

Sustainability & Social Responsibility: Now & In the Future

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Three Things to Share

Defining Sustainability vs.
Environmental Sustainability

Office Depot's approach to Environmental
Sustainability: Past, Present and Future

How to prepare for the opportunities and risks
sustainability brings to you and your organization



Confession



What is the history of the word?

Sustain+able = Bearable (1610)

- Defensible (1845)
- Capable of being continued (1965)
- Durable (FTC consumer data, 2010)

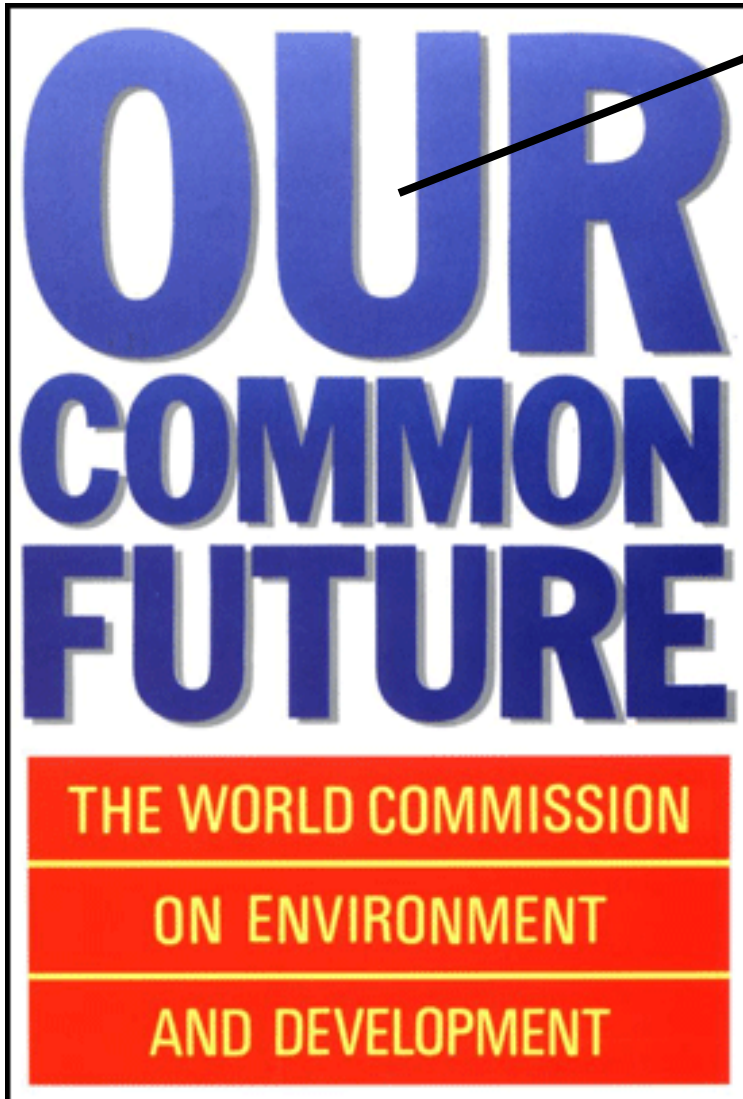
sustainable

1610s, "bearable," from sustain + -able. Attested from 1845 in the sense "defensible;" from 1965 with the meaning "capable of being continued at a certain level." Sustainable growth is recorded from 1965. Related: Sustainability (1972).

Who is this?



