



**HOW GOING GREEN CAN SAVE YOU GREEN  
&  
HELP YOU GROW YOUR BUSINESS**

April 20, 2010



# Resources

- **External Green Resources**

- [www.greenbiz.com](http://www.greenbiz.com)
- [www.environmentalleader.com](http://www.environmentalleader.com)
- [www.treehugger.com](http://www.treehugger.com)
- [www.newleafpaper.com](http://www.newleafpaper.com)
- [www.pizzafusion.com](http://www.pizzafusion.com)

- **Office Depot Resources**

- [www.officedepot.com/environment](http://www.officedepot.com/environment)
- [www.officedepot.com/greeneroffice](http://www.officedepot.com/greeneroffice)
- [www.officedepotgrowgreener.com](http://www.officedepotgrowgreener.com)
- [www.officedepot.com/greenbook](http://www.officedepot.com/greenbook)

# Office DEPOT®

Hosted by:  
Monica Luechtefeld



Executive Vice President  
eCommerce & Direct Marketing  
Office Depot

Guest Speaker:  
Yalmaz Siddiqui



Director of Environmental Strategy  
Office Depot



# Office DEPOT®

- What is green and shades of green
- Why go green?
- How to tap into the growing marketplace of green buyers
- Small business growth and savings by going green - Case studies of Small Business Pioneers
  - New Leaf Paper
  - Pizza Fusion



WHICH OF THESE BOXES IS GREEN?

---

A

B



WHICH OF THESE BOXES IS GREEN?

---

C

D

E



# NEW GREEN PERSPECTIVE: THERE ARE ONLY SHADES OF GREEN



# EXAMPLE: SHADES OF GREEN - COMMUTING

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LIGHT GREEN:

Fuel Efficient  
Car

MID GREEN:

Public Transit

DARK GREEN:

Biking or  
Walking



# EXAMPLE: SHADES OF GREEN - PAPER



## LIGHT GREEN:

0% Recycled,  
FSC-CERTIFIED  
Paper.

## MID GREEN:

30% Post  
Consumer  
Recycled Paper

## DARK GREEN:

100% Post Consumer  
Recycled, carbon-  
Balanced, Process  
Chlorine Free Paper



# EXAMPLE: SHADES OF GREEN – COFFEE CUP



LIGHT GREEN:

Recycled cup

MID GREEN:

Compostable cup  
that's composted

DARK GREEN:

Reusable cup  
that's reused



A PRODUCT IS GREENER THAN ANOTHER IF CHOOSING IT  
REDUCES ENVIRONMENTAL IMPACTS VS. TYPICAL ALTERNATIVES



**[1] saves resources...**

**[ such as forests or water or land or oil ]**



A large pile of compressed cardboard boxes and other waste materials, illustrating waste reduction. The image shows a dense stack of flattened cardboard boxes, interspersed with various pieces of paper, plastic, and other debris. A green banner is overlaid on the middle of the image, containing the text "and reduces waste".

**and reduces waste**





**2. saves energy...**

Image courtesy of National Geographic

A photograph of a clear blue sky with scattered white cumulus clouds. A horizontal green band is overlaid on the bottom portion of the image, containing text.

