Going Green the Smart Way

THE POWER TO KNOW.®

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Survey: 5 Reasons Why Companies Go Green

- Shareholder or Public Pressure
- Cutting Costs
- Regulation
- Corporate Image
- Environmental Concerns

CIO INSIGHT

Source: CIO Insight (August 2008)

Anticipated Outcomes from a Sustainable Strategy

- Attract new customers
- Retain existing customers
- Reduce risks
- Reduce operating costs
- Improve compliance with regulations
- Capture financial advantage in carbon market
- Prioritize investments

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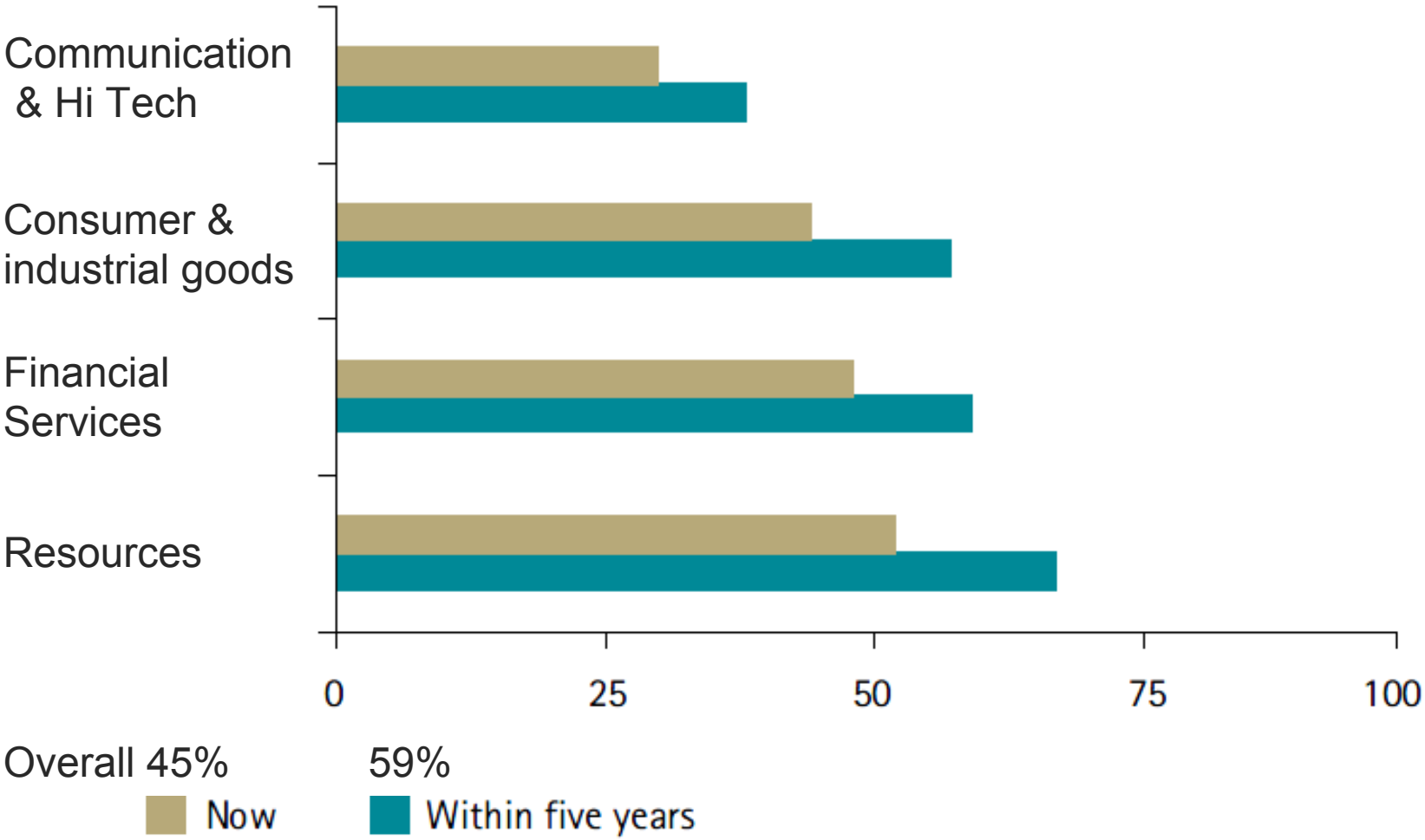
Business response to climate change is increasing



Accenture: *Achieving High Performance in an Era of Climate Change; 2008*

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Evolution and Explosion of Metrics and Standards

