable
  - Include accountability – assign responsibility to group, department or individual
- Integrate objectives and targets into overall organizational **goals**
- Draft plan detailing **actions, resources and time frames** to reach objectives



# Report & Communicate

- **Why communicate?**

- Provide status of objectives, targets, and goals
- Create better stakeholder relationships
- Increase employee engagement
- Create a more productive and talented workforce

- **Internal reporting**

- Management reviews, staff meetings, daily management boards, bulletin boards, newsletters, etc.

- **External reporting**

- Annual reports, social media, press releases, conferences, emails, websites, videos, etc.



# Improve & Control

- Utilize existing systems to evaluate and track actions taken to reach objectives and targets
  - Corrective action system, quality management system, management reviews, continuous improvement teams, green teams, etc.
- Benchmark best practices across internal facilities
- Benchmark/research best practices externally
- Engage employees for feedback and idea creation
- Consider higher resolution data collection
- Once targets are met, establish controls to maintain performance



# Using the Sustainability Management Cycle



## ■ Moving forward

- Evaluate goals and targets for appropriateness
- Redefine, expand, and commit as appropriate
- Continue progress on Sustainability Management Cycle

## Tools & Resources

- NYSP2I
- EPA Simplified GHG Emissions Calculator
- EPA GHG Equivalencies Calculator
- EPA Power Profiler
- ENERGY STAR Portfolio Manager Building Emissions Calculator
- My MPG fuel tracker from the U.S. Dept. of Energy
- EPA Waste Reduction Model (WARM)
- Food waste emissions: Too Good To Go
- EPA Basic Information about Landfill Gas



# Thank You

## **Rochester Institute of Technology**

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Email: [nysp2i@rit.edu](mailto:nysp2i@rit.edu)

Web: [www.rit.edu/affiliate/nysp2i](http://www.rit.edu/affiliate/nysp2i)



Funding provided by the State of New York. ©2019 Rochester Institute of Technology. Any opinions, findings, conclusions, or recommendations expressed are those of Rochester Institute of Technology and its NYS Pollution Prevention Institute and do not necessarily reflect the views of New York State.