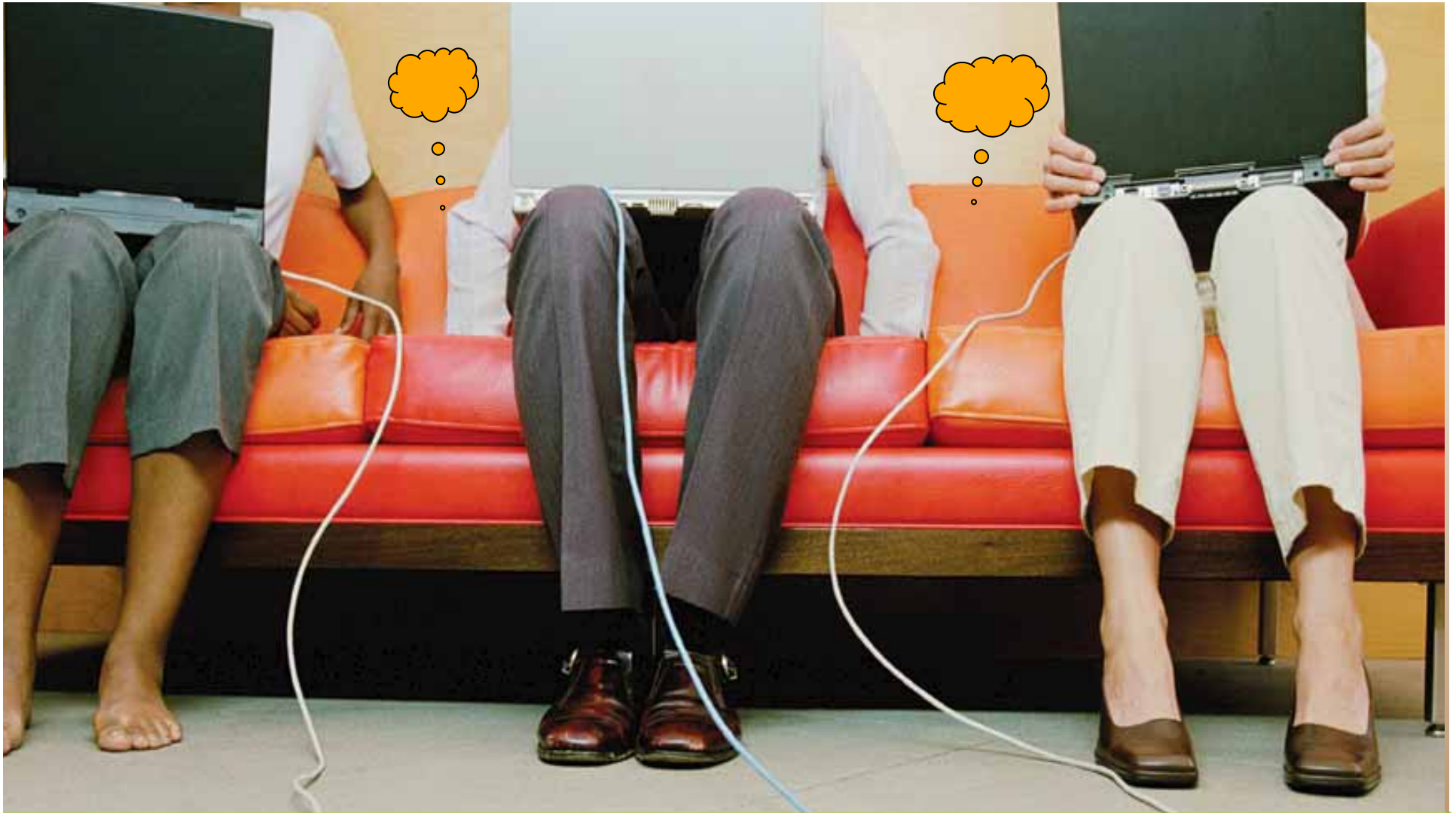
**and reduces air emissions**

**[such as carbon dioxide and smog]**

A photograph of a factory chimney emitting smoke, with a green banner overlaid at the bottom containing text.

### **3. Uses safer chemicals**

**[ helping keep workers & communities near factories safer...**



**...and keeping employees inside workplaces safer ]**



“GREENER PRODUCTS” HAVE ATTRIBUTES THAT RESULT IN RELATIVELY LESS IMPACT ON THE PLANET [THERE IS ALWAYS AN IMPACT, ALL WE CAN DO IS REDUCE IT...i.e. THERE IS NO SUCH THING AS ECO-FRIENDLY]

**SAVE RESOURCES**



**Recycled**



**Remanufactured**



**Recycling  
Solution**



**Responsible  
Forestry**



**Rapidly  
Renewable**



**Bio-based/  
Compostable**



**Reusable**



**Refillable**



**Rechargeable**

**SAVE ENERGY / &  
REDUCE CARBON**



**Energy  
Efficient**



**Renewable  
Power**



**Carbon-balanced**

**USE SAFER CHEMICALS**



**Reduced Harsh  
Chemicals**



**Chlorine-free**



**Bio-based/  
Biodegradable**



# GREEN CERTIFICATIONS PROVIDE ADDED ASSURANCE OF ENVIRONMENTAL CLAIMS AND “SHADE OF GREEN” BUT ARE NOT ALWAYS AVAILABLE / CRITICAL TO GREEN PURCHASING

## REDUCED WASTE PRESSURE ON RESOURCES



## REDUCED ENERGY & CARBON EMISSIONS



## REDUCED HARSH CHEMICALS



## Multiple Attribute / Lifecycle Certifications



visit [www.ecolabelling.org](http://www.ecolabelling.org) for nearly 400 more (!)