Brundtland coined the term in this book

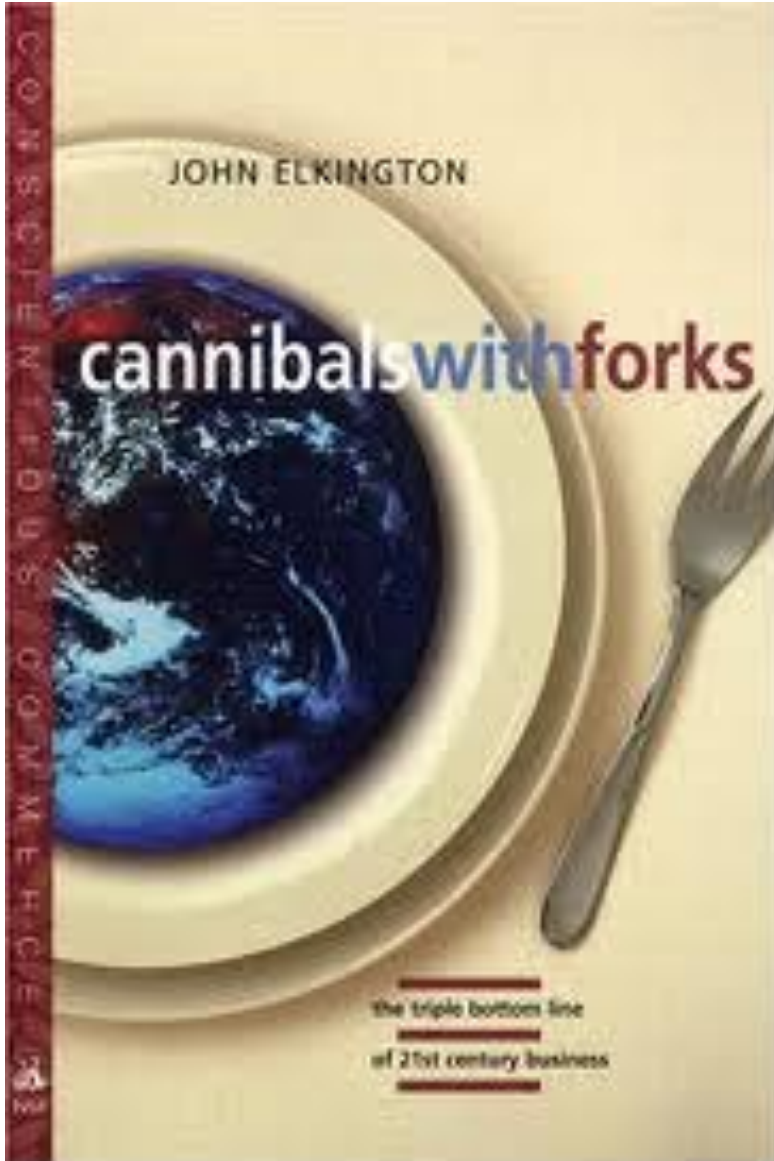


Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

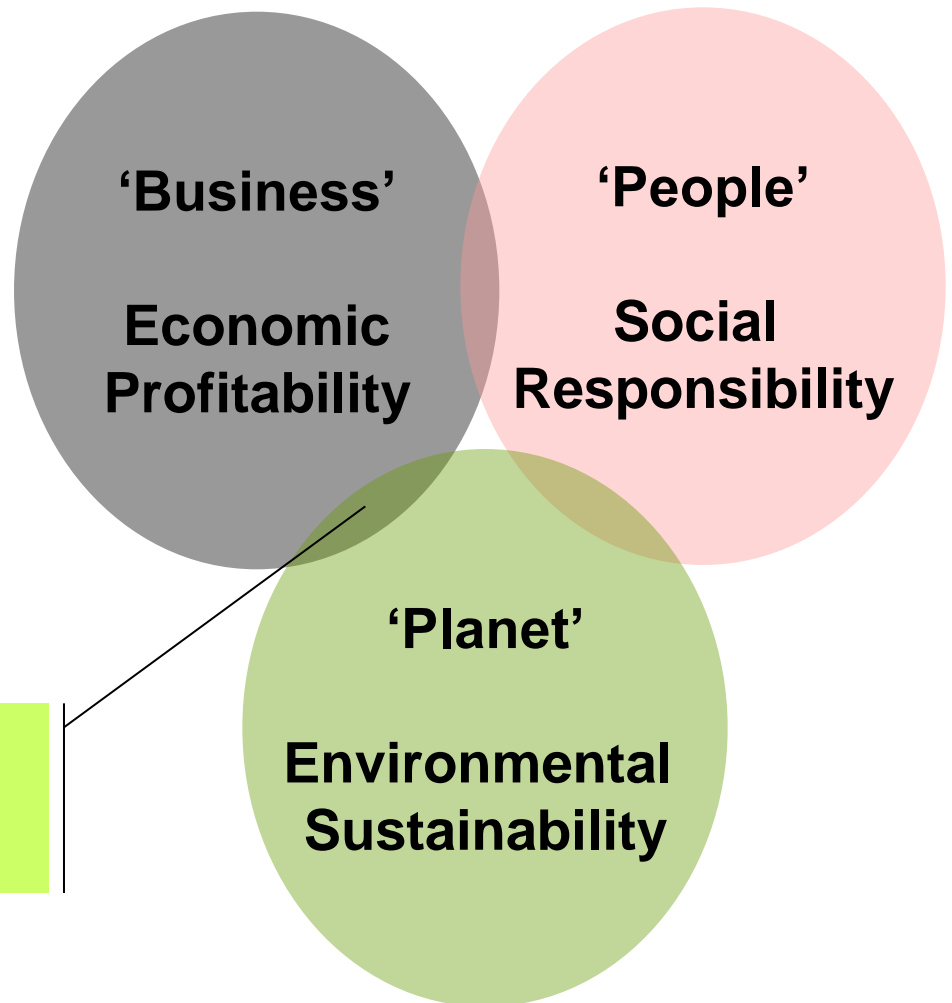
Who is this?