- Carbon Disclosure Project
- Global Reporting Initiative
- World Resources Institute / Greenhouse Gas Protocol
- International Standards Organization (ISO)
- Industry Specific
  - Electronics Industry Citizenship Coalition
  - International Petroleum Industry Environmental Conservation Association
  - Association for the Advancement of Sustainability in Higher Education
  - International Telecommunications Union
- Customer Driven (Wal-Mart, Tesco)

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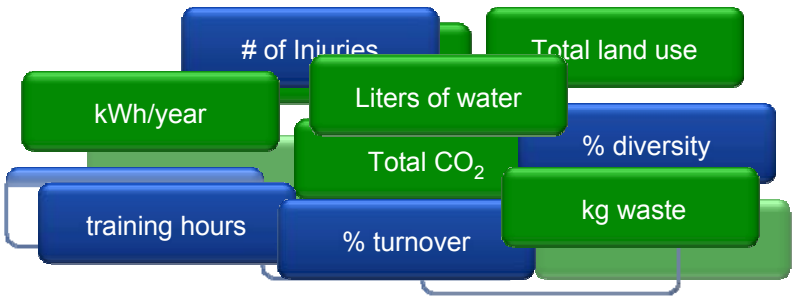
Sustainability Performance Management Gap

Organizations are beginning to track sustainability performance metrics…



- Low Level
- Often "Lagging"
- Quantitative
- Compliance or organically driven

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Sustainability Performance Management Gap

… they're also beginning to develop high-level goals and integrate sustainability into the whole organization…

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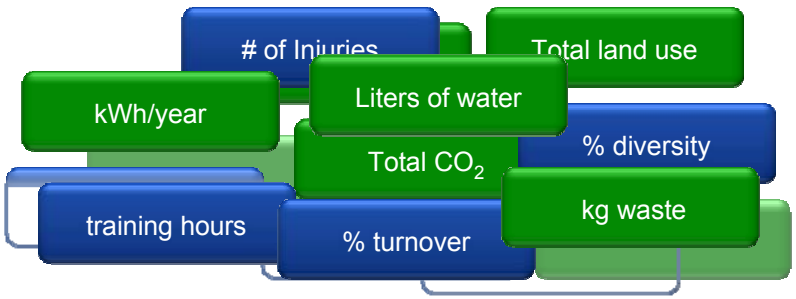
Sustainability Performance Management Gap

Sustainability Strategies, Objectives, and Goals

- High Level
- Top Down
- Qualitative

?

… but we're finding that organizations have a difficult time bridging the gap, and mapping qualitative goals to measurable outcomes.



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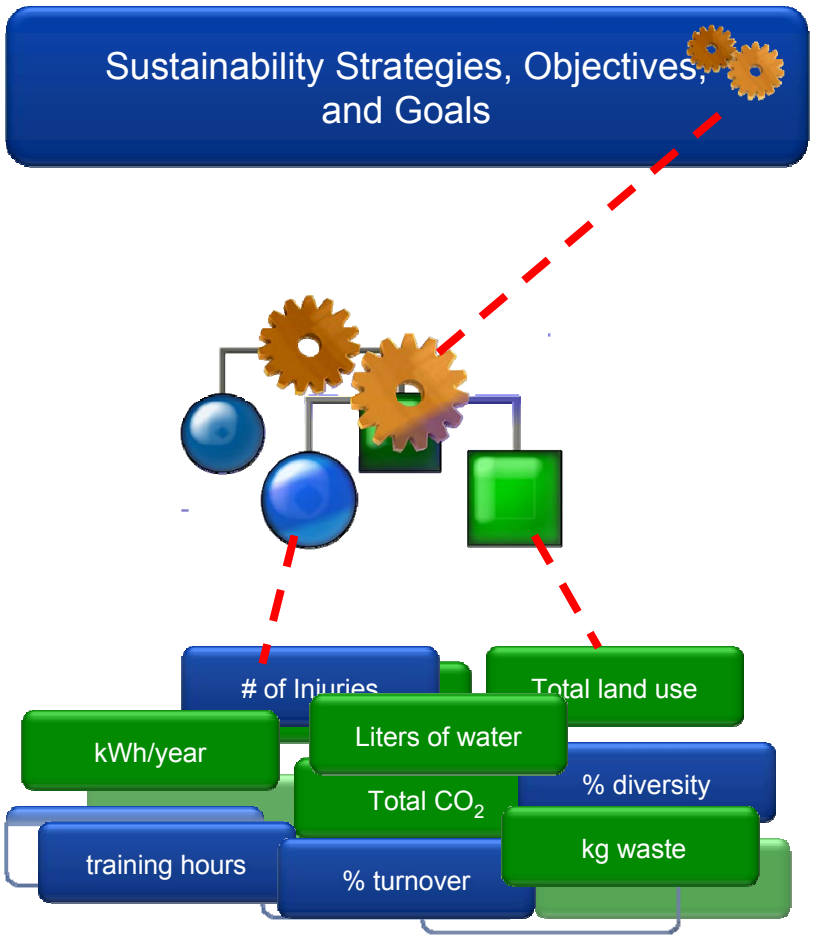
Sustainability Performance Management Gap



- High Level
- Top Down
- Qualitative

- Bridges the Gap
- Defines Relationships
- Provides Context
- Bi-directional com.