▶ **WHY GO GREEN?**

# REASON #1: YOU MAY PERSONALLY CARE ABOUT CERTAIN ENVIRONMENTAL ISSUES = STRONGEST MOTIVATOR



Packaging  
reduction

Lighting  
Retrofits

Clean  
Manufacturing

Water Reduction

Recycled  
Content

Fuel Reduction

Indoor Air  
Quality

Technology  
Recycling



modify with

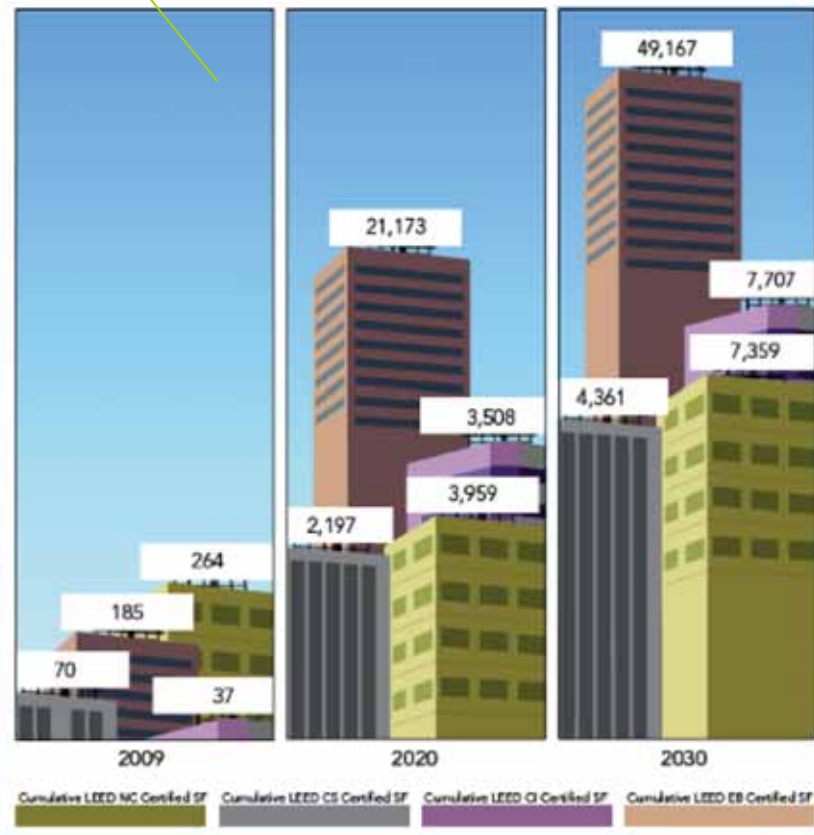
# REASON #3: TO TAP INTO THE GROWING MARKETPLACE FOR GREEN PRODUCTS

**By 2020 there will be over 20 billion square feet of green building space.**

**That's the equivalent of 30+ Mannhattans**

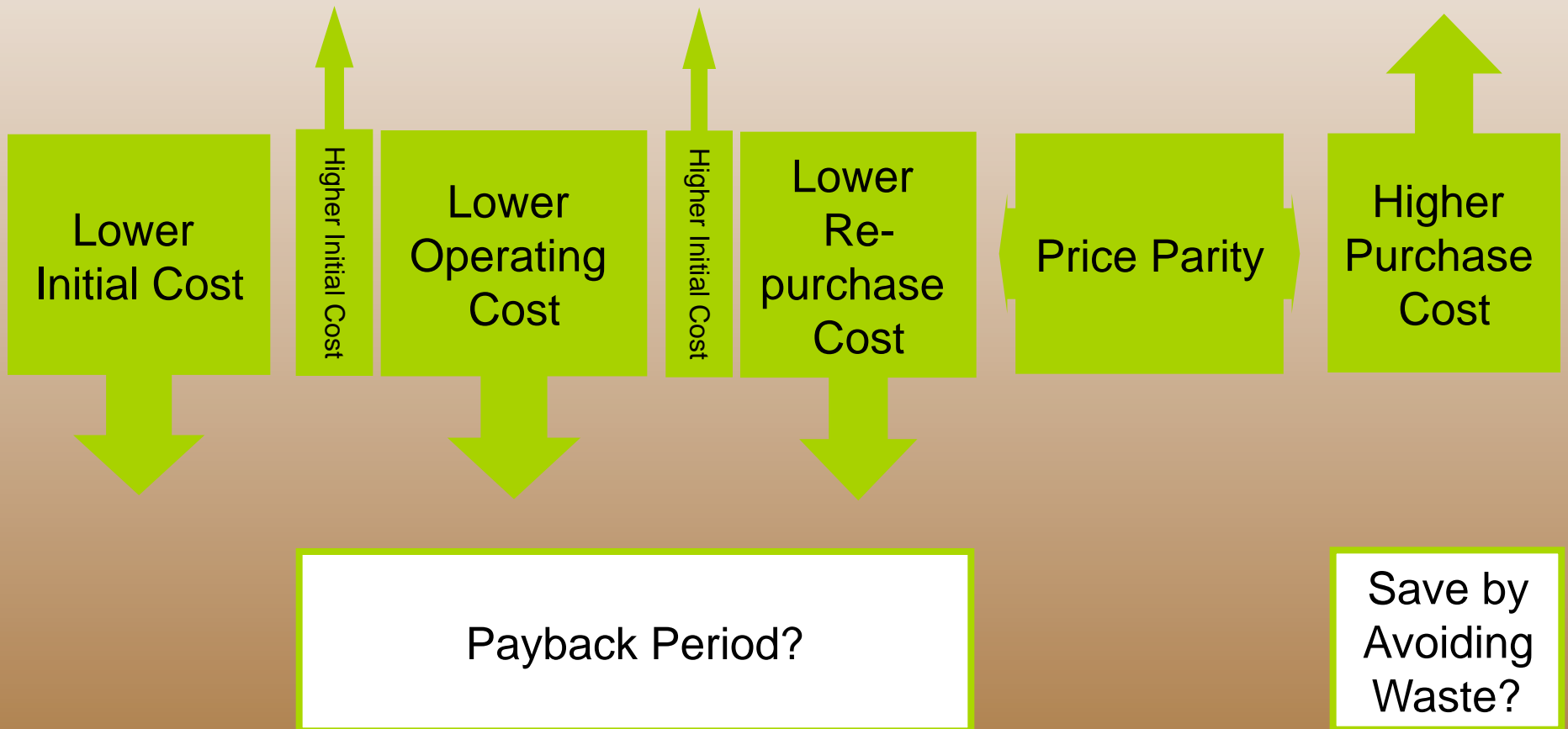
**Are your products going to be in these buildings?**

