

## Green organization and green products

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## Pitney Bowes Norway Headlines

- Nordic headoffice at Kalbakken, Oslo
- 250 employees
- Turnover in 2008 ca. NOK 640 million

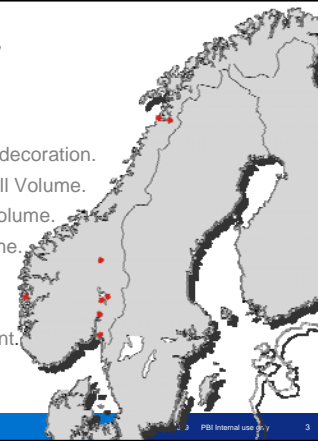


Oslo, Bergen, Eidsiva og Bodø Certified Miljøfyrtårn company in 2008

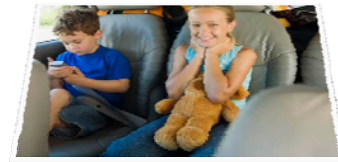
## National supplier

### Products and services:

- Furniture and interior decoration.
- Mailing Systems Small Volume.
- Inserters - Low/Mid Volume.
- Inserters - High Volume.
- Graphics equipment.
- Copy/print solutions.
- Audio/visual equipment.
- Supplies



## How did the environment engagement start at Pitney Bowes?



## A "jungle" of information

- Only global or local focus
- Little focus on small and medium-sized companies
- Jungle of environmental labels
- Lot of certifications:
  - Svanen
  - ISO 14001
  - Miljøfyrtårn



## Jungle: established environmental labels

Svanemerket	Blomsten	Debio og KRAV	Max Havelaar
Det nordiske miljømerket	EU's miljømerke	Økologisk mat	Retferdig handel
<ul style="list-style-type: none"> <li>➢ Vaskemidler</li> <li>➢ Kontorrekvisita</li> <li>➢ Tørkepapir</li> <li>➢ Kaffefilter</li> <li>➢ Drivstoff</li> <li>➢ Batterier</li> <li>➢ Hotell</li> <li>➢ Gressklippere mm</li> <li>➢ Maling, lakk og lim</li> <li>➢ Kjøkkenhåndsker, forpærveiler m.m.</li> <li>➢ Kaffesetere o.l.</li> <li>➢ Møbler</li> <li>➢ TV'er, CD- og DVD-spillere</li> <li>➢ Kjøleskap og fryserer</li> <li>➢ Vaskemaskiner</li> </ul>	<ul style="list-style-type: none"> <li>➢ Lyspærer og lysere</li> <li>➢ Hotell</li> <li>➢ Maling og lakk</li> <li>➢ Elektronikk</li> <li>➢ Oppvaskmaskiner</li> <li>➢ Kjøleskap og fryserer</li> <li>➢ Støvsugere</li> <li>➢ Vaskemaskiner</li> <li>➢ Kjøler og sko</li> </ul>	<ul style="list-style-type: none"> <li>➢ Kaffe</li> <li>➢ Te</li> <li>➢ Meieprodukter</li> <li>➢ Brød og mel</li> <li>➢ Pålegg</li> <li>➢ Frukt</li> <li>➢ Grønnsaker</li> <li>➢ Kjøtt</li> <li>➢ Tørvetær</li> <li>➢ Bus</li> <li>➢ Vin</li> </ul>	<ul style="list-style-type: none"> <li>➢ Kaffe</li> <li>➢ Te</li> <li>➢ Juice</li> <li>➢ Frukt</li> <li>➢ Blomster</li> <li>➢ Sjøskilde</li> <li>➢ Kjøtt</li> <li>➢ Vin</li> </ul>

## Jungle: less known environmental labels

- 
  - Bra Miljøval.  
Svenska naturskyddsforeningens merke.  
Verdens strengeste?
- 
  - Forest Stewardship Council.  
Sertifiserer treprodukter og papir. FSC-merket  
tropisk tre kan brukes i Miljøfyrtårn.
- 
  - IT eco-declaration.  
Egendeklarering av miljøforhold. Ingen  
tredjepartsertifisering
- 
  - Tjänstemännens Centralorganisation.  
Egen merkeordning for PC-utstyr og  
kontormøbler. Miljø og helsefokus.

## Jungle: less known environmental labels

- 
  - Der Blaue Angel.  
Tysk miljømerke, initiert av tyske myndigheter på  
70-tallet.
- 
  - Energimerking fra A+ til G.  
System i regi av EU som viser strømforbruk.
- 
  - Energy Star.  
Finnes på PC utstyr. Viser at det har  
dvalefunksjon med mer. Fra USA
- 
  - Grønt punkt.  
Ikke miljømerke, men betyr at produktet er med i  
ordning for retur av emballasje.

## Our choice: Miljøfyrtårn®



Miljøfyrtårn® is a environment certification which help private and public organizations to operate profitable and environment friendly.

