

# ***Corporate Responsibility & EHS Involvement***



***Helping to ensure a sustainable future***



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# Agenda



*The goal of this presentation is to review the growing area of Corporate Responsibility (CR), and how EHS professionals can play a vital role in their companies Corporate Responsibility efforts.*

- *Getting Started*
- *Traditional EHS Roles*
- *Traditional Corporate Responsibility Roles*
- *Expansion of Corporate Responsibility*
- *EHS Role in Corporate Responsibility*
- *Benefits of EHS Involvement in Corporate Responsibility*
- *Challenges*
- *Sprint's EHS/CR Journey*



# Getting Started



- *Increasing Attention to Corporate Social Responsibility (CSR) or Corporate Responsibility (CR) over the past five years*
- *Companies completing and publishing formal CR Reports*
- *Increased investor, customer, potential customer and employee interest*
- *Companies being asked to describe their CR efforts, with increasing level of detail*
- *EHS frequently asked to help answer surveys & questionnaires, from a different groups, with diverse questions and depth*
- *EHS teams are determining what role they should have in CR*

# *Traditional EHS Roles*

- *Safety & Health*
  - *To protect the safety & health of a company's most important asset, the employees*
- *Environment*
  - *To protect the environment, and ensure company operations do not negatively impact land, water, or air*
- *Loss Control & Prevention*
  - *To reduce risks and costs to the company by reducing accidents, injuries and illnesses*
- *Compliance*
  - *To maintain compliance with Federal, State & Local Environmental, Health & Safety Regulations*
- *Other Related Areas*
  - *And many other things that are related to EHS that no one else wants or can handle!*



# *Traditional Corporate Responsibility Roles*

- *Balancing a company's business objectives with its environmental, social and economic responsibilities*
- *Philanthropic and community relations practices*
- *Diversity and inclusion considerations*
- *Governance and ethics*
- *Risk mitigation*
  - > *Major corporate disasters with social impact*
  - > *Increased interest in brand reputation as risk mitigation*

# Expansion of Corporate Responsibility

- *Strong Increase in investor, customer, potential customer and employee interest in CR*
- *Companies being asked to describe their CR efforts, with increasing level of detail and supporting information*
- *Increasing attention on environmental sustainability and “Green” topics and issues*
- *CR is a “hot” topic area currently, with strong interest from many different areas*



# ***EHS Role in Corporate Responsibility***

- With much of CR now focused on sustainability and green, EHS involvement is a natural progression*
- But with lean staffing levels in many EHS organizations, EHS managers are determining what role they should play, and the increased time commitments*
- At the same time, EHS professionals don't want to "miss the bus" and get left behind*
- Getting EHS involved in CR can be a great opportunity for the EHS Group, and individual members*

# ***Benefits of EHS Involvement in Corporate Responsibility***

- *Professional growth for EHS professionals*
- *Interesting, intellectual and challenging issues*
- *“Hot” area can provide job security with proper involvement and increased compensation!*
- *Strong overlap with many EHS professional’s backgrounds*
- *Increased recognition for EHS group*





# Challenges



- *Limited Resources*
- *Personnel Changes*
- *Multiple Groups Involved*
  - *CR, Network, IT, Real Estate, Travel, EHS, Fleet, etc.*
- *Complexity of a large companies with thousands of employees*
- *Merger integration of different companies, with different systems, and different data sources, along with acquisition of numerous affiliates*
- *Ensuring accurate and consistent data reporting*

# *Sprint's EHS/CR Journey: Corporate Responsibility*

- *Increased Corporate Responsibility interest from investors, customers, prospects and employees*
- *Identified interested environmental leaders in different business units*
- *Employee Education Programs*
- *Brought in Outside Consultant Help*
- *Developed CR Steering & Leadership Committees*
- *Set aggressive 10 year environmental goals*
- *New CEO with personal interest in Environmental Sustainability and Corporate Responsibility*

# *Sprint's EHS/CR Journey:*

## *Environmental, Health & Safety*

- Strong overall EHS group, with established program, and educated and experienced personnel*
- Corporate changes led to downsizing and resource challenges and feelings of uncertainty on future of EHS*
- Increased requests to EHS to get involved in CR projects*
- Little recognition of EHS efforts in CR areas for many years*
- Recognized the need for EHS involvement in CR*
- Evaluated the role that EHS should have in CR*
- Agreed (nervously) to take on role of tracking and reporting Sprint's Greenhouse Gas (GHG) Emissions*
- Have become increasingly involved in CR efforts, which has led to good recognition and professional growth for EHS*

# Sprint's Corporate Responsibility Priorities

*Sprint views CR as a long-term strategic approach to balancing business opportunities with social, economic and environmental responsibilities.*

**Sprint's Corporate Responsibility Priorities are in Five Key Areas:**

- **Our Operations**
  - *We will reduce our impact on global climate change.*
  - *We will reduce our use of natural resources.*
  - *We will promote a socially and environmentally sound supply chain.*
- **Our Products and Services**
  - *We will strive to reduce the environmental impact of our products and services.*
  - *We will strive to enable our customers to reduce their environmental impact through our products and services.*

# Sprint's Corporate Responsibility Priorities

## *Sprint's Corporate Responsibility Priorities (continued)*

- ***Our Customers***
  - *We will strive to dramatically improve customers' experience and earn their long-term loyalty.*
- ***Our Employees***
  - *We will promote a diverse and inclusive workplace.*
  - *We will promote ethical conduct.*
  - *We will promote a safe and healthy workplace.*
  - *We will promote and support environmentally friendly behaviors.*
- ***Our Communities***
  - *We will support our communities through contributions and employee volunteerism efforts that support K-12 education, positive youth development and the environment.*

# Aggressive Goals for the future

*Sprint announced 10-year environmental targets in October 2008.*

**90%** *of suppliers comply with environmental standards*

**15%** *of greenhouse gas emissions eliminated*

**10%** *of Sprint's energy secured from renewable sources*

**50%** *of operational waste from commercial facilities recycled*

**95%** *of Network and IT e-waste sent for reuse or recycle*

**90%** *device collection rate achieved*

# A Leader in Environmental Stewardship

#15 on Newsweek's "The Greenest Big Companies in America" 2009  
Industry leading wireless recycling efforts

- Recycled 18 million phones
- Only carrier with aggressive phone collection goal (90% by 2017)

Industry leading use of renewable energy

- 250+ hydrogen fuel cells power our network
- 93% of Campus Headquarters' power sourced from wind farm

Industry leading commitment to greenhouse gas reduction

- First carrier to set emissions reduction target of 15% by 2017
- First carrier to become EPA Climate Leaders Partner

First U.S. wireless carrier to establish a set of environmental design criteria for future devices

Establishing a "greenprint" for every Sprint store refurbishment and new build





# Summary

- *Corporate Responsibility is here to stay!*
- *EHS has an important role and expertise in many CR areas and can add value*
- *Getting involved with CR can be a strong benefit to EHS groups and EHS Employees*



*Questions* or *Right to Cocktails?*