**Floor Area Forecast**  
(millions of square feet)



[www.greenbiz.com](http://www.greenbiz.com): Green Building Impact Report

▶ REASON #2: GOING GREEN CAN SAVE MONEY:  
THE GREEN SAVINGS CONTINUUM







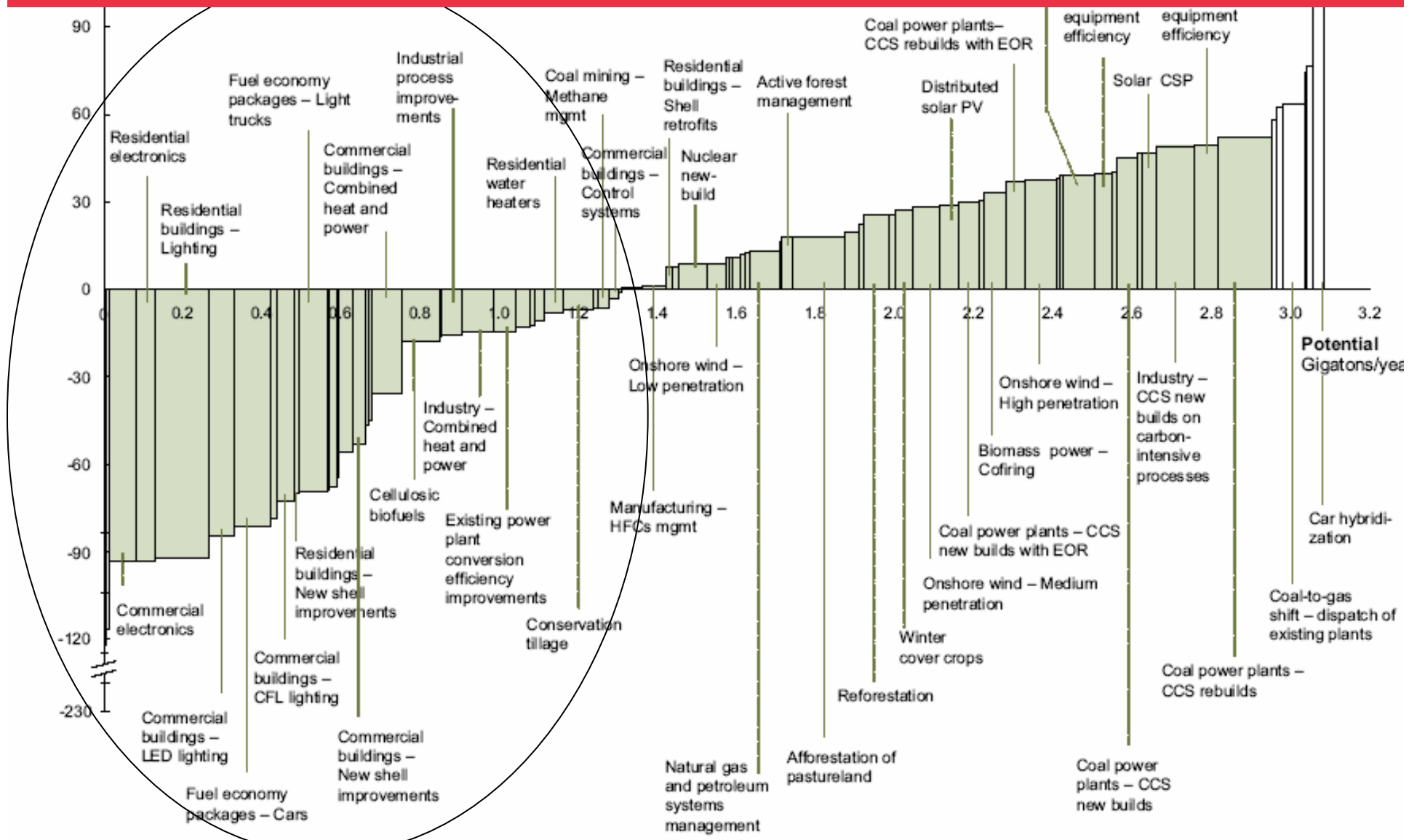
# SELECTING GREEN INITIATIVES BY FOCUSING ON COST REDUCTION

# ▶ EXAMPLE SAVINGS ACROSS PRODUCT CATEGORIES





# ▶ COST SAVINGS THROUGH ENERGY EFFICIENCY



Source: McKinsey analysis

McKinsey 2007, Reducing US Greenhouse Gas Emissions: How much at what cost

# ▶ YOUR ORGANIZATION'S ECONOMIC AND ENVIRONMENTAL

Environmental  
Benefits

**What are our significant environmental impacts?  
What do we care about?**

Combined  
Environmental,  
and Economic  
Benefits

**Where are we spending?  
Where are we wasting?**

Economic  
Benefits

Source: Michael Porter

**Office DEPOT**

## ▶ SMART GREEN STEP FOR SAVINGS: BUY REMANUFACTURED INK AND TONER CARTRIDGES

**Assuming \$75 price for OEM toner cartridges  
vs. remanufactured at 10% average cost savings\*:**

- ~ cost savings for one reman. toner cartridge: \$7.50
- ~ cost savings for 1000 reman. toner cartridges: \$7,500
- ~ cost savings for 10,000 reman. toner cartridges: **\$75,000**



- On average, toner cartridges weigh 2.5 lbs., and each new toner requires half a gallon of oil to make new plastic, therefore compared to virgin plastic cartridges estimated. benefits of one reman. toner cartridge =
  - 2.5 lbs metal and plastic saved from landfill
  - 0.5 gallons of oil not required for new plastic

\*Directional cost savings only – actual results will vary.

▶ SMART GREEN STEP TO BE GREEN AND SAVE GREEN:  
INSTALL POWER STRIPS AND SWITCH THINGS OFF!



Item 711335

75% OF ENERGY FOR  
HOME AND OFFICE  
ELECTRONICS IS  
CONSUMED BY  
PLUGGED-IN ITEMS THAT  
ARE NOT BEING USED

Source: US Department of Energy,  
["Home Office and Home Electronics."](#) 15 Jan 2008

USDA UNPLUGGED  
PROGRAM DELIVERED  
NEARLY \$90,000 IN  
ENERGY SAVINGS IN  
JUST ONE MONTH OF  
IMPLEMENTATION IN DC



Item 899990

▶ SMART GREEN STEP TO BE GREEN AND SAVE GREEN:  
BUY REUSABLES ONCE AVOID RE-BUYING DISPOSABLES



Item 977540

[ Seek metal or  
BPA-free to be  
Greener ]

IF YOU ON AN AVERAGE YOUR STAFF  
DRINK ONLY:

3 BOTTLES OF WATER  
3 CUPS OF COFFEE IN ONE YEAR

YOUR BUSINESS IS CREATING  
600 WASTE BOTTLES &  
600 WASTE CUPS, PER EMPLOYEE PER  
YEAR!

If you are paying for these, how much  
are “cheap” disposables costing you  
over the year as a business?



Item 832072

## ▶ SMART GREEN STEP FOR SAVINGS: SWITCH TO CFL'S



\$7,000 net savings and 70,000lbs of carbon dioxide emissions avoided over the life of 100 Compact Fluorescent Lights + hassle reduction because you won't need to change burnt bulbs as often

### Summary of Benefits for 100 CFLs

Initial cost difference	\$350
Life cycle savings	\$7,397
Net life cycle savings (life cycle savings - additional cost)	\$7,047
Simple payback of additional cost (years)	0.1
Life cycle energy saved (kWh)	47,000
Life cycle air pollution reduction (lbs of CO <sub>2</sub> )	72,145
Air pollution reduction equivalence (number of cars removed from the road for a year)	6.29
Air pollution reduction equivalence (acres of forest)	8.94
Savings as a percent of retail price	1762%

Source: [http://www.energystar.gov/ia/business/bulk\\_purchasing/bpsavings\\_calc/CalculatorCFLs.xls](http://www.energystar.gov/ia/business/bulk_purchasing/bpsavings_calc/CalculatorCFLs.xls)

