

Walking the Talk:

**Employee
Sustainability Benefits**



Healthcare

?



Retirement



Healthcare

Employee ✓
Company ✓
Society ✓



Retirement



Healthcare

Employee ✓
Company ✓
Society ✓



Retirement



Sustainability



Healthcare



Employee ✓
Company ✓
Society ✓



Retirement



Sustainability



Part of a Comprehensive Approach to Wellness



Lower Costs, Differentiation, Impact

What is a Sustainability Benefit?

Company-funded
reimbursable
benefit

Towards
qualifying
purchases

Better quality of life,
Save money and help
our communities



A Real Sustainability Benefit

Company-funded
reimbursable
benefit

Towards
qualified
purchases

Better quality of life,
Save money and help
our communities



3rd Party
Administration



Support &
Engagement



Integrated
Assessment

3 part problem opportunity:

1

Awareness → Know about it

2

Actions → Company Leadership

3

Data → Show Business Value

VEIC's Story

1

Awareness → Know about it

2

Actions → Company Leadership

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Thriving People, Healthy Planet

Reduce the economic and environmental costs of energy use for all people

Deliver energy efficiency, renewables, and transportation solutions

Design and Develop for strategic high-impact



VEIC - Walking the Talk



20-year goal to reduce carbon emissions by 20 million tons per year

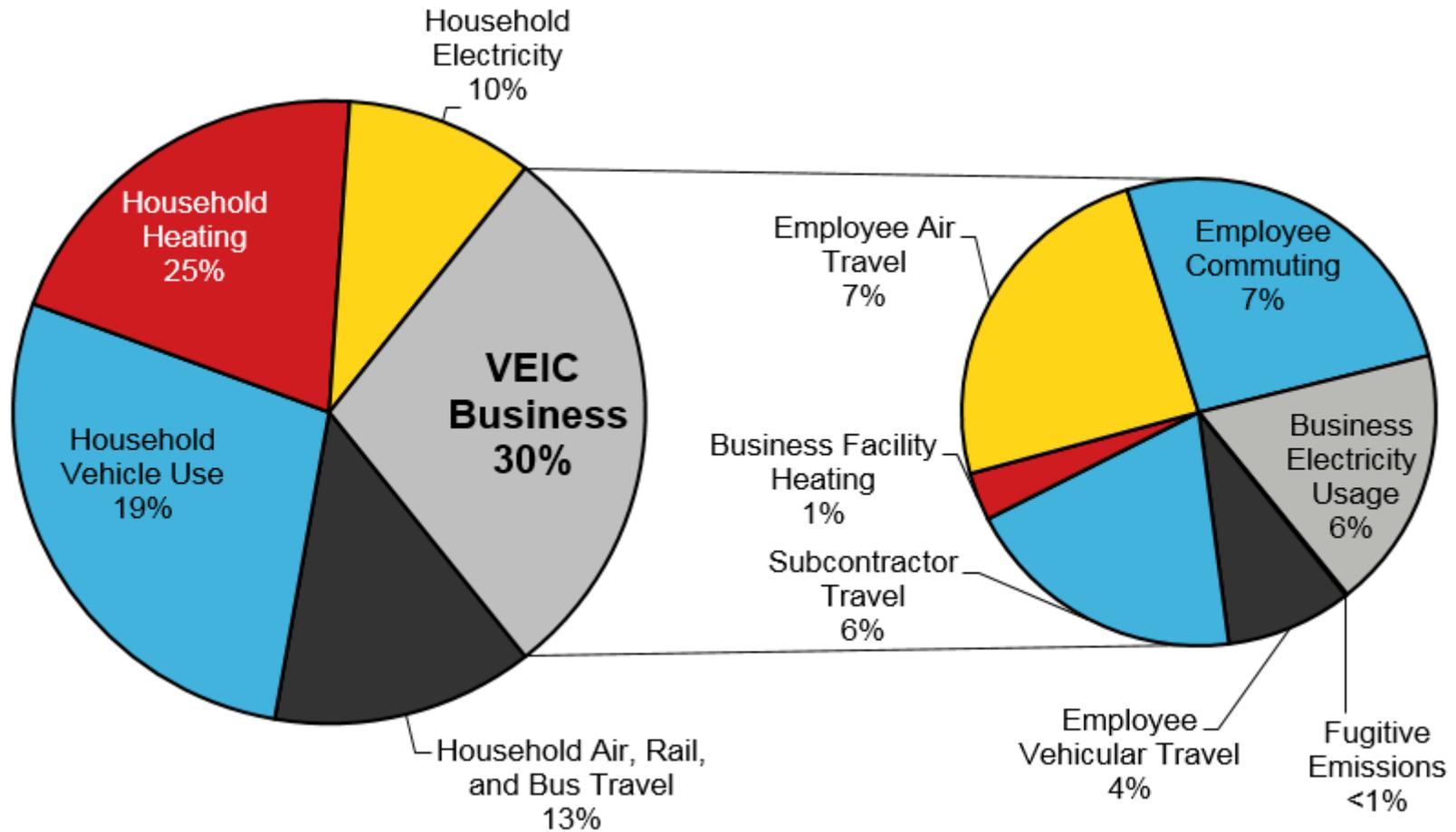
1. Program implementation & consulting work
2. 50% per-employee carbon emissions reduction... Including households



