Growing Your Organization Through Sustainability

Wal-Mart and Waste Management’s Green Programs

Online Webinar
December 16\textsuperscript{th} 2:15 - 3:45 PM EDT
The Security and Sustainability Forum
www.securityandsustainabilityforum.org

Co-Sponsored By:

Newton Marasco Foundation
A Public Environmental Charity

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Agenda

- Introduction
- Panel Presentations
- Panel Discussion
- Learning Points
- Audience Q&As
- Thank you
Moderator:
Tim Fields, Former EPA Assistant Administrator for Solid Waste and Emergency Response and Senior Vice President of MDB, Inc.

Panel Member:
Richard Dailey, Senior Director, Environmental Management and Support, Wal-Mart Stores, Inc.

Panel Member:
Sue Briggum, Vice President, Federal Public Affairs, Waste Management, Inc.
"There's absolutely no limit to what plain ordinary working people can accomplish if they're given the opportunity, encouragement, and incentive to do their best."

Sam Walton.
"If we work together … we'll lower the cost of living for everyone.

We'll give the world an opportunity to see what it's like to save and have a better life."
You Can Be Responsible and Profitable
Walmart’s global presence
8,500+ total units; 2+ million associates
The Key? Empowerment
All it takes is one person, one idea to change the world
## Sustainability Networks

Walmart associates, non-governmental organizations, academics, government agencies, supplier companies

**Network Captains**
Director or Vice President level, guide network efforts and drive initiatives toward goals

**Sustainability Team**
Members oversee network activities, align overall efforts, provide guidance

**Executive Network Sponsor**
Senior Vice President level or higher

**Chief Executive Officer**
Quarterly updates provided through executive management
The Walmart Sustainability Journey
Walmart’s broad sustainability goals

- To be supplied 100% by renewable energy
- To create zero waste
- To sell products that sustain people and the environment
The Walmart Sustainability Journey
Energy

Solar

Wind

Efficient Buildings

Fuel Cells

Fleet Improvements
Waste

Packaging

Reusable Bags
Most of Walmart's impact—and cost—is imbedded in products

Indirect Impact = 92%

Water

Marine

Factories

Packaging

Agriculture

Wal-Mart Footprint = 8%
Transparency is creating value
Sustainability contributes to the productivity loop

Grow Sales

Operate for Less

Buy for Less

Sell for Less

Saving people money so they can live better.
What did we learn?
Leadership in sustainability

- 21st Century leadership speech
- Launched packaging scorecard
- Concentrated laundry goal announced
- Plastic bag waste reduction goal set
- Sustainable product index announced
- Seeded funding for Sustainability Consortium
- Global GHG goal set

2005
- Set goal to sell 100 million CFLs
- Sold more than 137 million CFLs

2006
- Met goal to only purchase concentrated detergent
- Met goal to design and open store prototypes that are more efficient and reduce GHGs

2007
- 38% Fleet efficiency achieved

2008
- 60% Fleet efficiency achieved

2009
- 60% Fleet efficiency achieved

2010
- 60% Fleet efficiency achieved

Regularly reporting progress towards goals with Global Sustainability Reports - http://walmartstores.com/Sustainability/7951.aspx
Sell products that sustain people and the environment

Products
Collaboration
Locally Grown
# Sustainability framework

## Sustainability 360
Operations, Associates, Suppliers, Customers, Communities

### Operations/ Associates

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<th>Aspirational Goals</th>
<th>Key Initiatives</th>
<th>Sustainable Value Networks</th>
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<td><strong>100% Renewable Energy</strong></td>
<td><strong>Project 37</strong></td>
<td>Buildings, Transportation &amp; Logistics, Renewable Energy, Waste, Associates</td>
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<td><strong>Zero Waste</strong></td>
<td><strong>Packaging Scorecard Zero Heroes</strong></td>
<td>Packaging, Agriculture, Chemicals, Greenhouse Gases, Sustainability Index</td>
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<tr>
<td>New stores 30% more efficient Double fleet efficiency by 2015</td>
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<td>Zero Waste to landfill by 2025 Packaging reduced 5% by 2013</td>
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<td>Supply chain engaged in innovation</td>
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### Products/ Suppliers