# Engaging Stakeholders

Liesel Schwarz, Verdis Group

# Objectives



**Participatory planning: Understand the value and role of participatory planning.**



**Organizational and leadership buy-in: When and how to pull in leadership and build buy-in.**



# Who We Are

Our purpose is to create a  
thriving and resilient world

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# Our Services



Decarbonization



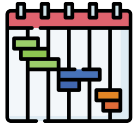
Carbon Offset Strategy



Climate Vulnerability  
Assessments



Implementation Support



Sustainability & Climate  
Action Planning



Engagement &  
Communications

# A Little More About You...

Join by  
Web

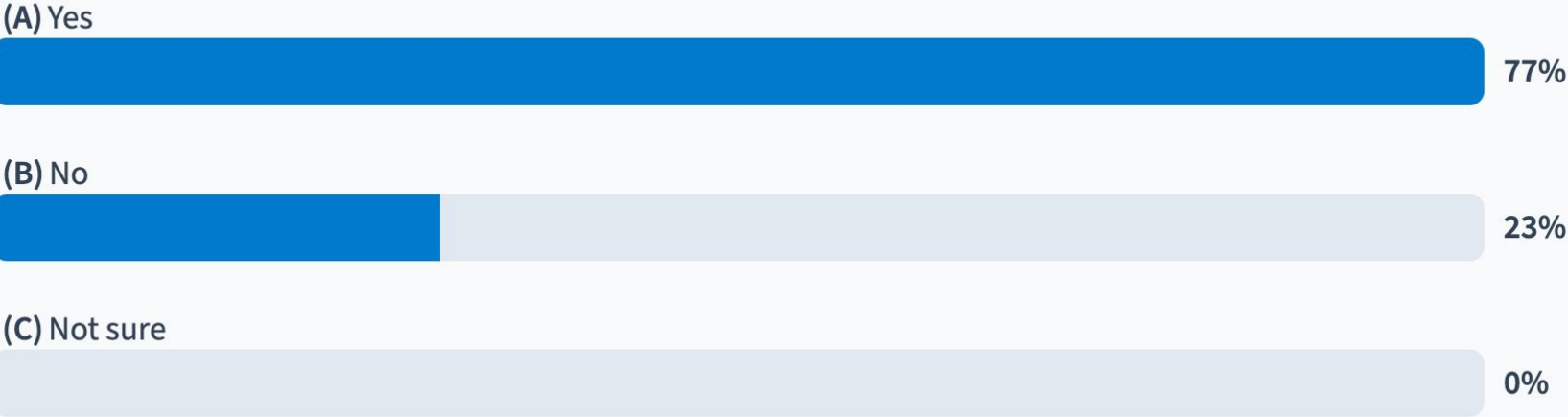
**PollEv.com**  
**/verdisgroup112**

Join by  
Text

Send **verdisgroup112** to  
**22333**



How many on this call have been apart of a sustainability planning process?



What is one word you would use to describe any organizational planning process you have been apart of?

A word cloud centered on the slide, featuring the word 'complex' in large brown letters. Other words in various colors and sizes include 'multifaceted' (purple), 'arduous' (brown), 'ongoing' (blue), 'exciting' (green), 'challenging' (brown), 'refreshing' (purple), and 'complicated' (green).

multifaceted  
complex  
arduous ongoing  
exciting challenging refreshing  
complicated





# Where is the push for sustainability planning coming from in your organization?

employees wanting us to do more 

Within 

N/A 

Employees 

program managers 

It's not 

Executive 

CEO 

Corporate commitment 

**01**

# **Growth and Promise of sustainability**

# Environmental Sustainability to the SDGs



Source: <https://www.sustainablejillian.com/>

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**SUSTAINABLE  
DEVELOPMENT  
GOALS**

Source: the United Nations

# Growth of Sustainability Planning

Continued growth in the number of companies setting sustainability goals, publicly reporting on their progress, and making very public gestures of support for sustainability action.

Sustainability is a material element of doing business, both as it pertains to how that business impacts the world and, increasingly, how the world is impacting the business.



# Regulations

The recently adopted **European Sustainability Reporting Standards (ESRS)**, which accounts for environmental, social, and governance issues, including climate change, biodiversity and human rights.

The **National Association of Insurance Commissioner (NAIC)** requires climate-related risks reports, in alignment with the international Task Force on Climate-Related Financial Disclosures (TCFD).



# Regulations

California bill **SB 261** will require organizations to deliver a climate-related financial risk disclosure on or before 1/1/2026 and **SB 253** will require organizations with annual revenue >\$1 billion to publicly disclose their Scope 1 & 2 emissions sometime beginning in 2026. Disclosures will be required annually and Scope 3 will be required beginning in 2027.

SEC proposed **Climate Disclosure Rule** likely to include scope 1 and 2 reporting, with the possibility of scope 3.

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# Growth of Sustainability Planning

Three big drivers for sustainability planning:



Saving Money



Enhancing Brand



Risk Management

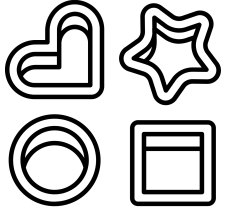
**02**

# **Participatory Planning**



**People Support  
What They Help  
Create**

# Sustainability Plans Are Not



Cookie cutter templates you can replicate from one organization to another.

A checklist



Something you only reference for annual reporting purposes

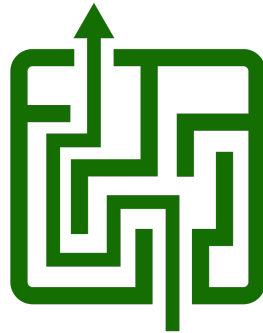


# Sustainability Plans Are...

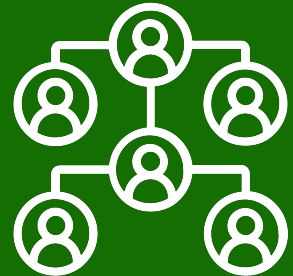
A personalized outline of an organization's vision and goals for a sustainable future and how they contribute to that future.



An ever evolving action plan aimed at reaching the goal(s).



A guide for everyone in the organization to be used at all levels for decision making.



# Key Elements of Sustainability Planning



The sustainability planning process must include:

- Multiple voices and perspectives at the table.
- Engagement by key participants.
- Structures that build group consensus through three phases measure, plan, and act.

# Technology of Participation (ToP)

Technology of Participation (ToP) is a powerful collection of structured facilitation methods that transform the way groups think, talk and work together. They enable highly energized, inclusive and meaningful group collaboration that lead to successful outcomes.