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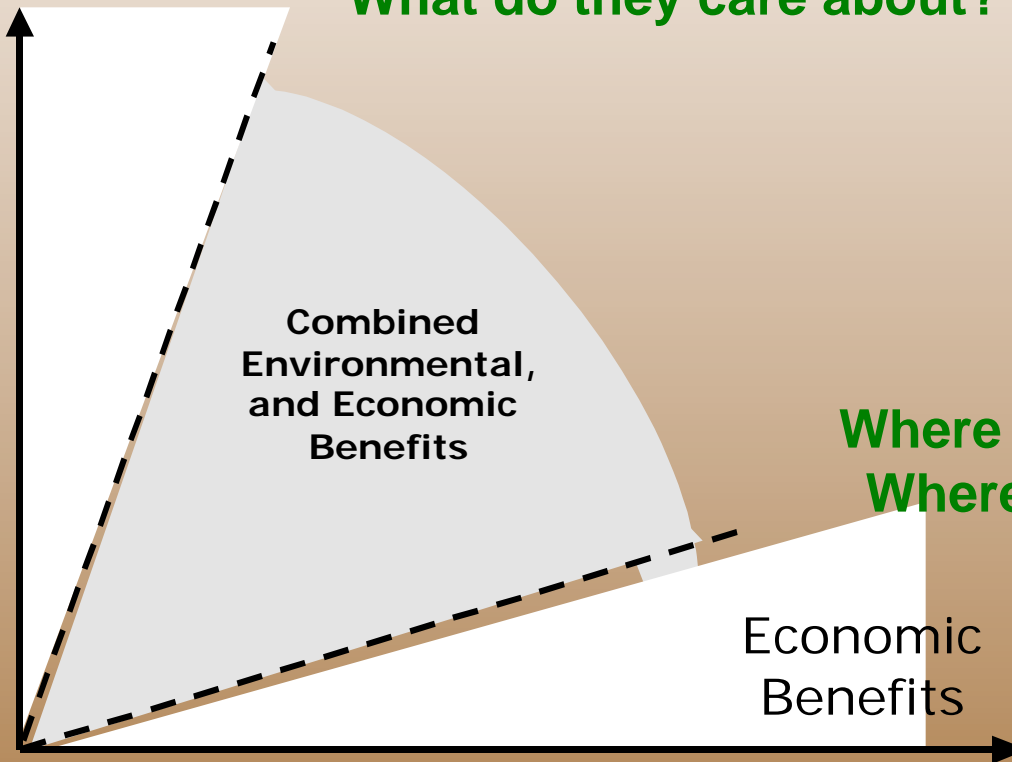


# SELECTING GREEN INITIATIVES BY FOCUSING ON CUSTOMER NEEDS

# ▶ YOUR CUSTOMERS ECONOMIC AND ENVIRONMENTAL BENEFITS

Environmental Benefits

**What are our customers environmental impacts?  
What do they care about?**



**Where are they spending?  
Where are they wasting?**

Source: Michael Porter

**Office DEPOT**

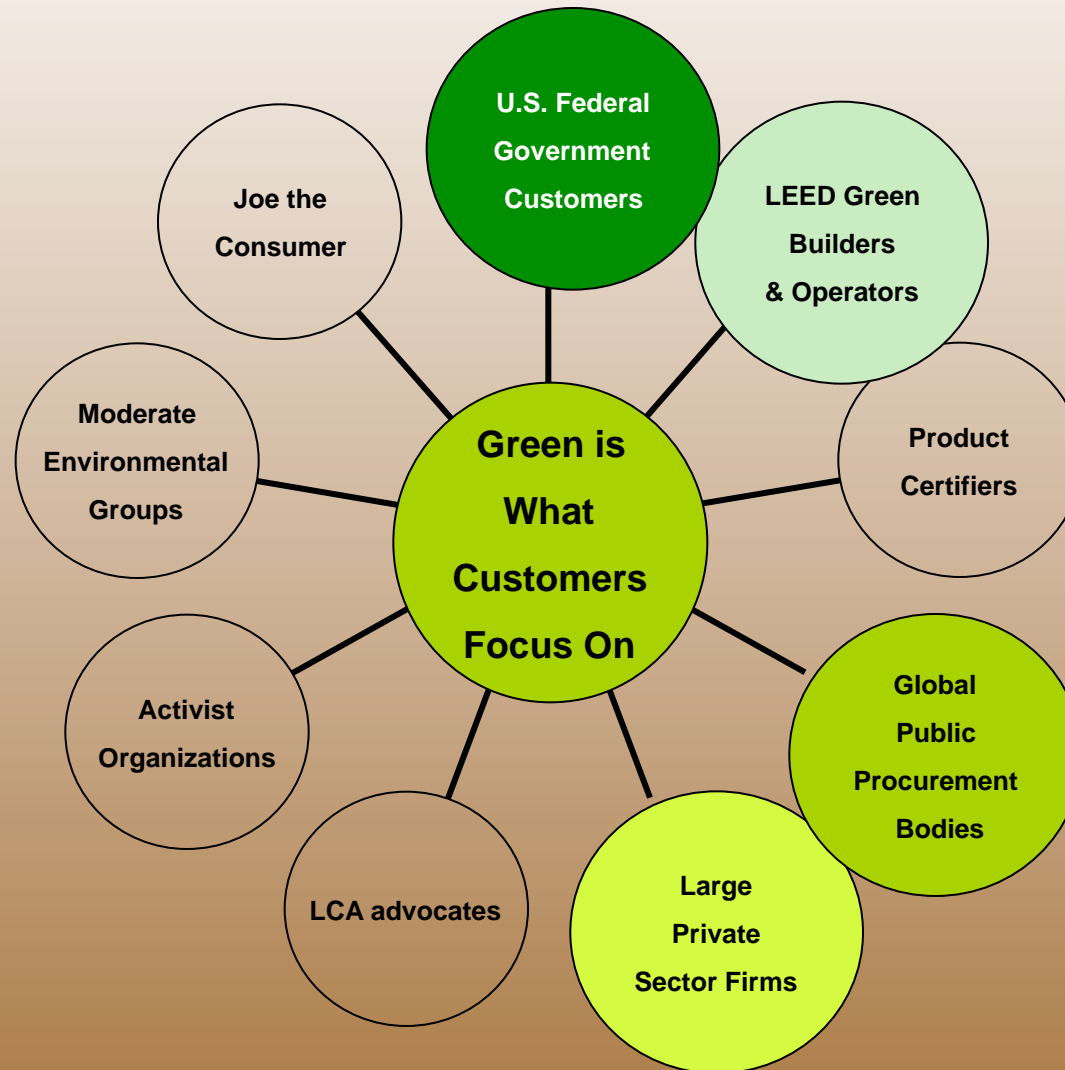


▶ REMEMBER A KEY LESSON OF GREEN MARKETING

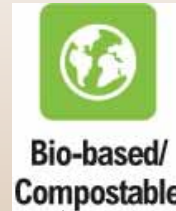
*“Balance environmental issues with primary customer needs or be forever relegated to the green graveyard.”*

*GreenBiz: Lessons from the Green Graveyard*

▶ WHO IS YOUR GREEN CUSTOMER? B2B



# FEDERAL GOVERNMENT: 95% SUSTAINABLE PURCHASING



(h) advance sustainable acquisition to ensure that 95 percent of new contract actions including task and delivery orders, for products and services with the exception of acquisition of weapon systems, are energy-efficient (Energy Star or Federal Energy Management Program (FEMP) designated), water-efficient, biobased, environmentally preferable (e.g., Electronic Product Environmental Assessment Tool (EPEAT) certified), non-ozone depleting, contain recycled content, or are non-toxic or less-toxic alternatives, where such products and services meet agency performance requirements;



## Executive Order 13514: October 2009

# LEED FOR EXISTING BUILDINGS: 20 BILLION SQ FEET!

LEED® for Existing Buildings:  
Operations & Maintenance



To Reduce the Carbon Footprint  
April 2008

[WWW.USGBC.ORG/LEED/EB](http://WWW.USGBC.ORG/LEED/EB)

## MR Credit 1.1–1.3: Sustainable Purchasing: Ongoing Consumables 1–3 points

### Intent

To reduce the environmental and air quality impacts of the materials acquired for use in the operations and maintenance of buildings.