Elkington popularized it in this book



Office Depot's sustainability strategy encompasses Taking Care of Business, People, and the Planet



My focus: the 'intersection of environmental and economic

Our environmental strategy is designed to deliver short and long term economic benefits

**Why
Green?**

**Buy
Greener**

**Be
Greener**

**Sell
Greener**

**Tell
Green**



Deliver economic & environmental value while preparing for emerging needs & risks

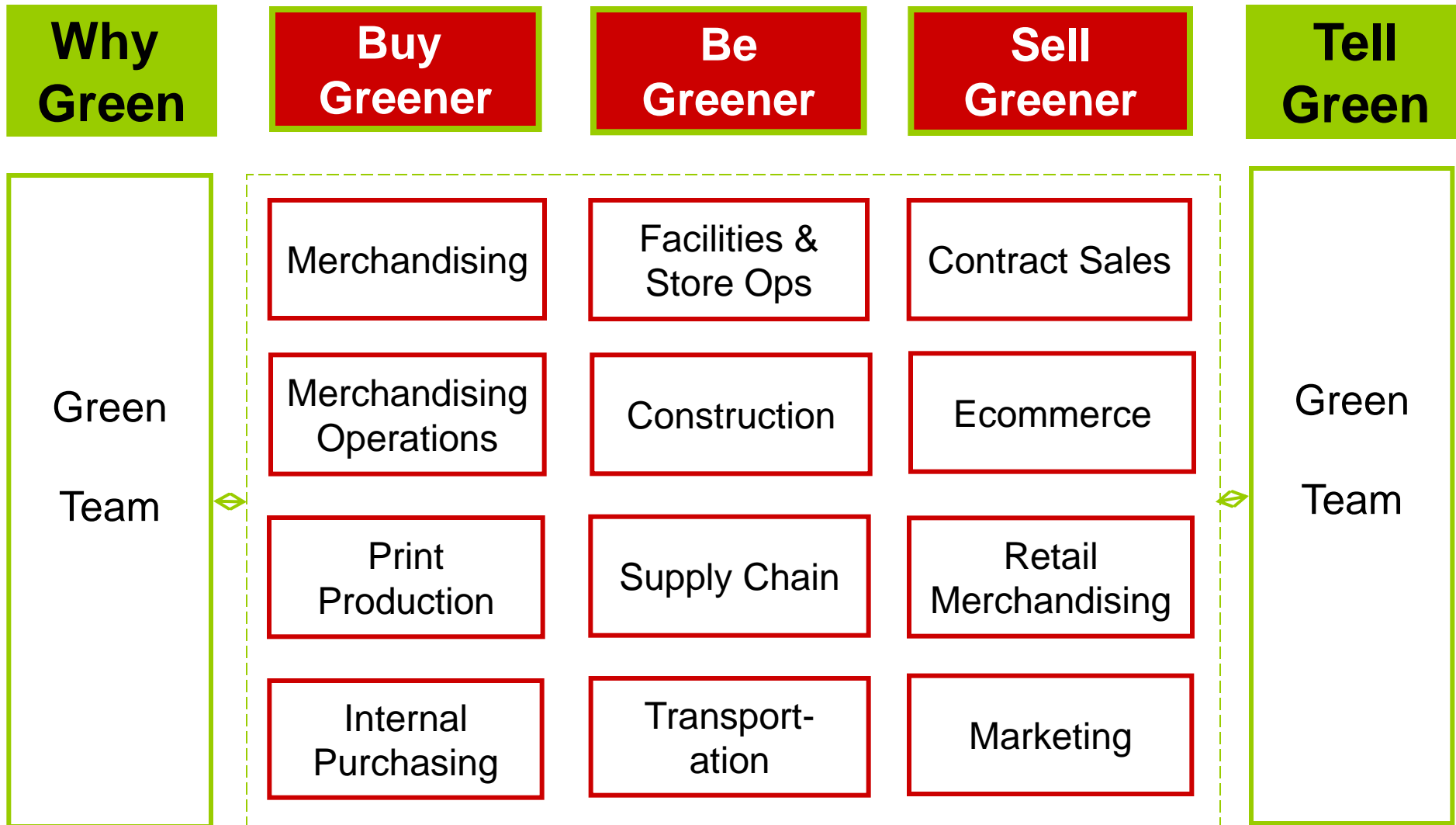
Ensure a customer-focused assortment & walk the talk