## Miljøfyrtårn - A climate initiative

- When we reduce our influence on the environment we also reduce our emission of greenhouse gas.
- Some focus area:
  - Air travel
  - Car driving
  - Rational use of energy in buildings
  - Waste
  - Purchasing
  - EHS (environment, health and safety)

## Miljøfyrtårn - A climate initiative.

- Changing routines:
  - Switch of the light
  - Smoking only outdoors
  - More use of public transport
- The environmental work increase the focus on EHS (environment, health and safety)
- Better gut feeling

## The road to Miljøfyrtårn certification

### The organization:

- Environment responsible
- Budget
- Project team (local & central)

### Process:

- The project teams follow a project plan.
- Focus meeting in each department.  
(Sale office, servicedep, purchaser and warehouse etc)
- Internal "Environment Days" with focus on in formations and next steps.
- KyO2 – monthly internal environment newspaper.



## Pitney Bowes's environment vision

- Pitney Bowes Norway AS shall be the best environmental focused supplier in the branch.
- We shall: Appear as a leading environmental company.
- Continuous improve our internal and external environmental work.
- Deliver the most environment-friendly products and services.

## KyO<sub>2</sub>

- KyO<sub>2</sub> was a important tool to reach out to employees:
  - Information regarding the progress of the project
  - Build the right attitude



## Organization response

- Why are we doing this?
- It is stupid - gives extra work!
- Little savings on utility!
- Hopeless company car policy!

## Lift package !



Only use the lift if you have anything to carry..  
Save the environment, and get better health.

## Activities 2009

### Business :

- Environmental marketing plan for every line of business
- Climate analysis
- More saving on waste treatment.



### Employees:

- Environmental training
- Higher car allowance on cars which have CO<sub>2</sub> lower than 120g/km and a own parking spot.
- Videoconference in each local office. Less overtime and more leisure time.
- The El-car Buddy for small trips

## More and more of the employees buy "environmentally friendly"



Model	CO <sub>2</sub> /K M
Ford Fiesta	110
Volvo C30 DriveE	115
Volvo C30 DriveE	115
Volvo C30 DriveE	115
BMW 118 d	118
BMW 118 d	118
Volvo S40 DriveE	118
Volvo V50 DriveE	118

## Climate analysis Pitney Bowes Norge AS

Climate analysis 2008		Pitney Bowes Norge AS	
<p><b>Introduction</b></p> <p>The report is prepared as an overview of the environmental impact of the company's operations in Norway in 2008. The report is based on data from the company's internal systems and is intended to provide information to the company's management and stakeholders.</p>			
<p><b>Supporting activities for the business</b></p> <p>The company's operations are supported by a number of activities, including the production of goods and services, the use of energy, and the management of waste. The report provides a detailed analysis of these activities and their environmental impact.</p>			
<p><b>Summary of findings</b></p> <p>The company's operations in Norway have a significant environmental impact, particularly in terms of energy consumption and greenhouse gas emissions. However, the company has taken a number of steps to reduce its impact, and is committed to continuing to improve its environmental performance.</p>			
<p><b>Recommendations</b></p> <p>The company should continue to reduce its energy consumption and greenhouse gas emissions, and should also take steps to improve its waste management practices. Additionally, the company should consider the environmental impact of its products and services, and should work to ensure that its operations are as environmentally friendly as possible.</p>			
<p><b>Appendix</b></p> <p>The appendix contains a detailed breakdown of the company's environmental data, including energy consumption, greenhouse gas emissions, and waste management. It also includes a list of the company's suppliers and a description of the company's environmental management system.</p>			

## Elected to Oslo's most environmental friendly business in 2008



"This was a big motivation to hold a high pressure"

## Activities 2009 part 2

- Behavior change – motivated employers to do the right choice at the job and at time off.
- Movie team from UK – present Pitney Bowes Norway's environmental initiative for Pitney Bowes Global



## Pitney Bowes requirements towards suppliers

### 18. Environment, Health and Safety

- Both parties agree to comply with all requirements regarding Environmental, Health, and Safety under both Norwegian law and EU-regulations.
- All Goods with electronic components shall comply with RoHS and WEEE Directives and the Supplier warrants that the Goods shall in all respects comply with any other applicable environmental directives, laws and regulations in the Territory.
- The Supplier is certified according to NS-EN ISO 14001.
- The Supplier has EPD environmental documentation on all its Goods.
- When selecting subcontractors, the Supplier will give priority to suppliers which can document its activities regarding:
  - Minimizing of damaging environmental impact
  - Ethical trade
    - Child labour is not acceptable and shall not exist with any subcontractors.
- The Supplier will maintain all records to verify quality and environmental impact of products, raw materials and components.

## Organization response today!

- Everyone give tip to me about relevant environment information.
- Environment documentation are used actively in sale process.
- Environment is permanent natural issue in management meeting.
- We have challenged Miljøfyrtårn regarding purchasing.
  - Miljøfyrtårn companies should purchase from each other.
  - Purchaser have often low skills regarding environmental purchasing.