- Products that Sustain People and the Environment
- Sustainable Agriculture
- Responsible Sourcing
- Supplier Greenhouse Gas Project
- Sustainability Index (Supplier Assessment)

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**Objectives**

- New stores 30% more efficient Double fleet efficiency by 2015
- Zero Waste to landfill by 2025 Packaging reduced 5% by 2013
- Supply chain engaged in innovation

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**Key Initiatives**

- Project 37
- Packaging Scorecard Zero Heroes
- My Sustainability Plan (Associate Engagement)
Marc Gunther

Walmart: Still the green giant
Marc Gunther
May 19, 2010

Walmart and GE are the superpowers of corporate sustainability. They have enormous impact (WMT) and influence (GE). Recently, I hosted a dinner about sustainability for Motorola where an executive said: “While research and development is the core of innovation, sustainability is the delivery mechanism.”

In fact, as Bill recalled, WMT exec told him that giant retailer would before long be selling nothing but “green” phones.

Walmart recently released its 2010 Global Sustainability Report detailing its progress in both environmental and social responsibility. By one measure, Walmart is “never satisfied.”

One reason for this is Mike Duke says the company is “driving the new sustainability battle. This time Walmart is the new green giant? Its latest, unveiled Thursday, aims to capture a 15-year road for a year.

Walmart plans to slice 20 million metric tons of emissions from supply chain
February 25 2010

Wal-Mart Stores Inc. plans to cut 20 million metric tons of greenhouse gas emissions from the life-cycle of its profits by the end of 2015. The company says that’s equivalent to the emissions produced by 3.8-million cars over one year. Chief Executive Mike Duke said in a webcast presentation from the company’s Bentonville, Ark. corporate headquarters.

The number represents 1 1/2 times the massive company’s estimated carbon growth over the next five years, or the equivalent of the emissions produced by 3.8-million cars over one year, Chief Executive Mike Duke said in a webcast presentation from the company’s Bentonville, Ark. corporate headquarters.

Walmart installs solar projects in San Diego, Chula Vista
June 16 2010
Walmart has completed two solar projects in San Diego County as part of its “expanded solar initiative” launched last year. That program is expected to nearly double the company’s use of solar power in California by between late 2009 and mid-2011.

The National Suckler Strategy Group, backed by Asda and ABP, is the brainchild of Worcestershire farmer Adam Quinney. On winning an Asda-sponsored beef farm sustainability scholarship, he travelled to North America to study the suckler farming system.

Farmers Guardian
March 10, 2010

Asda unveils sustainability plan for beef industry

By Ariel Schwartz

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By Scott Simpson

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Sustainability at Waste Management

Sue Briggum
Vice President, Federal Public Affairs
Company Overview

WM has been providing sustainability services for decades:

• Largest provider of residential recycling in North America – 8.5M tons processed in 2009

• An early developer of technologies to convert waste to renewable energy through landfill gas to energy and waste to energy projects – powered 1.1M homes in 2009
Internal Assessment in 2007

Waste Management Mix of Business

Traditional Services
- Traditional Collection/Transfer 45%
- Traditional Landfill 6%

Green Services
- Green Collection/Transfer 21%
- Green Energy Production Facilities 13%
- Recycling 14%
- Newest Innovative Service Lines 1%
New Sustainability Goals

- Triple the amount of recyclables we collect to over 20 million tons per year
- Decrease our emissions by 15%
- Double the renewable electricity we provide – to 2M homes powered
- Increase fourfold the number of wildlife habitats certified by the Wildlife Habitat Council -- protect 25,000 acres (goal already achieved 10 years ahead of time)
Is Sustainability a Viable Platform for Future Growth?

- Government mandates – disclosure regimes like TRI, landfill bans, recycling goals, Extended Producer Responsibility programs, agency procurement policies, greenhouse gas reporting and reduction frameworks
- Customer preference, driven by reporting and brand image
- Community preferences for green business and social responsibility
- Investment community expectations
- Limits to the world’s resources
How We’ll Achieve Our Goals –
Sustainability Drives Investment
Innovation in Recycling

- **Single stream** is 30% more productive on average
- Quality equals that of segregated streams
Innovation in Waste Reduction

Minority investment in MicroGreen Polymers, Inc. reduces product density by 80%
Innovation in Renewable Energy
Landfill Gas To Energy