Reduce long term operating costs

Grow sales and profit in all channels

Promote & protect the Office Depot brand

Our approach is one where a small green team gently nudges core functions (merchandising, print production etc.) to integrate greener thinking into the way they work - every day



Our environmental framework is one in which greener actions remain consistent long term and are understandable and relatable to functions with control of business decisions in that area

Why Green? [Set Foundation]	Buy Greener	Be Greener	Sell Greener	Tell Green [Engage Stakeholders]
Develop environmental strategy, policies & goals	Buy greener office products for resale	Reduce waste, recycle & comply with waste laws	Grow sales & profit through green sales & custom reporting	Engage internal associates in environmental programs
Establish environmental business case	Capture product environmental information	Build greener buildings	Grow sales & profit through green marketing & events	Engage external stakeholders in environmental programs
Implement Environmental Performance Dashboards	Buy greener marketing papers	Reduce energy and greenhouse gases – facilities	Grow sales & profit through green web stores & online tools	Celebrate green champions by communicating successes
Integrate green thinking into core functions	Use greener products internally	Reduce fuel and greenhouse gases from delivery	Grow sales & profit through in-store recycling & green signage	Annually report on environmental performance

Here are 3 key lessons you can apply in your role / organization, learned over 8 years of environmental strategy at Office Depot