DC
SUSTAINABLE ENERGY
UTILITY



VEIC What walking the talk looks like



Sustainability Benefit Summary

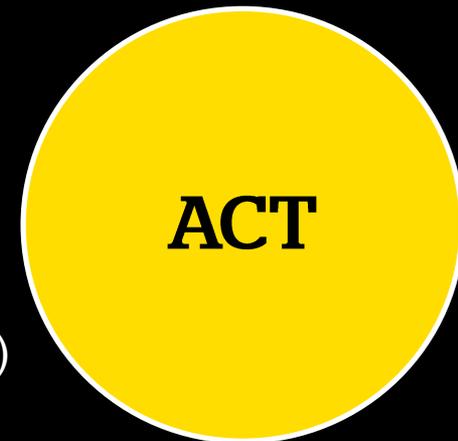
- Benefit program helps employee households save money, energy, and reduce carbon emissions:

\$\$ Per employee annual cash benefit

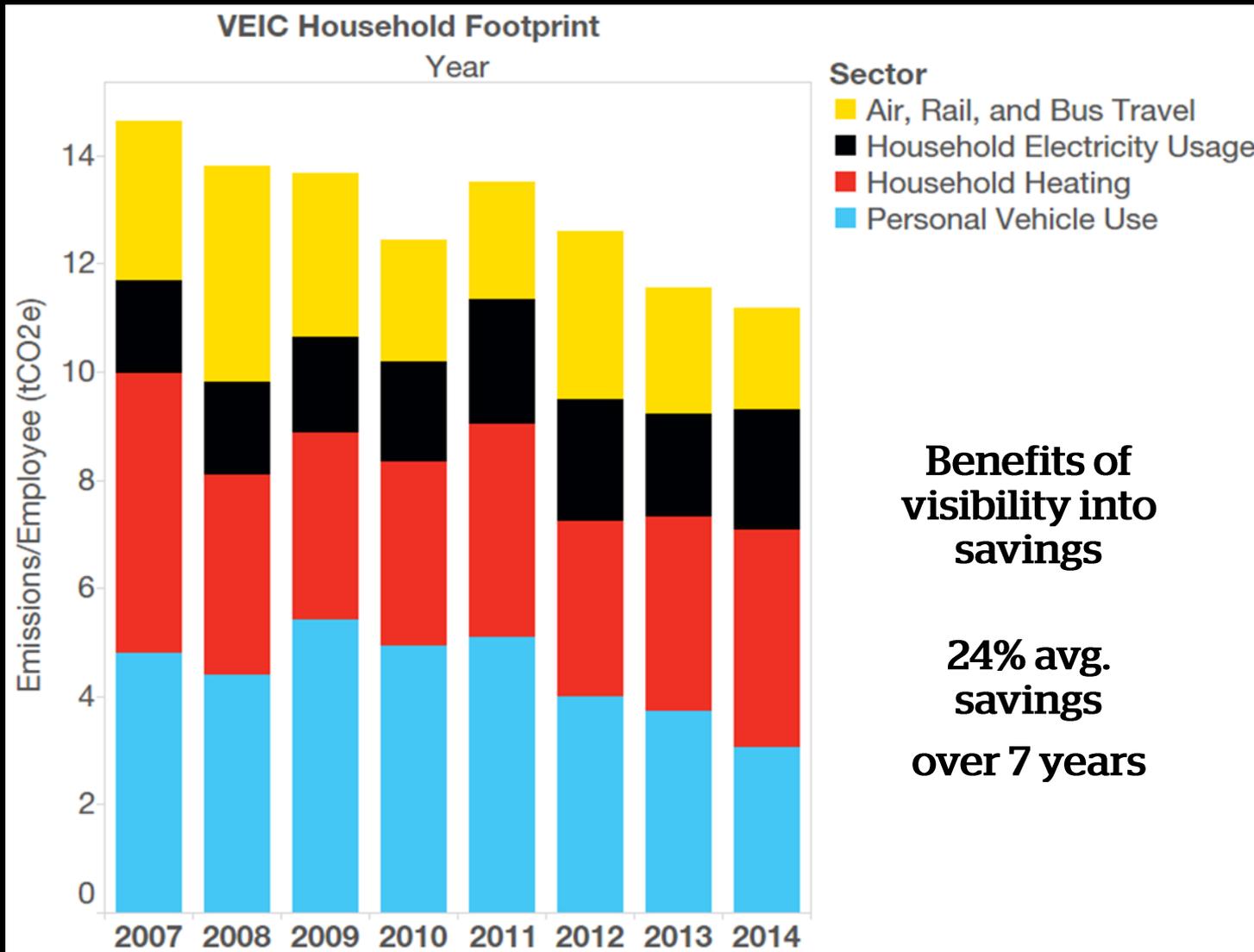
- Reimbursement for qualifying expenses (50%, 100%)
- Additional \$ for survey
- Enhanced Home Offering (\$500)
- Integrated loan program