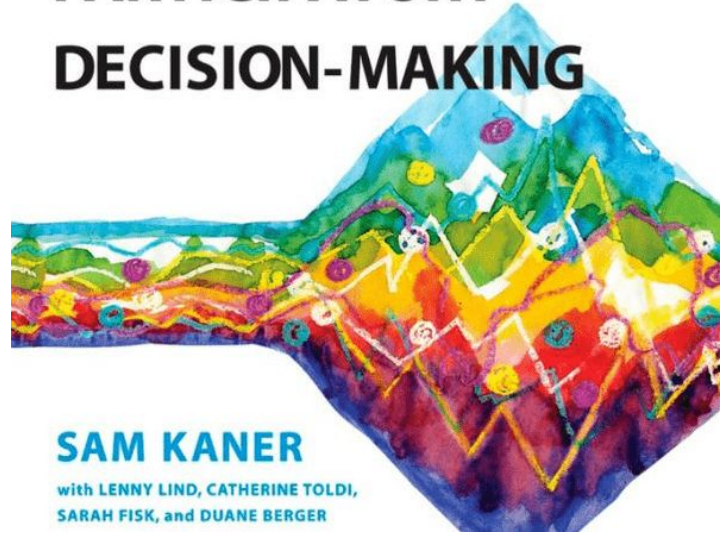
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# Facilitator's Guide to Participatory Decision-Making By Sam Kaner

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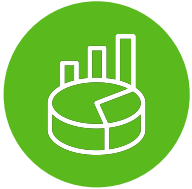
## FACILITATOR'S GUIDE TO PARTICIPATORY DECISION-MAKING



# Process



Establish a core team that provide guidance, direction, and access.



Conduct preliminary research, data collection (including surveys), and possibly a materiality assessment.



Series of workshops to identify the organization's vision, barriers in achieving that vision and consequences for not, action planning (for the forest 12-24 months) and goal setting (KPIs).

**03**

## **Leadership Buy-In**



# Leadership Alignment

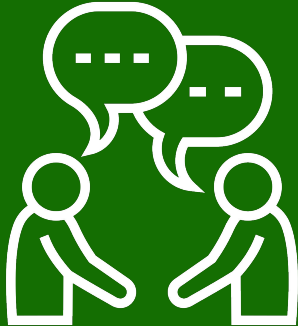
Leaders are asked to be apart of the planning process.



# Leadership Alignment

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Leaders are encouraged to share their ideas and insights while also asked to listen to others.



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Leaders see the connection between the vision for a sustainable future and their organizations core values.



# Leadership Alignment

Leaders are asked to be apart of the planning process.

Leaders are encouraged to share their ideas and insights while also asked to listen to others.

Leaders see the connection between the vision for a sustainable future and their organizations core values.

Leaders drop their guard and open up to new possibilities when the process is lead by a third party.

**00**

# **Helpful Resources**

# Resources

## Sustainability Planning Resources

[UN Sustainable Development Goals \(SDGs\)](#)

[Inner Development Goals \(IDG Toolkit\)](#)

## Facilitation tools

[ToP Training](#)

*Facilitator's Guide to Participatory Decision-Making* By Sam Karner

[Miro](#) and [Mural](#)

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# Sustainability Planning in Action

Marcus Ebenhoe, Catholic Charities Family & Community Services



# Catholic Charities Family & Community Services

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Creating and Implementing our Climate Action Plan –  
*Year 1*

Marcus Ebenhoe

[Marcus.Ebenhoe@fcscharities.org](mailto:Marcus.Ebenhoe@fcscharities.org)

November 16<sup>th</sup>, 2023





# Why a Climate Action Plan?

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Employees

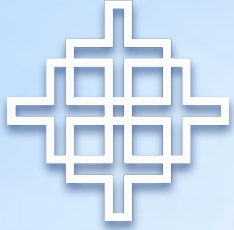
Future Risk Analysis

**Climate Action Plan**

Client Needs

Pope Francis



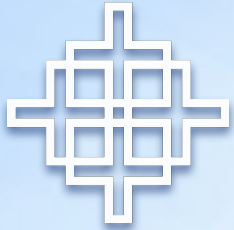


## Process

Wanted to find ways to weave through programs

High level process & low hanging fruit

Color Your Organization Green



# How do we analyze our situation and goals?

Find our stakeholders

Impacts and vulnerabilities

Look at the easy data

- Energy use
- Gallons of gas purchased

Inventory of our systems

What impact do our employees create?