Lesson #1

Higher Maturity = Deeper Integration

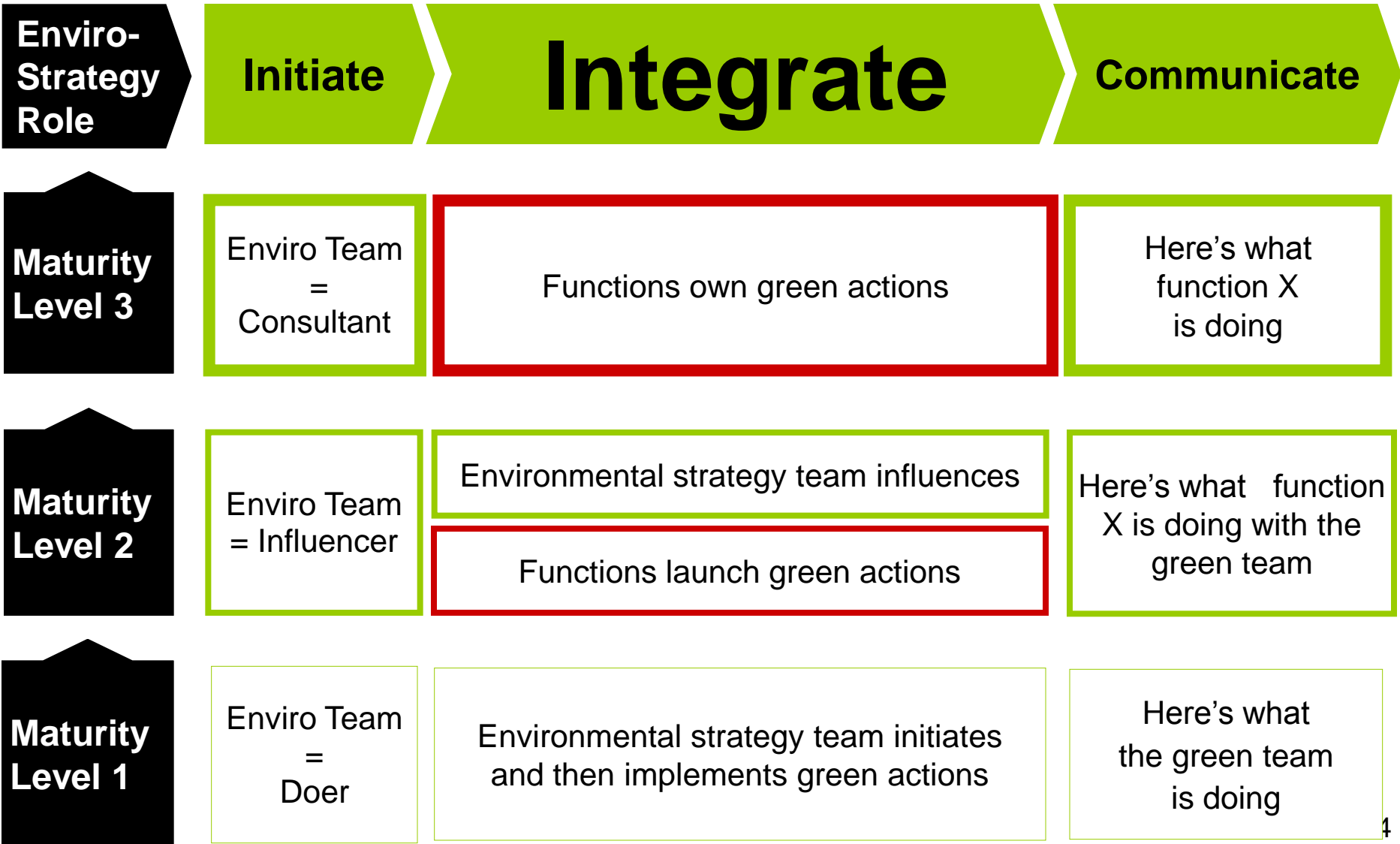
Lesson #2

Who is more important than what

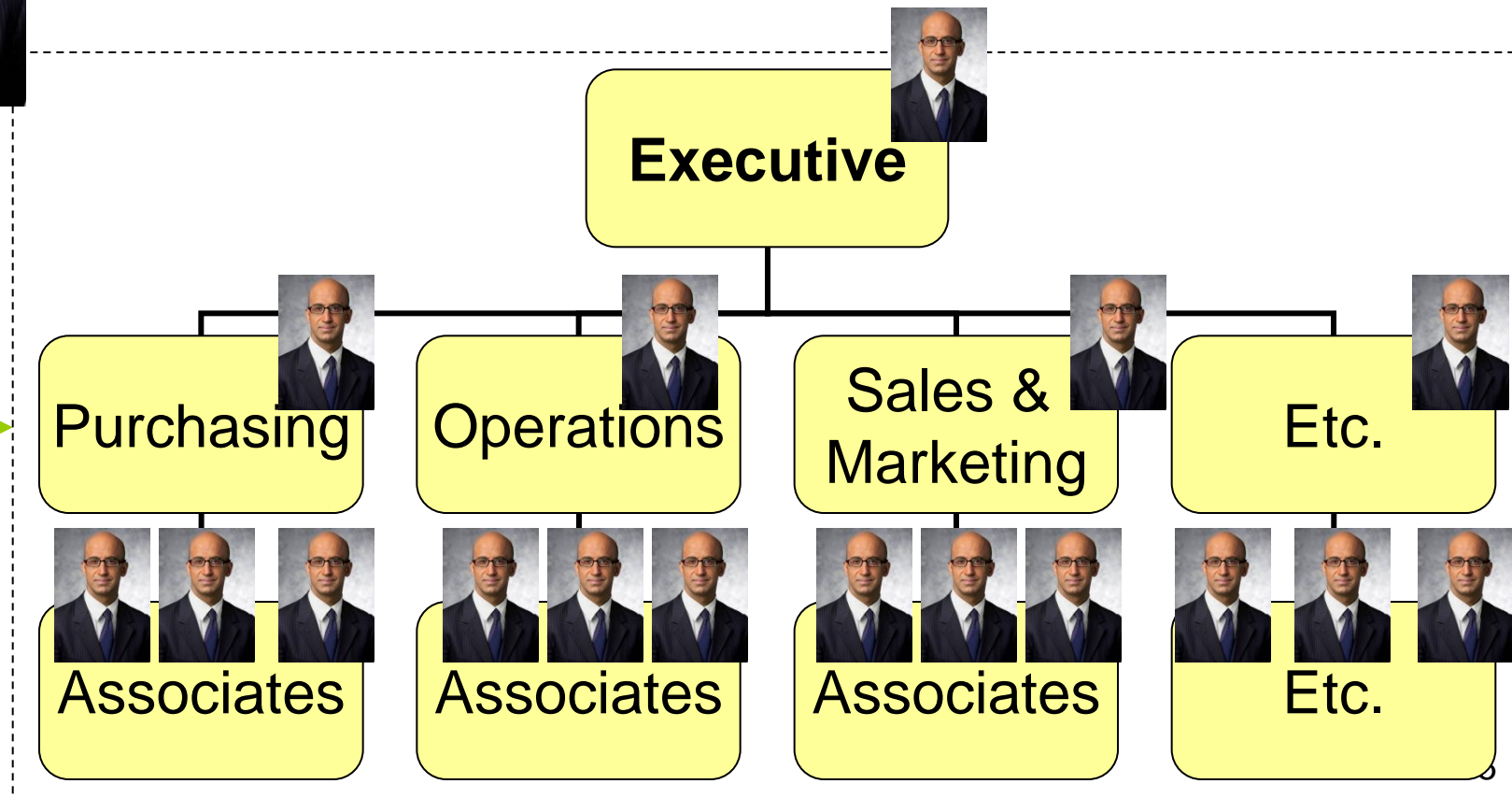
Lesson #3

Pull is better than push

The role of the small environmental strategy team is to initiate, integrate & communicate green actions that are owned by core functions – and gently nudge the company in a greener direction



Why 'who is more important than what': Org Design Option 1: Green person/team does it all