### Requirements

Maintain a sustainable purchasing program covering materials with a low cost per unit that are regularly used and replaced through the course of business. These materials include, but are not limited to, paper (printing or copy paper, notebooks, notepads, envelopes), toner cartridges, binders, batteries and desk accessories but exclude food and beverages (see MR Credit 5). For materials that may be considered either ongoing consumables or durable goods (see MR Credit 2), the project team is free to decide which category to put them in as long as consistency is maintained with MR Credit 2, with no contradictions, exclusions or double-counting. Consistency must also be maintained with MR Credit 7.

A template calculator for MR Credits 1.1–1.3 is available in the LEED for Existing Buildings: OPERATIONS & MAINTENANCE Reference Guide. One, two or three points are awarded to projects that achieve sustainable purchases of at least 40%, 60% or 80%, respectively, of total purchases (by cost) during the performance period. Sustainable purchases are those that meet one or more of the following criteria:

- Purchases contain at least 10% postconsumer and/or 20% postindustrial material.
- Purchases contain at least 50% rapidly renewable materials.
- Purchases contain at least 50% materials harvested and processed or extracted and processed within 500 miles of the project.
- The purchases consist of at least 50% Forest Stewardship Council (FSC)-certified paper products.
- Batteries are rechargeable.



Recycled



Rapidly  
Renewable



Responsible  
Forestry



Rechargeable



- Who is your primary green customer?
  - Retail consumers
  - Small & Medium Businesses
  - Large businesses
  - Government
  - Other
- Why are they buying green?
  - To meet green procurement policies? Which ones?
  - To help them meet wider organizational goals e.g. LEED
  - To differentiate their organization from competition
  - To engage employees
  - To save them money
  - Because they might as well if all other things are equal
  - Because they care about specific environmental issues
- Where do we find them?
  - Within our current customer base
  - Green list purchases
  - Green events – which ones? Where are they?
  - Green websites / social media
- What do we bring that's different?
  - Innovation?
  - Design?
  - Unique experience?
  - Unique solutions e.g. take-back solutions, reporting, free advice?

## Initial thoughts



## Implications for Companies

*Our report highlights six important insights that will help consumer companies succeed in the 'Green Revolution'*



<b>Green Is Here to Stay</b>	If you are not playing in the green space, you are competing against it. Either fold it into your strategy or have a clear competitive advantage over green competition
<b>All Green Consumers Are Not Created Equal</b>	Know your customer. Different 'shades' of green consumers mean different demographics, behaviors, and segmentation plans
<b>Being Green ≠ Success</b>	Being green is not enough. Consumers expect companies to have green products that are superior or at least on par with conventional products
<b>Different Product Categories = Different Green Attributes</b>	There is no "one size fits all" green product strategy. Companies need to align green attributes to the product category
<b>Green Consumers Are Listening...But You Are Not Being Heard</b>	Companies' green initiatives do influence consumer purchasing behavior – but only when communicated through the right channels
<b>Recessions Affect Green, But Don't Trump It</b>	Less money doesn't necessarily mean less green. Consumers continue to buy (and switch to) green, even in a recession.

# FOUR MORE EXCELLENT RESOURCES



[www.greenbiz.com](http://www.greenbiz.com)



[www.sustainablelifemedia.com](http://www.sustainablelifemedia.com)



[www.environmentalleader.com](http://www.environmentalleader.com)



[www.treehugger.com](http://www.treehugger.com)

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# SELL GREEN INTERNALLY





# 10 STEP APPROACH TO IMPLEMENTING YOUR STRATEGY – NEW GREEN

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1. Identify your most material environmental impacts
2. Find ways to save money by reducing impacts
3. Identify your customers priorities
4. Define environmental solutions to help meet those priorities
5. Think about what you want to be able to say in 12 months, 24 months,  
36 months
6. Create a cross functional green team, involve stakeholders
7. Plan
8. Do, Check, Act
9. Report
10. Celebrate success



