Walking the Talk:
Employee Sustainability Benefits
Healthcare

?

Retirement
Healthcare

Employee✔
Company✔
Society✔

Retirement
Healthcare

Employee ✓
Company ✓
Society ✓

Retirement

Sustainability
Part of a Comprehensive Approach to Wellness

Financial

Environmental

Social

Emotional

Physical

Lower Costs, Differentiation, Impact
What is a Sustainability Benefit?

- Company-funded reimbursable benefit
- Towards qualifying purchases
- Better quality of life, Save money and help our communities
A Real Sustainability Benefit

Company-funded reimbursable benefit
Towards qualified purchases
Better quality of life, Save money and help our communities

3rd Party Administration
Support & Engagement
Integrated Assessment
3 part *problem* opportunity:

1. Awareness → Know about it
2. Actions → Company Leadership
3. Data → Show Business Value
VEIC's Story

1. Awareness → Know about it

2. Actions → Company Leadership

3. Data → Show Business Value
Thriving People, Healthy Planet

Reduce the economic and environmental costs of energy use *for all people*
Deliver energy efficiency, renewables, and transportation *solutions*
Design and Develop for strategic *high-impact*
20-year goal to reduce carbon emissions by 20 million tons per year

1. Program implementation & consulting work
2. 50% per-employee carbon emissions reduction… Including households
VEIC What walking the talk looks like

VEIC Business 30%
- Household Heating 25%
- Household Vehicle Use 19%
- Household Air, Rail, and Bus Travel 13%

Employee Commuting 7%
- Employee Air Travel 7%
- Employee Vehicular Travel 4%
- Fugitive Emissions <1%

Business Facility Heating 1%
- Subcontractor Travel 6%
- Business Electricity Usage 6%
Sustainability Benefit Summary

- Benefit program helps employee households save money, energy, and reduce carbon emissions:

  $$ Per employee annual cash benefit
  - Reimbursement for qualifying expenses (50%, 100%)
  - Additional $ for survey
  - Enhanced Home Offering ($500)
  - Integrated loan program

Engagement

- Personal Household Report (annual)
- Dedicated Support (1 on 1s)
- Focused Initiatives (seasonal Workshops, Deals, Etc.)
VEIC’s Employee Sustainability Benefit - Results

Benefits of visibility into savings
24% avg. savings over 7 years
Other Companies

1. Awareness → Know about it

2. Actions → Company Leadership

3. Data → Show Business Value
Which Companies?

Organizations & Communities who…

…“Already get it”
  → Existing CSR culture, results, brand

…“Driven to lead”
  → Sense of duty, responsibility, pride and contribution

…“Those who can”
  → Affordable, simple, follow lead of the above
Survey & Diagnostic Tool - Integrated Assessment

**OPINION QUESTIONS**

Please indicate your opinion on the following statements...

- "Working at an environmentally responsible employer is important to me" (4.5)
- "I know what our Wellbeing & Carbon Reduction Reimbursement is and where to find it" (4.4)
- "I typically try to spend the majority of my Wellbeing & Carbon Reduction funds available to me" (4.2)

Please indicate whether the following factors are barriers to lowering your household carbon emissions...

- "It is too expensive" (3.2)
- "I have some ideas, but I’m unsure of the next steps" (2.7)
- "I don’t know where to start" (2.5)
- "It is too disruptive or inconvenient" (2.4)
- "It takes too much time" (2.4)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Location**
- Vermont: 122
- Outside Vermont: 33

**Function**
- CS&P/Sales: 44
- FACT: 24
- HR: 11
- Marketing: 39
- Science: 21
- Supply: 16

**Household Size**
- 1 person: 16
- 2 people: 34
- 3 people: 23
- 4 people: 45
- 5 people: 14
- 6 people: 3
Household Reports

Your Report

Explore the results of your 2015 Household Carbon Survey!
Then finish up by letting us know what you're interested in doing next!

Pick a Category to View!

Your Overall Emissions

- Home Energy
- Transportation
- Food and Waste

Pick a Category to View!

LEARN ACT

NJ Sustainable Business Initiative Fall Meeting
(Sept 29, 2016)
Household Reports

Overall
24.1 Tons
28th percentile

Switch View
Household / per Person

VEIC Household Avg. 18.66 tCO2e
Learn more about reports: FAQ.

Where you are relative to others
You’re in the bottom half

Context matters...

Overall per Person
6.0 Tons
68th percentile

Switch View
Household / per Person

VEIC Household Avg. 18.66 tCO2e
Learn more about reports: FAQ.

Where you are relative to others
Good Job! You’re in the top half
Drive Learning to Action through Data

### By Category

- Trips
  - 2.2 tCO2e, 23rd percentile (per capita)
- Food
  - 1.7 tCO2e, 77th percentile (per capita)
- Personal Vehicles
  - 0.9 tCO2e, 84th percentile (per capita)
- Heat
  - 0.3 tCO2e, 99th percentile (per capita)
- Waste
  - 0.0 tCO2e, 99th percentile (per capita)

### Your Household Opportunity Area Rankings

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentile</th>
<th>CO2e</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trips</td>
<td>5th percentile</td>
<td>8.7 tCO2e</td>
</tr>
<tr>
<td>Food</td>
<td>40th percentile</td>
<td>6.8 tCO2e</td>
</tr>
<tr>
<td>Personal Vehicles</td>
<td>57th percentile</td>
<td>3.5 tCO2e</td>
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<tr>
<td>Heat</td>
<td>89th percentile</td>
<td>1.2 tCO2e</td>
</tr>
<tr>
<td>Waste</td>
<td>99th percentile</td>
<td>0.1 tCO2e</td>
</tr>
</tbody>
</table>

**What Are The Next Steps For You?**

After exploring your report, let us know which areas and actions interest you!

*Next Steps? -->*
Pilot Results

Diagnostic Recruiting Tool – “How can we help?”

- Offer
- Sustainability Survey
- Household Savings Plan
- + Home Energy Offer
- Home Energy Offer
Who?

Leading Companies:
1. Large and SMB’s
2. Food & Manufacturing
3. Higher Education
4. Information Services

Leading Partners
1. Municipal
2. Utilities
3. Policy and Market Actors (Financing, etc.)
Data and Results

1. Awareness → Know about it

2. Actions → Company Leadership

3. Data → Show Business Value
Research & Insights

Compelling Indicators

Typical Participation:

- Survey >80%,
- Usage > 60% to 80% annually (note: accrual)

Opinion:

- 94% viewed employer more positively
- 82% makes for better workplace

Impact:

- Financial – typical 2x leverage, >10% ROI
- Carbon– 3-5% reductions per year
Testimonials (HR Administrators, Employees)

“This benefit offers something truly new and different to employees – increasing engagement/satisfaction etc. in ways that small tweaks to the rest of the benefit platform are not able to accomplish.”
Testimonials (HR Administrators, Employees)

“it’s a really good fit with our strategic direction”
“As a healthy millennial, I don’t get to feel much value from health and retirement offerings, but *this* is something that I know I could use *today* to help me do things that I want to do.”
Where is this headed?

- More Mature Market Offerings
- Broader Market Cross-Section (Region, Sector)
- Longer Periods
- Health & Performance Impacts (sick days)
- Low-Income Benefits
- Lower costs of actions (Increase Partnerships)

- Tax-free treatment of sustainability dollars?
Think... Talk + Walk → Lead

- 3rd Party Administration
- Support & Engagement
- Integrated Assessment
- LEARN
- ACT
- SAVE
Thank you!

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Emerging Savings Opportunities
VEIC Consulting