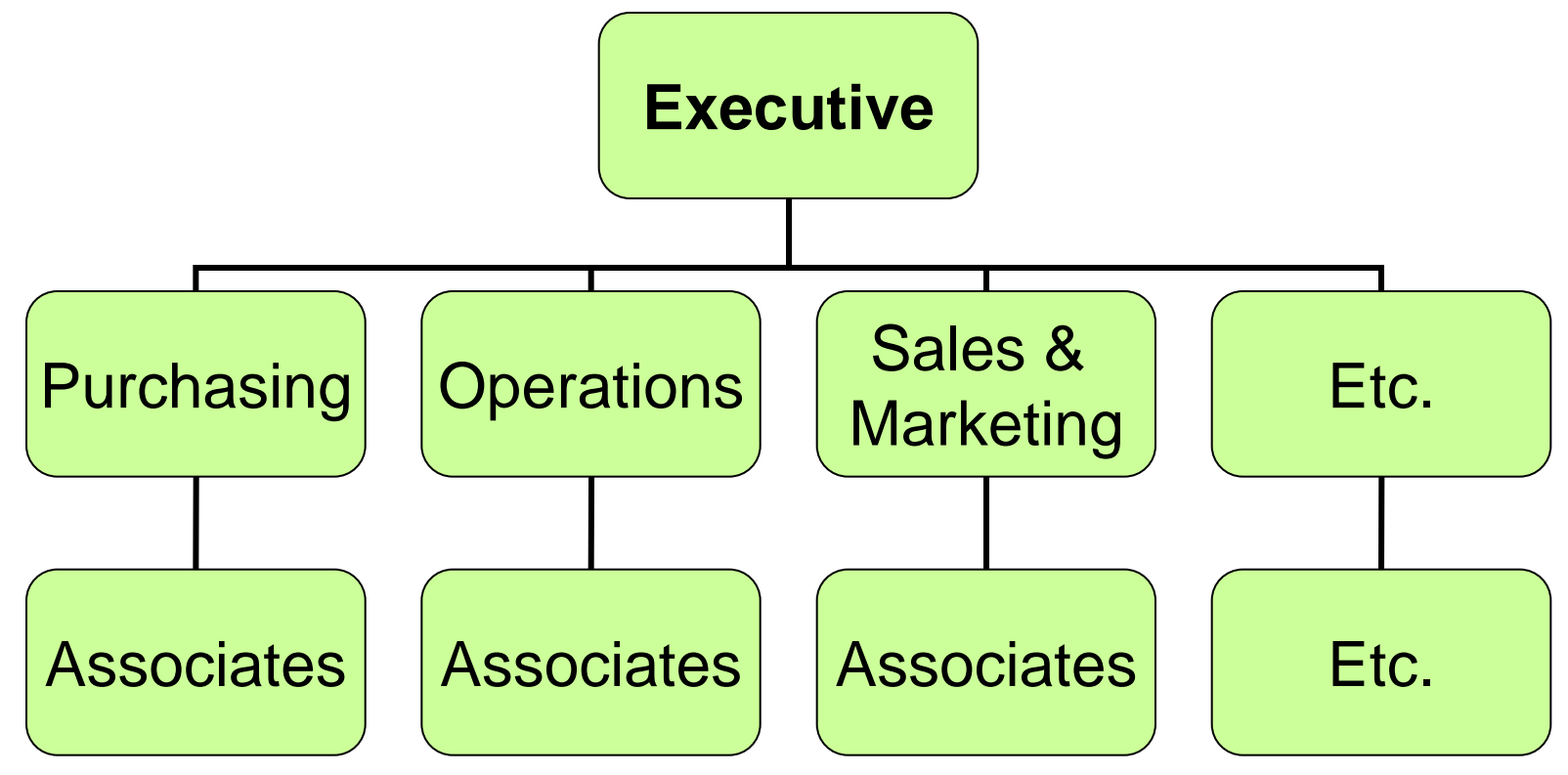


Outcome of Option 1

1000 lbs



[Option 2] Green team pulls functions who integrate greener thinking



Outcome of Option 2: Newsweek #1 and #8



October 17, 2011

America's Greenest Companies

[VIEW ALL](#) →

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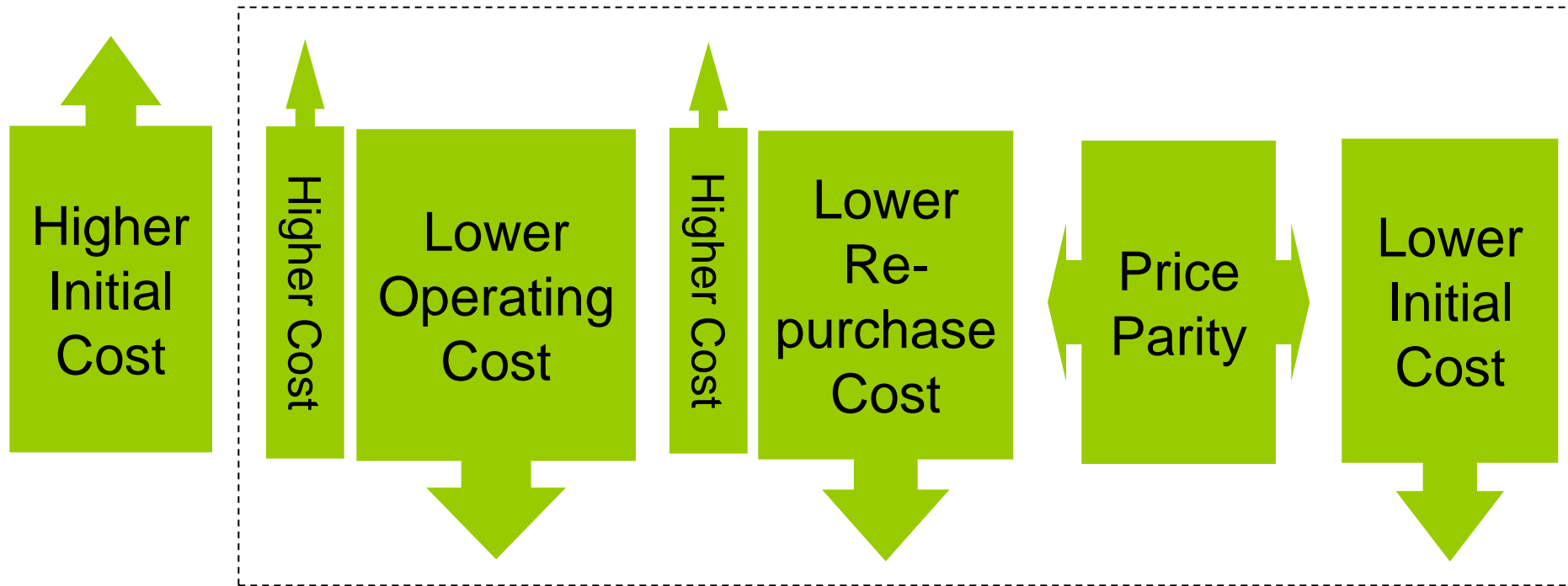
From Office Depot to Accenture, these are the most earth-friendly companies in the U.S.

In Newsweek's [2011 Green Rankings](#), we cut through the green chatter and compare the actual environmental footprint, management (policies, initiatives, controversies) and transparency of the biggest companies on the planet. We partnered with two leading environmental research organizations, [Trucost](#) and [Sustainalytics](#) to conduct this study, and the [methodology](#) was developed in consultation with an [advisory panel](#) of corporate sustainability experts. The result: the most comprehensive rankings available on this subject.

Want to see how other companies fared? Check out our complete ranking of U.S. companies [here](#). And for our global rankings, click [here](#).