Engagement

- Personal Household Report (annual)
- Dedicated Support (1 on 1s)
- Focused Initiatives (seasonal Workshops, Deals, Etc.)



VEIC's Employee Sustainability Benefit - Results



Other Companies

1

Awareness → Know about it

2

Actions → Company Leadership

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Which Companies?

Organizations & Communities who...



...“Already get it”

→ Existing CSR culture, results, brand

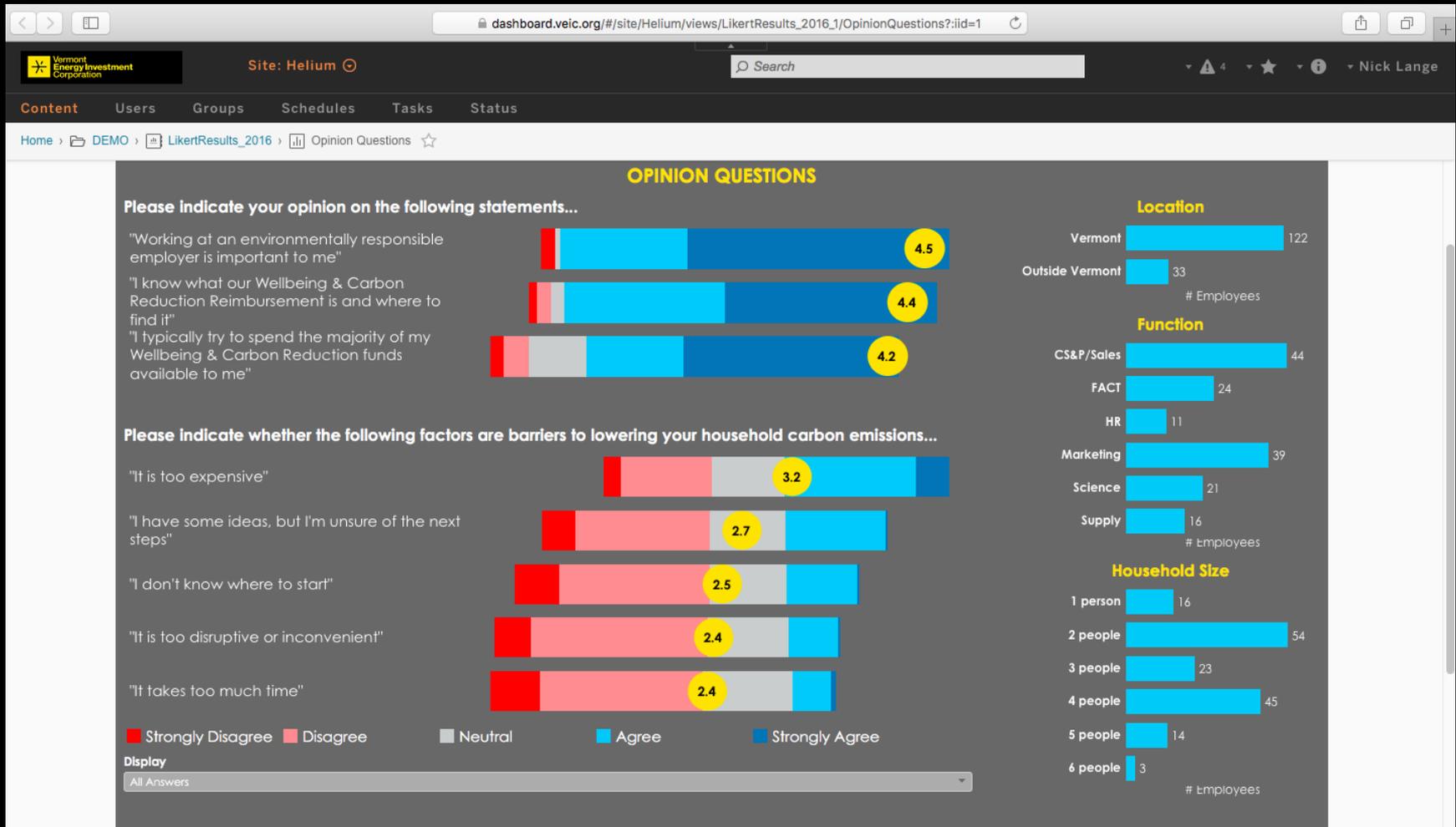
...“Driven to lead”