## What are Pitney Bowes doing internationally?

## Environment documentation.

Category	Sample Criteria
Energy Efficiency	<ul style="list-style-type: none"> <li>• Sleep mode uses 21.58 W; In operation uses 30.25 W</li> <li>• Meets the latest ENERGYSTAR requirements</li> <li>• Energy Task Force</li> </ul>
Process Efficiency	<ul style="list-style-type: none"> <li>• Replacement parts are available</li> <li>• Can operate at speeds up to 375 pieces/minute</li> </ul>
Material Optimization	<ul style="list-style-type: none"> <li>• Eliminated use of hazardous materials of concern including ozone depleting substances, cadmium, mercury, lead and Brominated Flame Retardants (BFR's)</li> <li>• Uses water based inks and lithium batteries</li> <li>• Designed to be compliant with RoHS and the WEEE Directive</li> <li>• Operates at a noise level of &lt;68 dBA</li> <li>• No paint is used in the product; product is PVC-free</li> <li>• Compliant with the Batteries Directive</li> </ul>
Durability	<ul style="list-style-type: none"> <li>• Designed for ease of repair and maintenance</li> <li>• Product is upgradable</li> <li>• Compliant with the Batteries Directive</li> </ul>
Recyclability	<ul style="list-style-type: none"> <li>• Product is &gt;95% recyclable at end-of-life</li> <li>• Packaging materials are &gt;90% recyclable at end-of-life; materials contain approx. 35% post-consumed recycled material</li> <li>• Plastics are separable and labeled to make recycling easier</li> <li>• Materials with special handling needs are labeled</li> <li>• Maximized number of different materials makes recycling easier</li> </ul>
Sustainable Practices	<ul style="list-style-type: none"> <li>• Provision of product take-back service</li> <li>• PB partners only with suppliers that have committed to the Suppliers Code of Conduct</li> <li>• PB has been inducted into the U.S. EPA WasteWise Hall of Fame</li> </ul>

## Example on Green line products

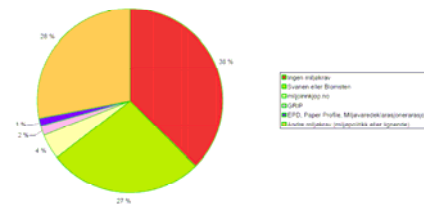


## What is the profit to the business?

## Public environment purchasing

- More and more they ask as a demand when purchasing big, especially in the local government.

Overvakt over vore behov på 118 kommuner i perioden mars - desember 2006



## Environment demand in the government-budget 2007-2010

- Action plan with specific action to increase the demand to ask for environmentally friendly products and service.
- Increase the environment work by induce environmental policy for public purchasing.



Hordaland fylkeskommune

Miljø- og samfunnsansvar i offentlige anskaffelser



## Example on tender we have won because our environmental profile

**Statkraft:** (Statkraft is Europe's largest renewable energy company)

- Office furniture which was branded with Svanen. (Nordic standard for environmental branding).



**Bergen kommune:** (Bergen country borough):

- Framework agreement on furniture for school and kindergarten, because our environmental profile. We was not best on price, but best on environmental liability.



**Hordaland fylkeskommune:** (Hordaland County municipality):

- Framework agreement on furniture we won because our environmental liability and assortment+ engaged employees.



Hordaland Fylkeskommune

## Green Tender Criteria

## Example: Customer A

Assignment criteria	Priority
1. Price	40%
2. Quality	30%
3. Service and support	10%
4. Product range	10%
5. Environmental conditions	10%

### Assignment criteria 5:

- Lifecycle cost
- Recycling solution
- Textiles: Validated against SFT's list
- Furniture: Svanen or EU-flower
- Packaging: Type, volume and recycling solutions
- Environmental report

## Example: Customer B

### 7.7 Environmental requirements – products

- Timber
  - Produced by sustainable and renewable resources.
- Painting
  - Environmental produced.
- Chrome
  - Chrome is not accepted
- Fabrics
  - Based on natural and renewable resources.
- Packaging and recycling
  - Minimum use of packaging and a system for recycling is necessary
- General environmental approval, ISO-certifications, product data sheet or other documentation supporting that the provider meets the environmental requirements of this

## Summary - Public tenders!

### Positive:

- Good set of criteria's
- Included in almost every tender

### Negative:

- No standardization of requirements
- Environment low or no impact on decision (E.g. Example A)
- No clear differentiation between **blackgreen/ greygreen** and **green** companies

## Conclusion – Public tenders!

- No driving force in turning vendors green, because:

**If you are best on environment , you need to be best on price.**

**If you are best on price, you don't need to be best on environment**

## Suggestion - Tender requirements!

1. Standardization in requirements
2. Differentiation (standardized) in environment profile
3. Environment higher impact (30%) on decision

Assignment criteria	As Is	New
1. Price	40%	30%
2. Quality	30%	20%
3. Service and support	10%	10%
4. Product range	10%	10%
5. Environmental conditions	10%	30%

Thank you!