Pull not push with economic arguments



The Green Savings Continuum

Pull not push by hugging half the tree



Pull not push by leveraging strategic customer interest



Three predictions for the future

Trend 1

More focus on lifecycle understanding

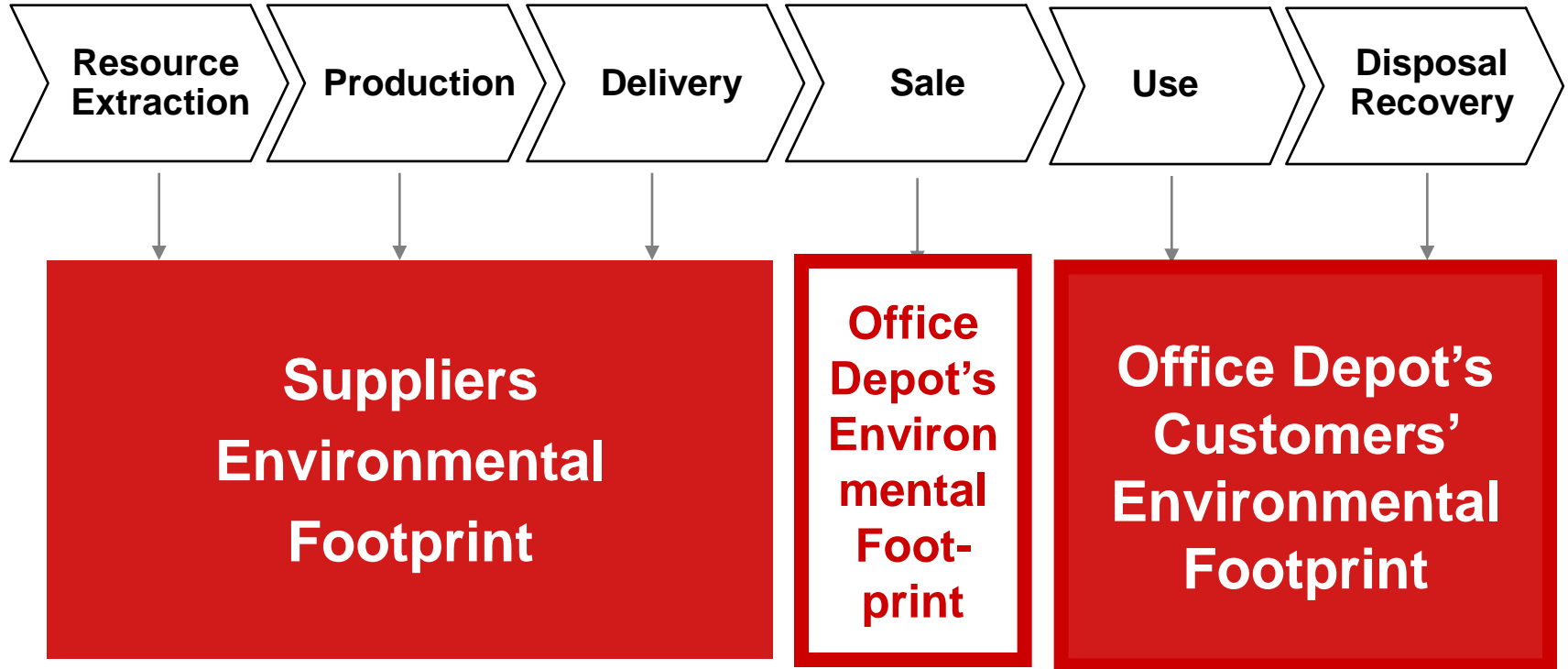
Trend 2

Deeper understanding of ROEI / ROSI

Trend 3

Greater integration to 'sustainability'

More focus on of Lifecycle Understanding



Need for more data on impacts through the product chain



Inputs into product lifecycle

Outputs from product lifecycle

Deeper Understanding of ROEI / ROSI

Aggregate Costs of
Environmental /
Sustainability
Investments

The diagram consists of two main rectangular boxes. The left box has a red border and contains the text 'Aggregate Costs of Environmental / Sustainability Investments'. Below this box is a large red arrow pointing downwards. The right box has a green border and contains the text 'Aggregate Benefits of Environmental Sustainability Investments'. Above this box is a large green arrow pointing upwards. The two boxes are positioned side-by-side, and their respective arrows point towards each other, suggesting a comparison or a balance between costs and benefits.

Aggregate Benefits of
Environmental
Sustainability
Investments

Greater Integration towards the intersection of the triple bottom line of sustainability