→ Sense of duty, responsibility, pride and contribution

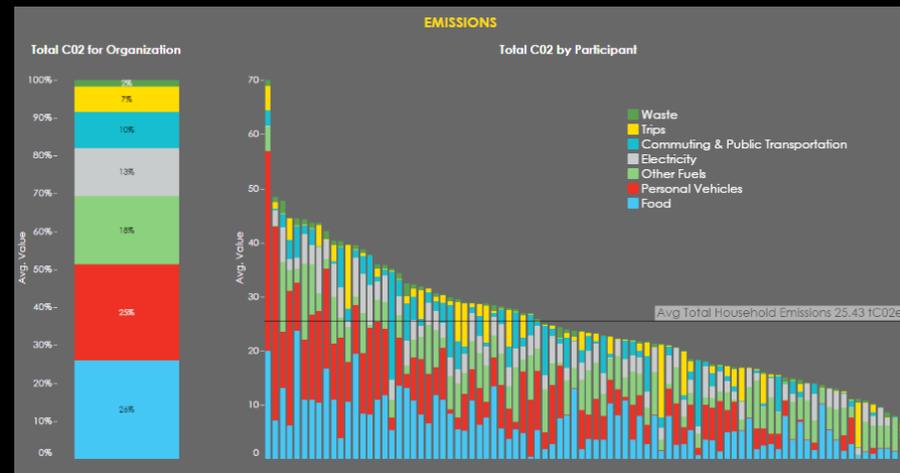
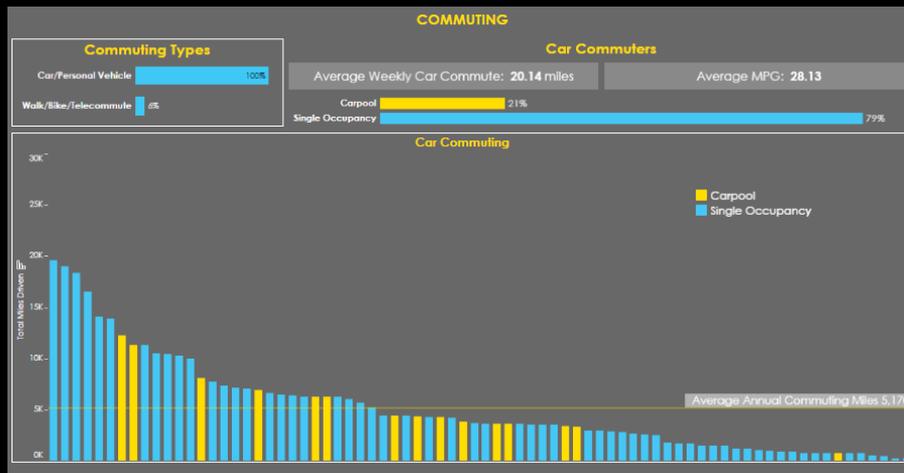
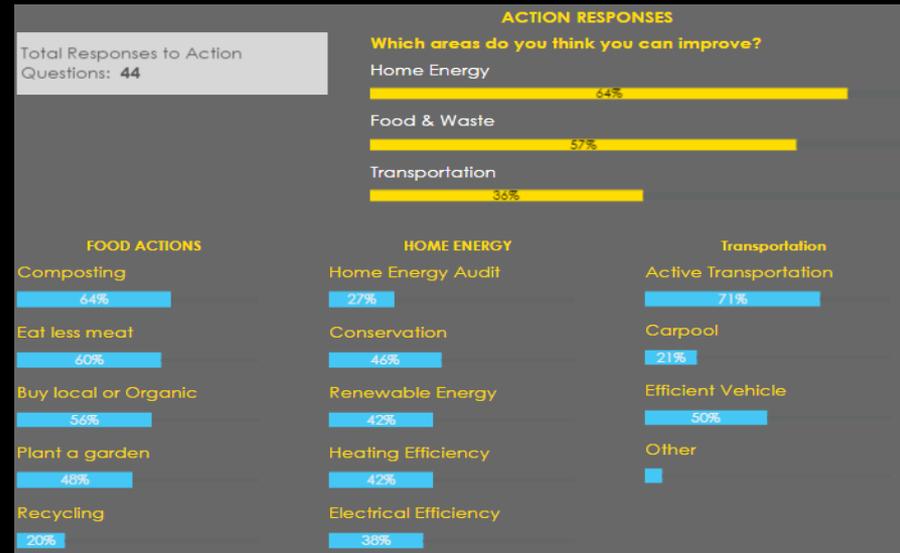
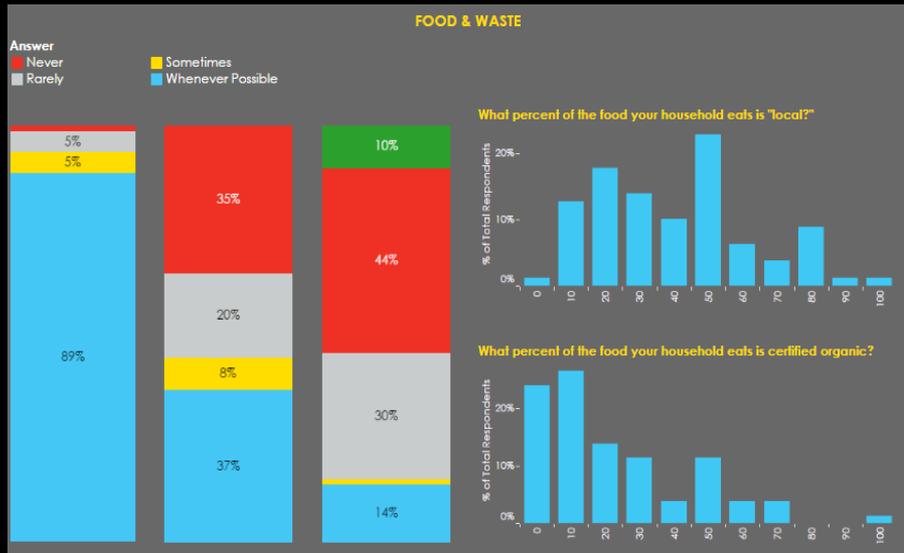
...“Those who can”

→ Affordable, simple, follow lead of the above

Survey & Diagnostic Tool- Integrated Assessment



Survey & Diagnostic Tool- Organization wide



Household Reports

Your Report

Explore the results of your 2015 Household Carbon Survey!
Then finish up by letting us know what you're interested in doing next!