# RECOGNIZE THAT ALL STEPS MATTER

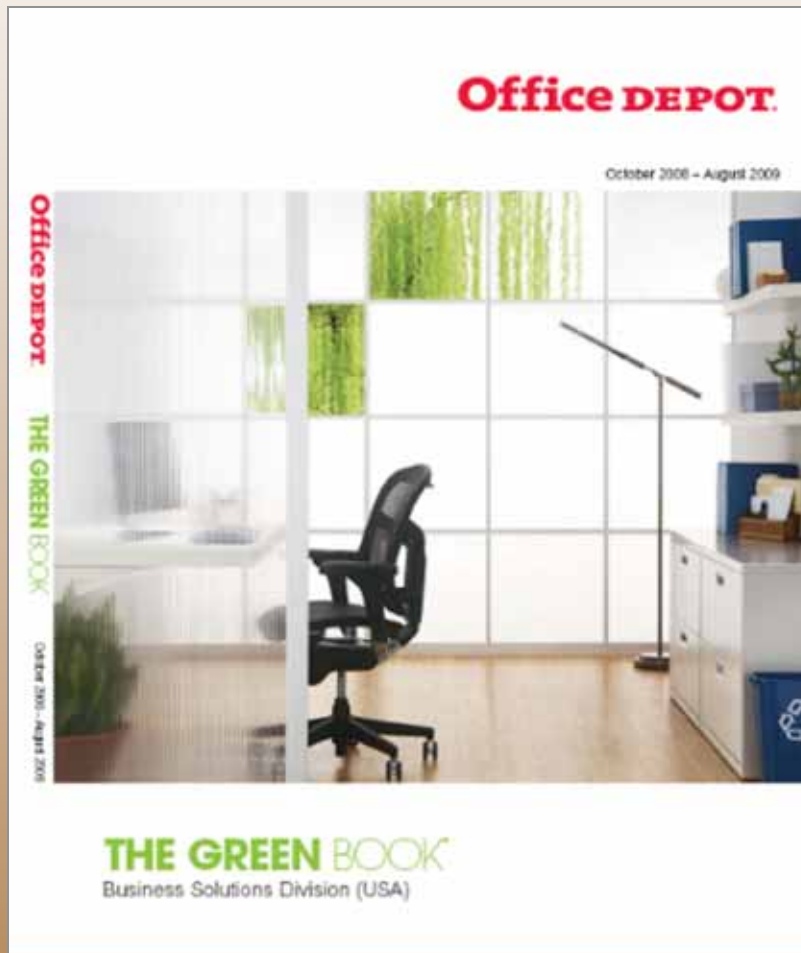


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# OFFICE DEPOT – GREEN MARKETING EXAMPLES



# GREEN BOOK, OFFICE DEPOT'S 2200 GREENEST PRODUCTS



- 2200 items: Green to Dark Green
- No “Light Green” items e.g. minimum 30% Post Consumer Recycled for recycled products
- Sixteen Pages of Education and Definitions
- Also available as an Online Catalog

[www.officedepot.com/greenbook](http://www.officedepot.com/greenbook)



# WWW.OFFICEDEPOT.COM/GREENEROFFICE : 6500 ITEMS FROM LIGHT GREEN TO DARK GREEN



## Featured Categories



**Paper, Forms & Envelopes**  
10% or more Post Consumer Recycled Content



**Ink & Toner Cartridges**  
Remanufactured & Recycled



**Filing & Storage**  
10% or more Post Consumer Recycled Content



**Lighting**  
Lamps and Bulbs



**Binders & Accessories**  
10% or more Post Consumer Recycled Content



**Pens, Pencils & Markers**  
Refillable, Refills & Some Recycled

## All Categories

- AV Supplies & Equipment** (83)
- Basic Supplies** (23)
- Batteries** (6)
- Binders & Accessories** (569)

- File & Storage Cabinets** (43)
- Filing & Storage** (956)
- Furniture Collections** (120)
- Ink, Toner & Ribbons** (619)

WWW.OFFICEDEPOT.COM/  
YOURGREENEROFFICE

OR CLICK:  
**GREEN OFFICE**

ON THE BSD HOME PAGE

Includes ~6,500 light green to dark green items.

Including light green items such as reusable cups, refillable pens and pencils, certified non toxic markers, and items with just 10% or 20% post consumer recycled content



# SOCIAL MEDIA, EMPLOYEE TESTIMONIALS, EXISTING MARKETING ASSETS

WWW.FACEBOOK.COM/OFFICEDEPOT

Yalmaz Siddiqui encourages green thinking throughout Office Depot

**Office DEPOT**

How are you helping Grow Greener?

Displaying 1-6 of 9 Videos

Yalmaz Siddiqui encourages green thinking througho...

Ed Costa talks about Office Depot's Gold Certified...

Shela Fletcher designs new green business report...

Jeff Chang helps make more green products availabl...

Ed Costa tells about Office Depot's LEED CI Certif...

Dave Wetzel supports green planning in Seattle, Wa...

Displaying 1-6 of 9 Videos

**REDUCING, RECYCLING, REPLACING?**  
Tell us how your company is growing greener.

"When you aren't at your desk for meetings or lunch - turn your computer on sleep mode to help conserve wasted power/energy."  
Amy, OH

"Provide access to 100% recycled and 100% post  
[Submit Your Idea](#)

**Tony Stewart and the No. 14 Office Depot Team are "Growing Greener" at Phoenix International Raceway!**

Office Depot is partnering with EarthEra to balance the carbon footprint of not just the race cars on the track, but fan travel, race teams travel and activities, and track operations during the 4/10 race.

Make sure to check out Tony's No. 14 Office Depot Chevrolet special green-themed race car at Phoenix on 4/10!

[Learn More](#)

**See Tony's green-themed race car**



GET MORE GREEN IDEAS SUBMIT YOUR GREEN IDEAS AND GET OFFERS: WWW.OFFICEDEPOTGROWGREENER.COM

The 40th Anniversary of Earth Day is April 22, 2010. Come celebrate with us. **Office DEPOT.**



[Submit Green Ideas](#)

[Trade-In, Trade-Up Event](#)

[Our Green Ideas](#)

[Featured Products](#)

[Green Offers](#)

## DISCOVER smart ways to grow greener

Office Depot gives you one of the largest selections of green products in the office supply industry.

Come back daily, click the leaves & watch the tree grow new green ideas, solutions and offers from Office Depot.

Help Office Depot, in partnership with Fellowes®, by planting one green business idea and we'll plant one tree, up to 4,000, to help the world grow greener.

[▶ SUBMIT YOUR IDEA](#)



### Featured Products

Check out our 40 featured products that will help you grow greener for Earth Day's 40th Anniversary - like these Office Depot® Brand Loose Fill Packing



### Trade-In, Trade-Up Event

See how you can instantly turn old office equipment into Office Depot savings.



# NEW LEAF PAPER

Jeff Mendelsohn, Founder & CEO, New leaf Paper





## NEW LEAF PAPER

Start a paper company... are you crazy?

Paper is highly commodified, losing market share to cheap imports, huge barriers to entry, capital intensive...

Contact New Leaf Paper at 1.888.989.3323. © 2001 New Leaf Paper. All rights reserved.



# NEW LEAF PAPER

## New Leaf Success and Sustainability

\$0 to \$29 million in ten years with no outside financing.

Built strong authentic brand with <1% of sales marketing budget.

New Leaf Champions and Great Customers

Product Innovation and Partnership

Contact New Leaf Paper at 1.888.989.3323. © 2001 New Leaf Paper. All rights reserved.





