

Sustainability & Success



Building An Evergreen BR&E Program

GMC | JOIN THE QUIET REVOLUTION. RESERVE YOUR GMC HUMMER EV TODAY.



How GMC's Hummer EV SUV is connected to Marvel Cinematic Universe

General Motors isn't joining the MCU. But it turned to Perception, a studio focused on MCU sci-fi tech, for the Hummer's dashboard UI.





Detroit-Hamtramck

Fully Dedicated Electric Vehicle Facility

Hummer and Pick Up Truck

4.5 Million Sq Ft.

Verizon 5G Ultra

100% Renewal Energy-Driven (2023)

100% Renewable Sourcing

Advanced Tooling

Certified Wildlife Habitat

IoT

Robotics

Solar Carports

Solar Grid

Sustainable Manufacturing

HOW ALFRED SLOAN AND GM CHANGED AMERICAN HISTORY

Business Strategy, Policies, Procedures and Structure

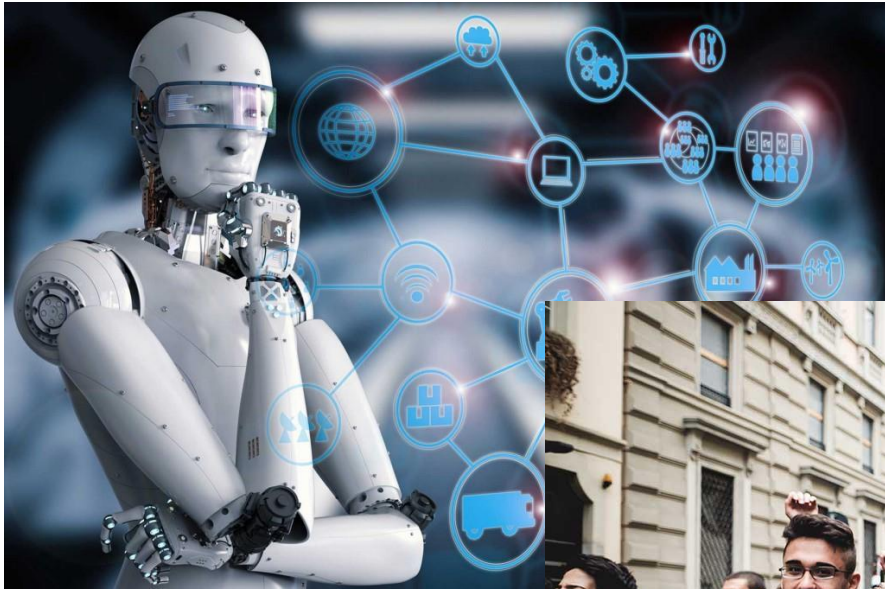
Corporate Culture

Customer Stratification (1-to-1 Database Marketing & Women)