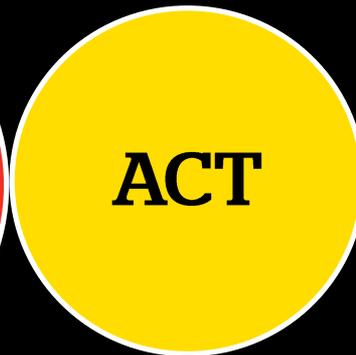
OVERALL

FOOD AND WASTE

HOME ENERGY

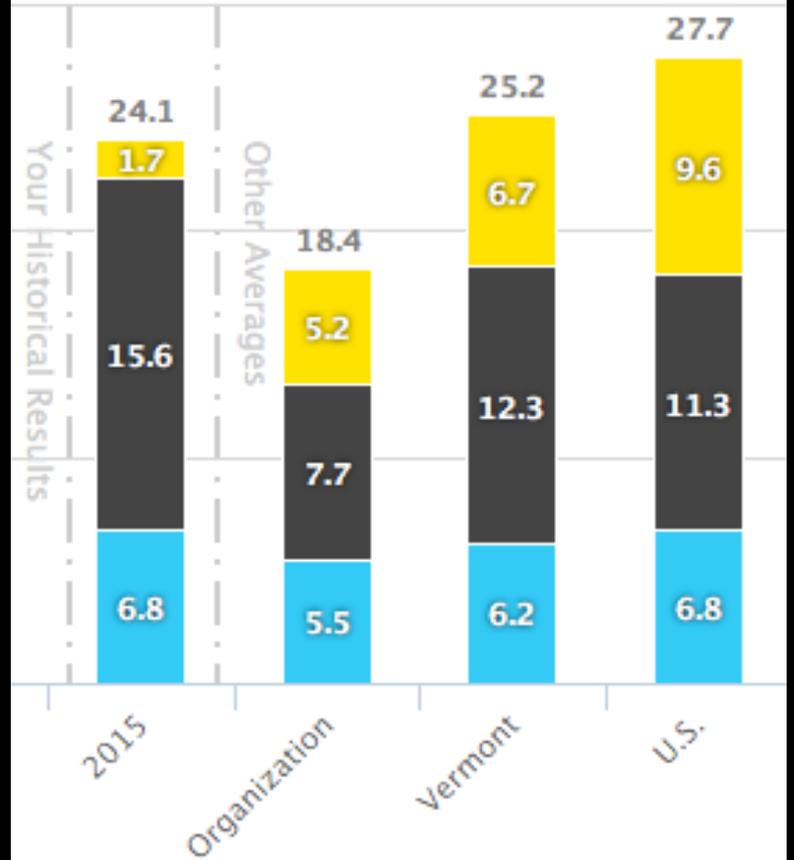
TRANSPORTATION

Pick a Category to View!



Your Overall Emissions

Home Energy Transportation Food and Waste



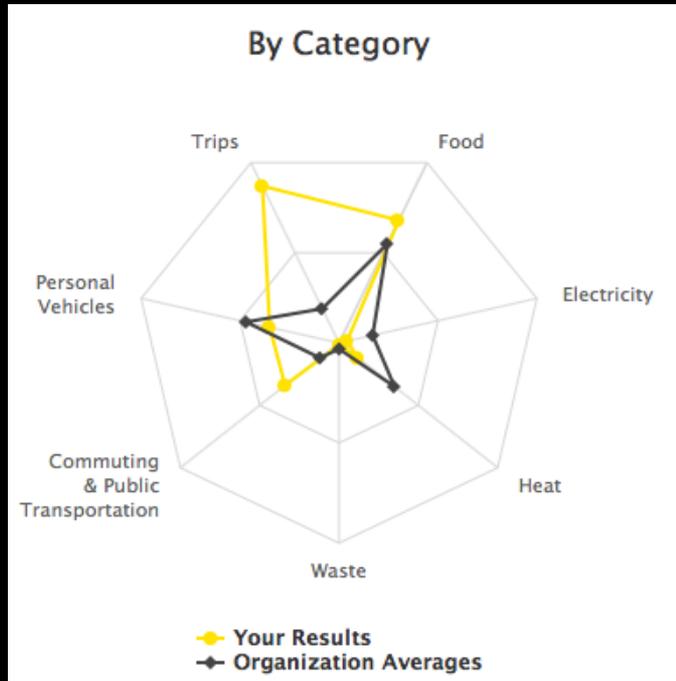
Household Reports



Context matters...



