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Road to Sustainability

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Oct 8, 2008



WHY EMBARK ON THE JOURNEY

- High customer interest.
- Differentiate your company from the competition.
- Enhance your brand image.
- It's good business.
- Right thing to do.



CHALLENGES

- Limited staff resources.
- Limited financial resources.
- Don't know where to start.



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HOW

- Establish a champion at the “top” (i.e. VP of sustainability). - *PLAN*
- Determine how sustainability affects your organization. - *DO*
- Set goals for sustainability (i.e. energy use). - *DO*
- Implement and educate your organization on benefit of sustainability. - *ACT*
- Measure your progress toward your sustainability goals annually. - *REVIEW*



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CASE STUDY – US Postal Service

- **Potential Sustainable Indicators**
(<http://www.usps.com/green/>)
 - **Eco-friendly Products & Services**
 - **Recycling**
 - **Innovation**
 - **Direct and Green**





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Indicator – Eco-friendly Products & Services

- Green packaging
- Life cycle (i.e. cradle to cradle certification)
- Tied to carbon equivalent reduction





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Indicator – Recycling

- We recycle, expanding program
- We buy and use recycle material
- We reuse old materials (i.e. electronics)
- Services with Green Attributes – Product Take Back.





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Indicator – Innovations



- Energy
- Alternative Fuel Vehicles
- Water base inks
- Stamps recyclable



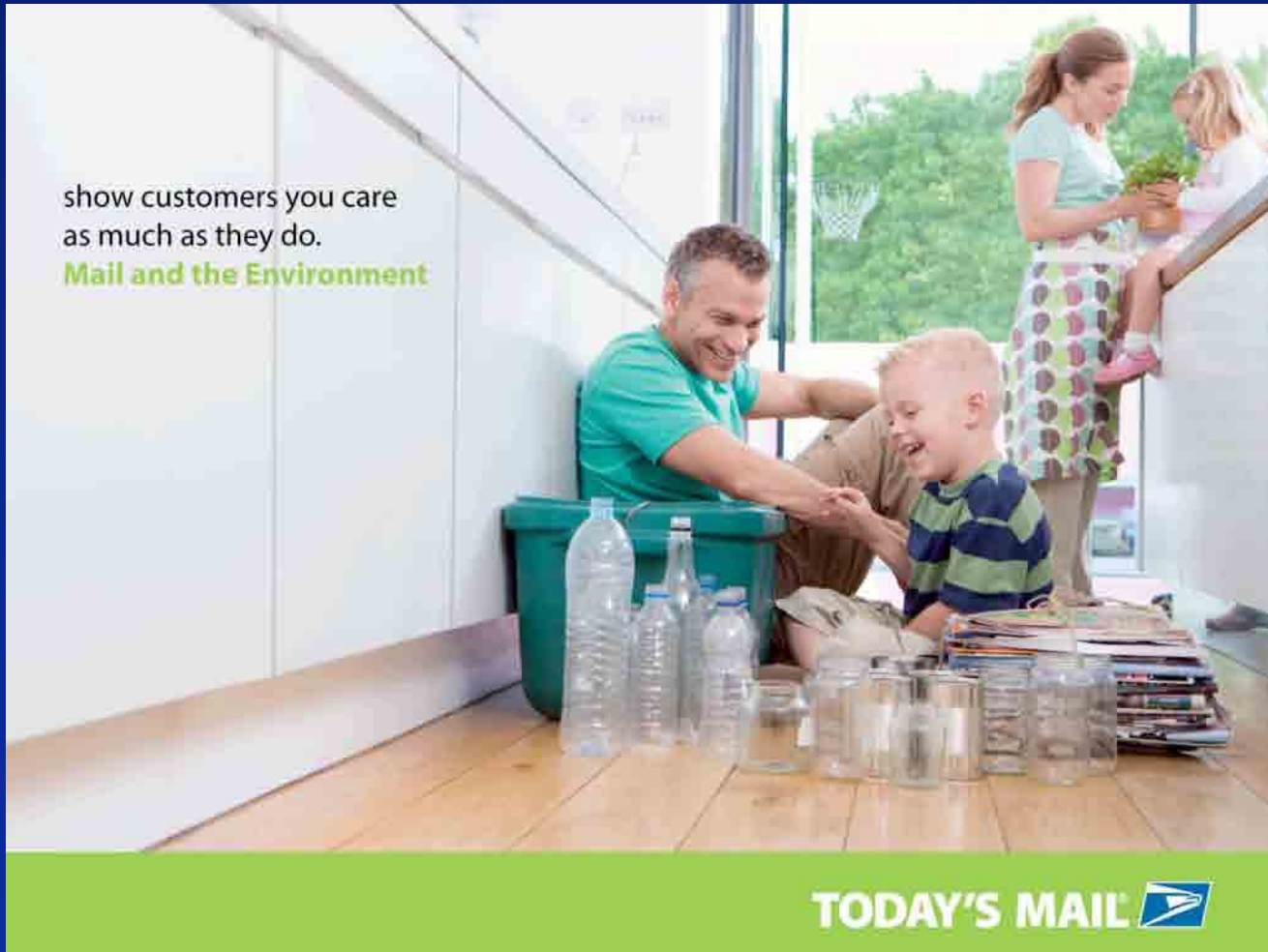


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show customers you care
as much as they do.

Mail and the Environment



TODAY'S MAIL 



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END

■ **Q & A**

Thank you.

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