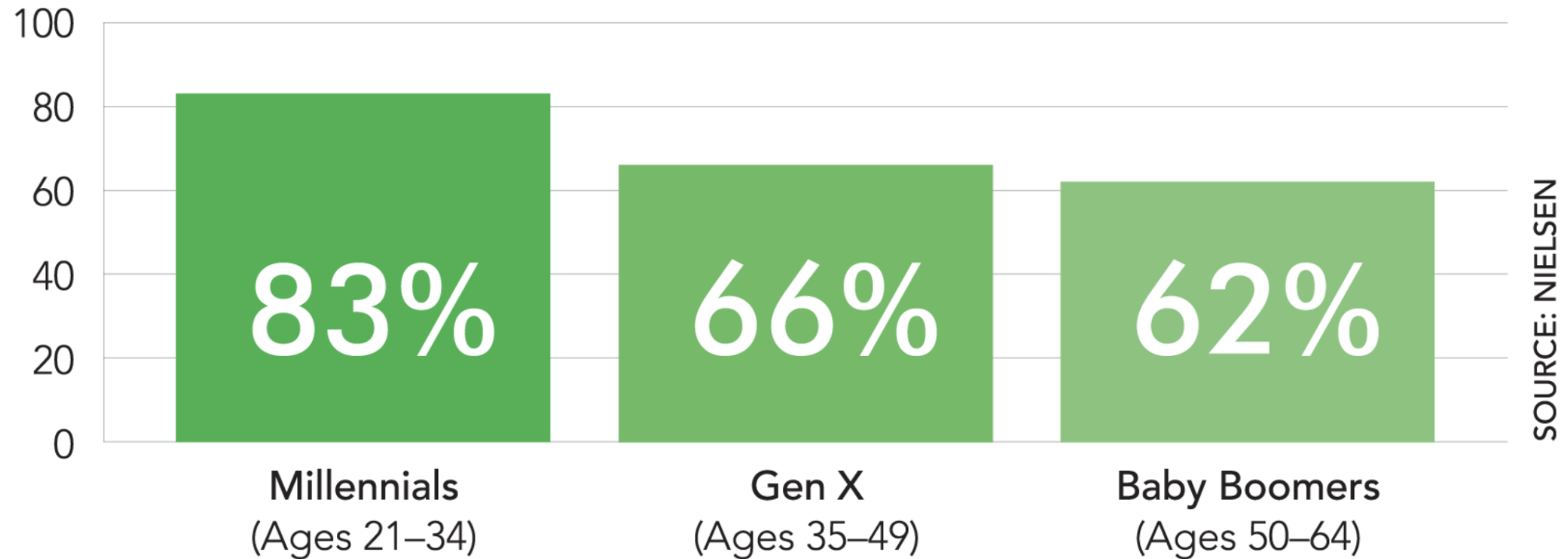
Planned (Fashion) Obsolescence

Source: Erik Bjornstad

Converging Forces



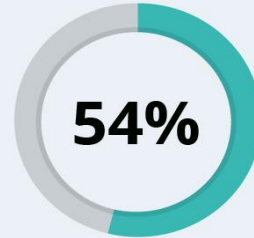
The Importance of Buying From a Sustainable Company



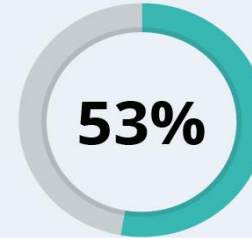
Most Popular Climate Policies

Percentage of people who support each climate-based policy for the immediate future

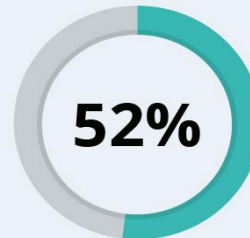
Conserve
forests/land



Renewable
power



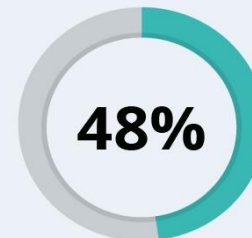
Climate-friendly
farming



Green businesses
and jobs



Electric
vehicles



Source: United Nations

The business of sustainability

More companies are managing sustainability to improve processes, pursue growth, and add value to their companies rather than focusing on reputation alone.

Source: McKinsey





48%

of green companies
have found prospective
employees are attracted
to their company

46%

of companies said their
green initiative has led to
partnerships with other
like-minded companies

28x

Companies with green
initiatives are growing
28x faster than
average companies

Source: Green Buoy Consulting



Workers in clean energy earn higher and more equitable wages when compared to all workers nationally. Mean hourly wages exceed national averages by 8 to 19 percent. Clean energy economy wages are also more equitable; workers at lower ends of the income spectrum can earn \$5 to \$10 more per hour than other jobs.