How can we leverage our standing in the community to make systematic changes?



# How do we get people engaged?

Employee Driven

Representatives/buy-in from each program/location

Intranet

Gatherings

Feedback/ideas

# Q&A

# AMPED Resources



## Building Electrification

Fully electric buildings come in all shapes and sizes.

Taking your facility from “piped in” to “plugged in” improves the health and safety of your workers, and can drastically lower operating costs.

[Get Started](#)

Let's Get Started!

### Building Electrification Calculators

Because every building is unique and many factors should be considered when calculating the costs and benefits of energy improvements, we highly recommend getting a comprehensive energy assessment from a qualified professional. But if you want to crunch the numbers on your own, here are some calculators to help you explore the possibilities.

[View Resources](#)



[View Resources](#)

### Reasons to Believe

There are even more reasons to believe it's possible and important to electrify buildings in our community.

[Tell me more](#)

We've put together a list of electrifying buildings. Find th

### Buildings

Every building is different. That's why the best place to start is a **comprehensive energy audit**.

An energy audit will identify areas of your facility and operation where energy can be saved. This process will deliver you a report filled with energy- and cost-saving recommendations ranging from lighting to large-scale capital improvements. This gives you actionable advice to make informed investment decisions.

An energy advisor can help you navigate **incentives, tax credits, and financing options** to help bring down the costs.

[Schedule a meeting with an AMPED Energy Advisor](#)

### Fleets

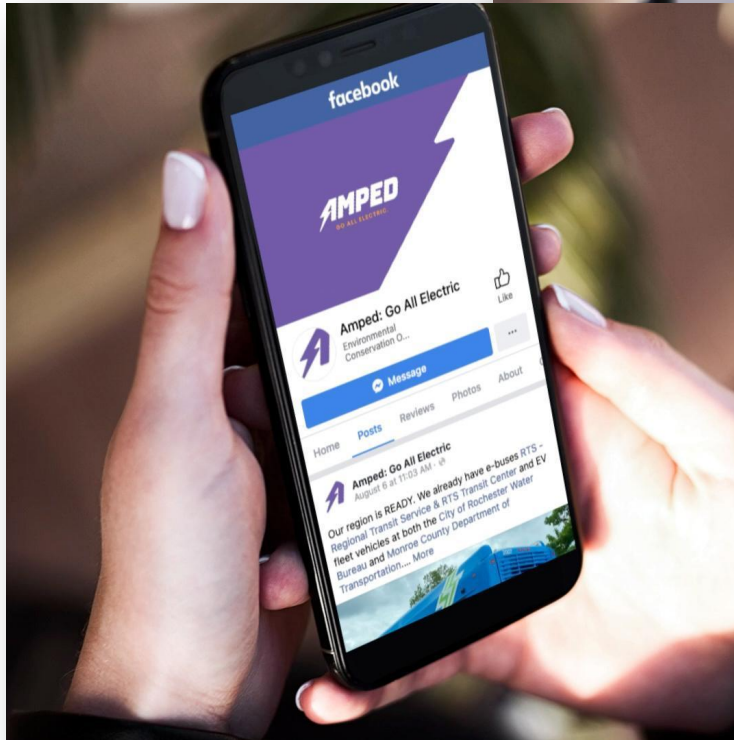
In today's rapidly-changing world of logistics and transportation, the best place to start is getting a **FREE CONSULTATION** from our non-profit partner: Greater Rochester Clean Cities.

As part of the national U.S. Department of Energy's (DOE) Clean Cities Program, **Greater Rochester Clean Cities** works with vehicle fleets, fuel providers, community leaders, and other stakeholders to save energy and promote the use of domestic fuels and advanced vehicle technologies in transportation.

[Connect to an expert at Greater Rochester Clean Cities](#)

Website with  
information  
and resources

# Social Media





# Next Steps

1. Read an AMPED [case study](#) to hear how local organizations have put their sustainability goals into action
2. Check out the sustainability planning resources and facilitation tools included in this presentation.
3. Consider the [Color Your Organization Green](#) cohort program to develop a Climate Action Plan through a guided year-long process.