- Represents 10% of U.S. green power generation
- WM has over 125 renewable energy plants - over 60% U.S. total
Landfill Gas to Liquid Fuel

- WM’s JV with Linde North America purifies landfill gas into liquid natural gas
- Produces 13,000 gallons of LNG a day for our natural gas trucks
Waste to Energy
Expansion to Europe, China

Steam drives a turbine to produce electricity

Combustion process converts waste to steam

Air pollution control system cleans emissions

Unburned metals are recovered and recycled
Hazardous Chemical Recovery

- **Thermal desorption** for recovery of organic liquids from industrial solid wastes
- Useable industrial feedstock includes industrial soils and sludge, refinery wastes, wood treating wastes
Wind Energy

- **Leaning Juniper** Phase I - 67 turbines produces 100 megawatts
- 47 turbines in Phase II operational 2010
Emerging Organics Technologies

- Raw Organic Waste
  - Chemicals
  - Consumer
  - Gasoline
  - Transportation
  - Ethanol
  - Transportation
  - CNG/LNG
  - Transportation
  - Power
  - Electricity
  - Compost
    - Retail Lawn & Garden
    - Bulk/Wholesale Lawn & Garden

- Enerkem
- S4 Energy Solutions
- Terrabon
- Harvest
- Garick
- WM (Waste Management)
Composting Products

- 2010 WM majority investment in Garick, LLC
- Added over 1M tons of processing capability
2010 Harvest Power investment

Next-generation organic waste facilities to create clean biogas and nutrient rich compost
2009 partnership between Terrabon, LLC, Valero Energy Corp., and WM Technology to produce high-octane green gasoline
Conversion Technologies – Plasma Gasification

- 2009 Joint Venture with InEnTec LLC to form S4 Energy Solutions
- Commercially deployed gasification technology using waste feed stocks
- Benefits include clean fuel production, metal and vitrified glass recovery, and residual waste volume reduction
Conversion Technologies – Thermo-Chemical Gasification

- 2010 **Enerkem** investment agreement with WM
- Technology converts materials between 5,400-25,000°F to ultra clean syngas (mainly hydrogen and carbon monoxide) for conversion into energy products

(Varies with waste composition)
New Products to Reduce Emissions

**Bagsters** or “Dumpsters in a Bag” -- 3-yard polypropylene alternative to traditional metal bins.

Customers fill bag then schedule pickup at their convenience - reducing truck delivery.

**BUY.** your Bagster bag at the local home improvement center and use it at your convenience.

**FILL.** with up to 3,300 lbs. of construction debris, household junk, or yard waste.*

**GONE.** Schedule your collection online or call Waste Management’s Bagster Customer Care.
Social Networking and Recycling Rewards

• **Greenopolis** Social Network @ [www.greenopolis.com](http://www.greenopolis.com) pairs with Green Ops consumer product tracking and capture
  - Think Green Rewards Bank
Mail-In Programs

Programs in place to handle universal waste and medical wastes by mail – no need for separate trucks
www.thinkgreenfromhome.com
Solar Compactors

- Solar panels power compaction
- Low collection costs and reduced GHG emissions with 5x capacity increase
Alternative Fuels Vehicles

- Compressed natural gas vehicles
- Reduce smog-causing NOx 97%, diesel particulate 94%, GHG emissions 20% over diesel
- Nearly 1000 WM natural gas vehicles by 2010, with 80% of 2011 truck buy natural gas
Consulting Services

- WM’s Green Squad and Upstream conduct sustainability audits and assessments
- Develop fully integrate solutions to make generate natural resource savings and carbon emission reductions
“Our opportunities all arise from the sustainability movement.”

David Steiner
CEO Waste Management
Fortune Magazine Dec. 2010

For more information, see the upcoming 2010 WM Sustainability Report at wm.com
Panel Discussion

1. What major events caused your company to make sustainability a centerpiece of your growth agenda?

2. Your company has aggressive sustainability goals and objectives for the future. What gives you confidence that these goals and objectives can be achieved?

3. What two categories of activities are the highest priorities for your organization’s sustainability agenda?

4. How has the high priority being given to sustainability by Federal, State, and local governments impacted your corporate sustainability efforts?
Learning Points

Tim – Develop Top 4-5 Key takeaway points
Audience Q&A
SSF December Webinar Partners

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