Drive Learning to Action through Data



Your Household Opportunity Area Rankings

[More Info](#)

Trips	5th percentile with 8.7 tCO2e
2.2 tCO2e, 23rd percentile (per capita)	
Food	40th percentile with 6.8 tCO2e
1.7 tCO2e, 77th percentile (per capita)	
Personal Vehicles	57th percentile with 3.5 tCO2e
0.9 tCO2e, 84th percentile (per capita)	
Heat	89th percentile with 1.2 tCO2e
0.3 tCO2e, 99th percentile (per capita)	
Waste	99th percentile with 0.1 tCO2e
0.0 tCO2e, 99th percentile (per capita)	



What Are The Next Steps For You?

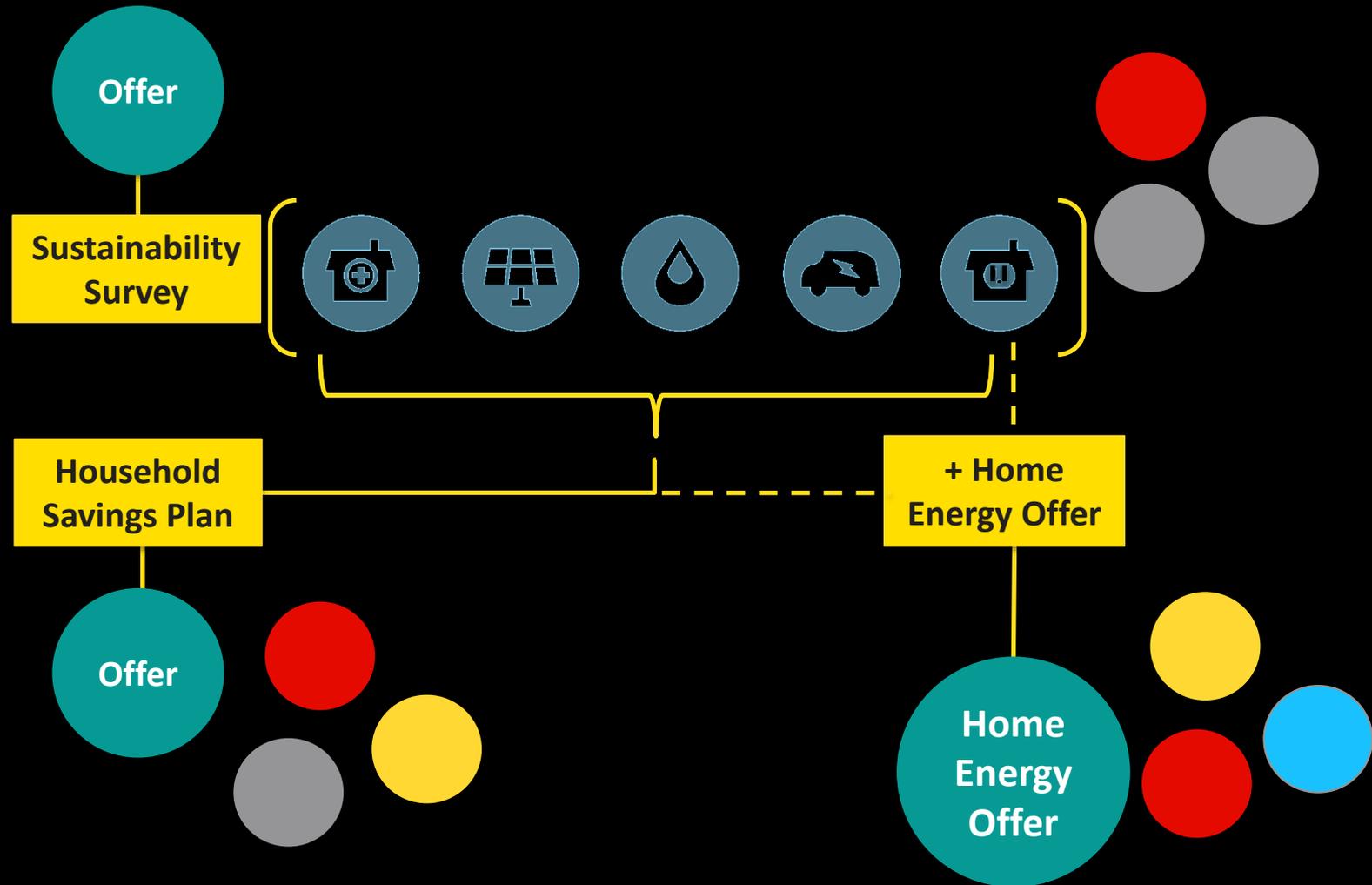
After exploring your report, let us know which areas and actions interest you!

