

Ruth Gaulke

SUSTAINABILITY IN YOUR BACKYARD

SUSTAINABILITY IN YOUR BACKYARD

- ✘ What we'll cover tonight:
 - + Just a little about me
 - + Define sustainability
 - + Share directives and objectives from the Douglas County Sustainability Initiative Advisory Committee (SIAC)
 - + Hear your ideas in a mock listening and recruiting tour
 - + Connect communication/writing skills in this field
 - ✘ Empire State Building, Lexmark, and SAP examples

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✘ Just a little about me

- + More years than I care to remember in information technology
- + Received a master's in Professional Writing – spurred the technical writing/communications career
- + Decided to pursue another master's (yikes!) in Environmental Policy and Management and hopefully meld my current skills with this new industry.

Sustainability is holistic resource stewardship that systematically integrates the vital social, economic, and environmental needs of the present while assuring that future generations thrive.

✘ What is sustainability?

✘ How would you define it?

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- ✘ Sustainability directives of the SIAC:
 - + **Social Strategic Directive** - Promote social sustainability by providing diverse educational, recreational, health, and quality of life opportunities; encouraging participation in community decisions, and maintaining infrastructure.
 - + **Economic Strategic Directive** - Encourage economic sustainability by increasing and diversifying career and job opportunities, business addition and retention, job training, and work place accessibility.
 - + **Environmental Strategic Directive** - Achieve environmental sustainability through management and stewardship of water, land, air, and energy resources.

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- ✘ **Example sustainability objectives of the SIAC:**
- ✘ **Social** - Develop a greater sense of community by promoting increased participation in community events and meetings
- ✘ **Economic** - Promote mass transit systems to assure residents and workers can travel efficiently
- ✘ **Environmental** : Reduce, reuse, recycle solid waste

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- ✘ How did we develop the directives and objectives?
- ✘ Listening and recruiting tour of Douglas County residents
- ✘ Let's try it and see what you think about sustainability.

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- ✘ What do you think is important to the **environmental** sustainability of your community, workplace, or household?

Hints:

Conserving water

Using energy efficiently

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- ✘ What can you do to be more **environmentally** sustainable in your community, workplace, or household?

Hints:

Recycle

Print on both sides of paper

Share the message – change your e-mail signature to include:

“Please consider the environment before printing this e-mail. Thank You.”

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- ✘ So what?
- ✘ How can writers/communicators influence sustainability?

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- ✘ Here's one example
 - + Empire State Building - transforming the building into a modern icon of energy efficiency and sustainability from which the entire world can learn and benefit.
- ✘ The Empire State Building is undergoing an unprecedented, building-wide, sustainability retrofit.
 - + Reducing our consumption of watts and BTUs by a guaranteed 38.4%
 - + Cutting our carbon footprint by 105,000 metric tons over the next 15 years
 - + Equivalent to taking over 20,000 cars off the road
- ✘ Someone has to write this stuff....let the world know.

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Empire State Building

ESBNYC.com | ESBsustainability.com

EMPIRE STATE BUILDING SUSTAINABILITY EXHIBIT

OVERVIEW

STEP 1

STEP 2

STEP 3

VISION

PARTNERS



Since its completion in 1931, the Empire State Building has been the world's most famous office building. Rising 102 stories from the middle of New York City, our Art Deco skyscraper has always been known for leadership and innovation. The Empire State Building is America's favorite architectural icon and the single largest New York City landmark. Now, eight decades after its completion, a team from the Clinton Climate Initiative, Johnson Controls, Jones Lang LaSalle, and the Rocky Mountain Institute joined with Empire State Building Company to transform our building into a modern icon of energy efficiency and sustainability from which the entire world can learn and benefit. Welcome to the Empire State Building. We hope you learn from and enjoy your visit.

Energy Consumption and the Built Environment:

Did you know that the built environment consumes 80% of all the energy used in New York City? The existing built environment accounts for 80% of the city's CO₂ emissions. The Empire State Building alone consumes enough energy in an hour to keep an average light bulb burning for over 100 years. **Around the world, buildings account for over 70% of the energy used in our cities.** As our population grows, so does our thirst for energy. It is not enough to construct new buildings to be more efficient. 90% of all the buildings which will be here in 2035 are here now. **We need to implement energy efficiency in the existing built environment, and we need to do it now.**

The Empire State Building Sustainability Retrofit

[http://www.esbtour.com/en-us/4/Default.aspx\(8/18/2010 9:05:22 AM\)](http://www.esbtour.com/en-us/4/Default.aspx(8/18/2010 9:05:22 AM))

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The Challenge of Aligning Sustainability Stakeholders



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SAP runs SAP



SAP Sustainability Report



SAP Sustainability Performance Management



SAP Carbon Impact



SAP Energy Dashboard



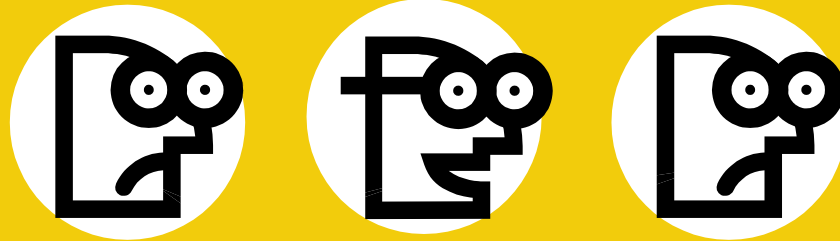
SAP Commuting Dashboard



SAP Printing Dashboard



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It's QUESTION TIME!!