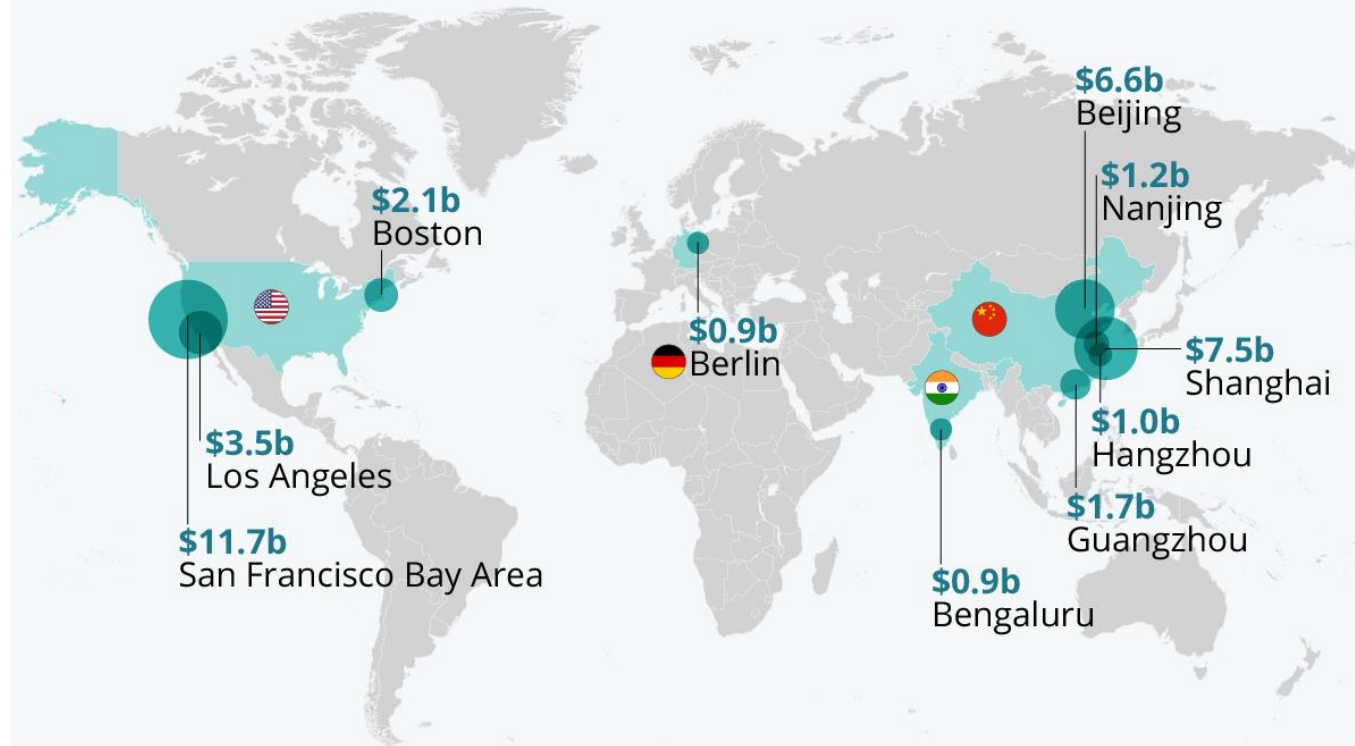
Source: Brookings

Even when they have higher pay, many occupations within the clean energy economy tend to have lower educational requirements. This is especially true within the ***clean energy production*** and ***energy efficiency*** sectors, which include sizable occupations like electricians, carpenters, and plumbers. Roughly 50 percent of workers attain no more than a high school diploma yet earn higher wages than similarly-educated peers in other industries.

Source: Brookings

The World's Largest Climate Tech Hubs

VC funding raised by climate tech startups headquartered in the following cities from 2013-2019



Sources: PwC, Dealroom



Target/Prioritize Green Firms





Data Centers



Farming



Energy



Manufacturing



Logistics

Ethical Sourcing

Green Materials

Reverse Logistics

Just in Time Inventories

Efficient Transportation

Green Certification



Source: Supply Chain Brain

Help Firms Find *A New Future*







Micro-Farming: Big Food, Small Spaces



Shift Your Narrative On BR&E





4Rwinnipeg
DEPOT

Reduce, reuse, recycle. Repeat.
For you, for our city.

**The 4R Winnipeg Depots are
a free way to keep items
out of the landfill.**

1777 BRADY ROAD • 1120 PACIFIC AVENUE (NOW OPEN)

CITY of BOISE

BUSINESS

**WASTE
REDUCTION**

CHALLENGE

Visit cityofboise.org/waste-reduction **#BoiseWasteReduction**



Focus on One-to-Many Versus One-to-One Solutions

Think of Leverage Points and Synergies as the Endgame

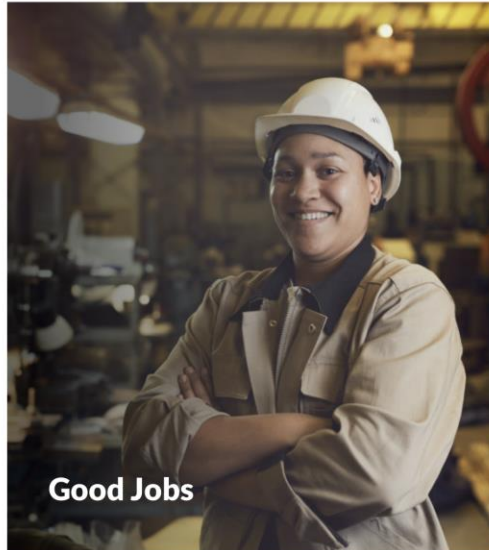
Develop New Programs, Policies and Strategies for Sustainability

Rethink Incentive Programs to Align with Green Initiatives

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OUR WORK

Americans don't have to choose between creating good jobs and protecting the environment. We can and must do both.



Good Jobs



SOLIDARITY FOR CLIMATE ACTION IS OUR PLAN TO PUT WORKING PEOPLE FRONT AND CENTER AS WE CREATE A NEW ECONOMY.



Clean Infrastructure



BUY CLEAN POLICIES PROMOTE SPENDING TAXPAYER DOLLARS ON INFRASTRUCTURE SUPPLIES FOR MATERIALS THAT ARE MANUFACTURED IN A CLEANER.



Fair Trade



THROUGHOUT OUR HISTORY, THE BLUEGREEN ALLIANCE HAS WORKED NOT JUST DOMESTICALLY, BUT ALSO ON THE INTERNATIONAL STAGE.

Laith Wardi, CEcD

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