# NEW LEAF PAPER

*Our mission is to inspire ~ **through our success** ~  
a fundamental shift toward sustainability in the paper industry.*

**Founded in 1998** – Mission driven business. Triple bottom line.

**Sustainability drives company value proposition** – Informs all aspects of the business: strategy, product design, marketing, etc.

**Think & Smile** – Brand strategy.

**Innovation** – Market leading product innovation, create new markets.

Contact New Leaf Paper at 1.888.989.5323. © 2001 New Leaf Paper. All rights reserved.



## NEW LEAF PAPER

### Strategic Advantage of Sustainability

Shared vision and common goals

Arm's length to arm-in-arm relationships.

Brand Value & Better Value Proposition.

Customers & media make our story their story.

Commitment

Customers, employees, and champions.

Innovation and Market Share

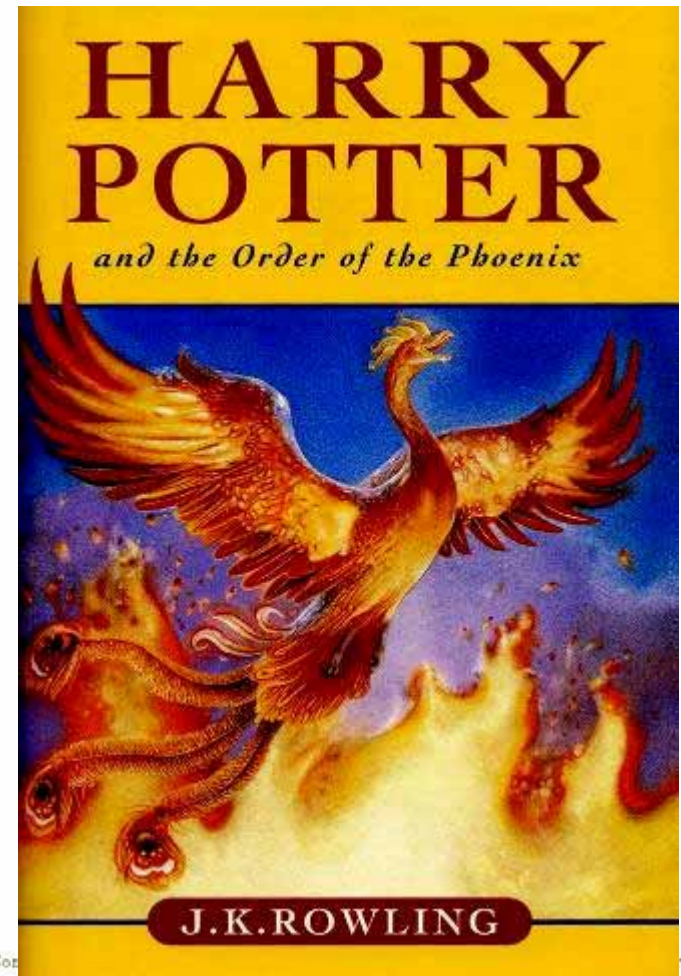
Best minds, best new products, most efficient model.

Contact New Leaf Paper at 1.888.989.3323. © 2001 New Leaf Paper. All rights reserved.

## NEW LEAF PAPER

### *How Harry Potter got his "eco-groove"!*

- Before New Leaf Paper launched New Leaf EcoBook 100 in 2001, there were no book papers made with higher than 30% post-consumer recycled content, and many book papers were made with fiber sourced from endangered forests. New Leaf Paper partnered with publishers, environmental nonprofits, book printers, and our mill partner to create the first 100% post-consumer recycled book paper in the world, EcoBook100.
- Within two years, the Canadian Harry Potter books were printed on New Leaf EcoBook100, the largest single book printing in Canada in 2003. This catalyzed a movement in the publishing industry to use environmentally responsible paper.



#### NEW LEAF PAPER

##### ENVIRONMENTAL BENEFITS STATEMENT



Harry Potter and the Order of the Phoenix is printed on New Leaf EcoBook 100, made with 100% post-consumer waste, processed chlorine free. By using this environmentally friendly paper, Raincoast Books saved the following resources:

trees	water	energy	solid waste	greenhouse gases
29,640 fully grown	12,417,947 gallons	20,248 million BTUs	1,396,754 pounds	2,679,593 pounds

Calculated based on research done by Environmental Defense and other members of the Paper Task Force.

© New Leaf Paper Visit us in cyberspace at [www.newleafpaper.com](http://www.newleafpaper.com) or call 1-888-989-5323

# NEW LEAF PAPER

New Leaf and Office Depot



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Saving The **Earth**, One Pizza at a Time

How going green can save you green & help you grow your business  
Tuesday April 20<sup>th</sup>, 2010



# Saving The Earth, One Pizza at a Time

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Vaughan Lazar  
Co-Founder

- **Green Mission built into DNA of company since it's inception in 2006**
- Holistic approach to a typically wasteful industry
- Room for change = Opportunity
- 18 Units opened, 6 states.
- International Expansion





# Front to the Back

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## Greenovation:

- Organic & Natural foods
- All stores built to LEED certification standards
- Hybrid delivery cars
- Recycled glass countertops
- Water & Energy Savings
- CFL & LED lighting
- Heat Exchanger
- Natural Lighting
- Recycled bluejean insulation
- Low-Flow toilets & sinks
- All printing on 100% post-consumer/ recycled
- Green Office environment



# Green Growth

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- Single Unit sales up in a down economy
- Fastest Growing Fast Casual Concept
- Media Exposure
- 50% Water Savings
- 20% - 60% Electricity Savings
- Consumer Halo Effect



# Office DEPOT®

Thank you for  
your  
participation!



Greener Office Checklist

1. Green Office Score (0-100)
2. Green Office Score (0-100)
3. Green Office Score (0-100)

Table with 4 main columns: 1. Audit steps to check/measure, 2. Status, 3. Audit steps to check/measure, 4. Status. Rows include categories like Energy, Water, Waste, and Indoor Air Quality.

Table with 10 columns: 1. Office to Audit, 2. Date, 3. Auditor, 4. Score, 5. Status, 6. Comments, 7. Action Plan, 8. Date of Review, 9. Reviewer, 10. Status. Rows list various office locations and their audit results.