★ NEXT STEPS? --> ★



Pilot Results

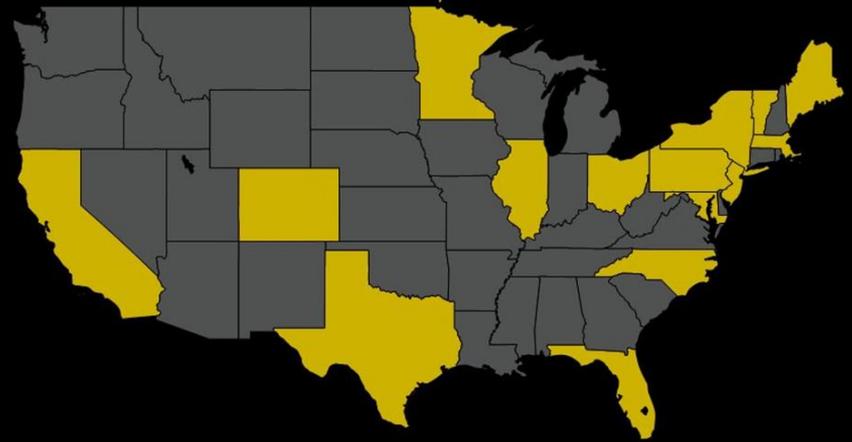
Diagnostic Recruiting Tool – “How can we help?”



Who?

Leading Companies:

1. Large and SMB's
2. Food & Manufacturing
3. Higher Education
4. Information Services



Leading Partners

1. Municipal
2. Utilities
3. Policy and Market Actors (Financing, etc.)

Data and Results

1

Awareness → Know about it

2

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Research & Insights

Compelling Indicators



Typical Participation:

- Survey >80%,
- Usage > 60% to 80% annually (note: accrual)

Opinion:

- 94% viewed employer more positively
- 82% makes for better workplace

Impact:

- Financial – typical 2x leverage, **>10% ROI**
- Carbon– 3-5% reductions **per year**

Testimonials (HR Administrators, Employees)

“This benefit offers something truly new and different to employees – increasing engagement/satisfaction etc. in ways that small tweaks to the rest of the benefit platform are not able to accomplish.”

Testimonials (HR Administrators, Employees)

“it’s a really good fit with our strategic direction”

Testimonials (HR Administrators, Employees)

“As a healthy millennial, I don’t get to feel much value from health and retirement offerings, but **this is something that I know I could use **today** to help me do things that I want to do.”**

Where is this headed?

- **More Mature Market Offerings**
 - **Broader Market Cross-Section (Region, Sector)**
 - **Longer Periods**
 - **Health & Performance Impacts (sick days)**
 - **Low-Income Benefits**
 - **Lower costs of actions (Increase Partnerships)**
-
- **Tax-free treatment of sustainability dollars?**

Think... Talk + Walk → Lead



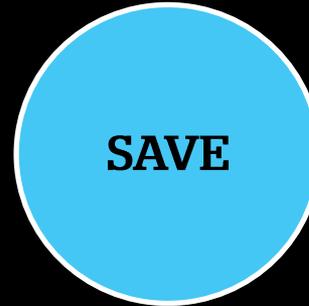
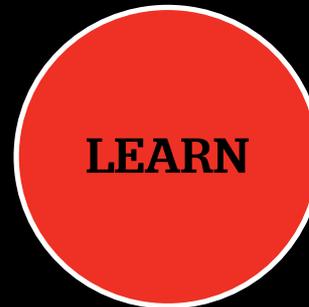
3rd Party
Administration



Support &
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Thank you!

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**Emerging Savings Opportunities
VEIC Consulting**