- Low Level
- Often "Lagging"
- Quantitative

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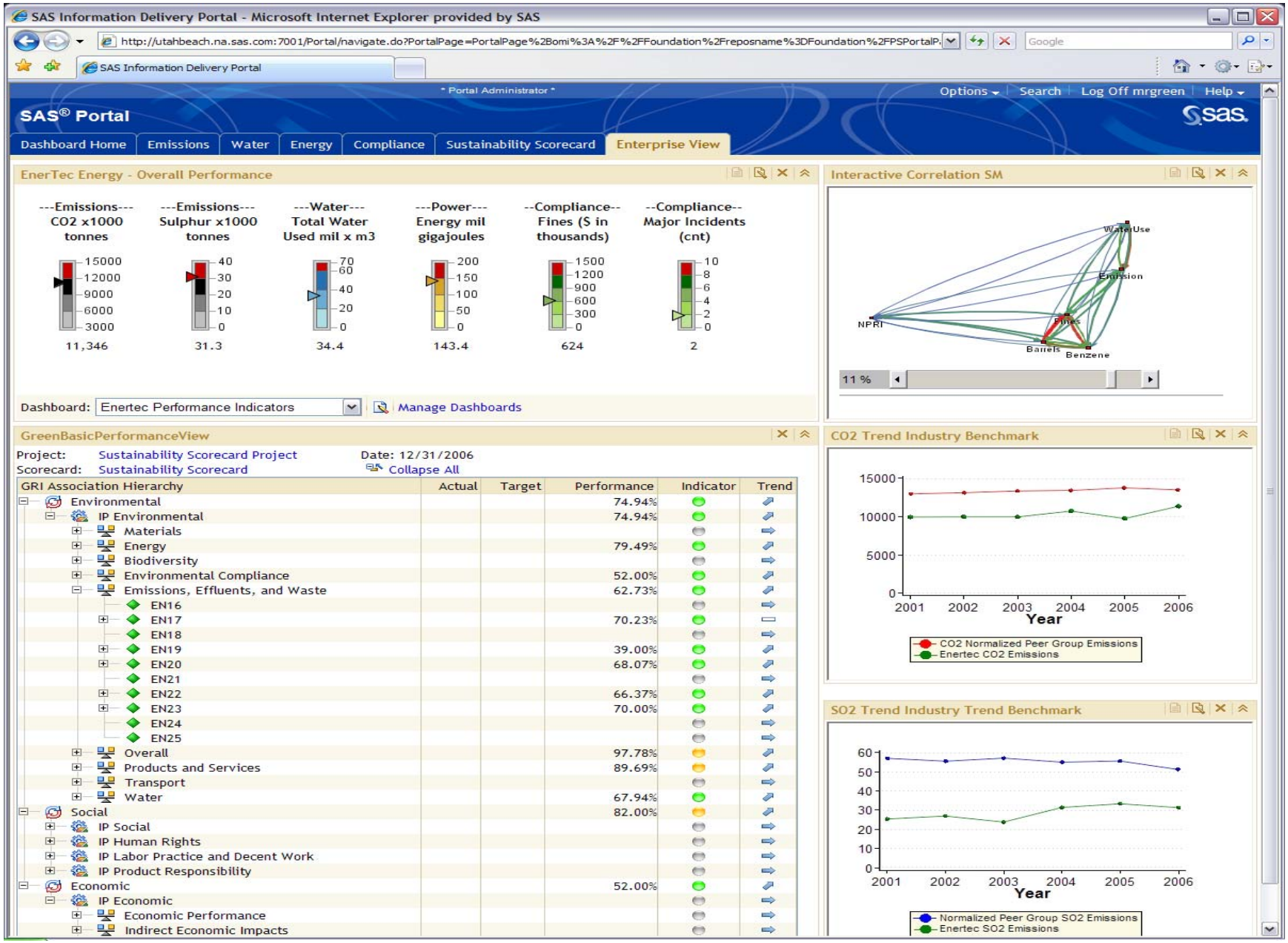
SAS for Sustainability Management



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Solution Framework

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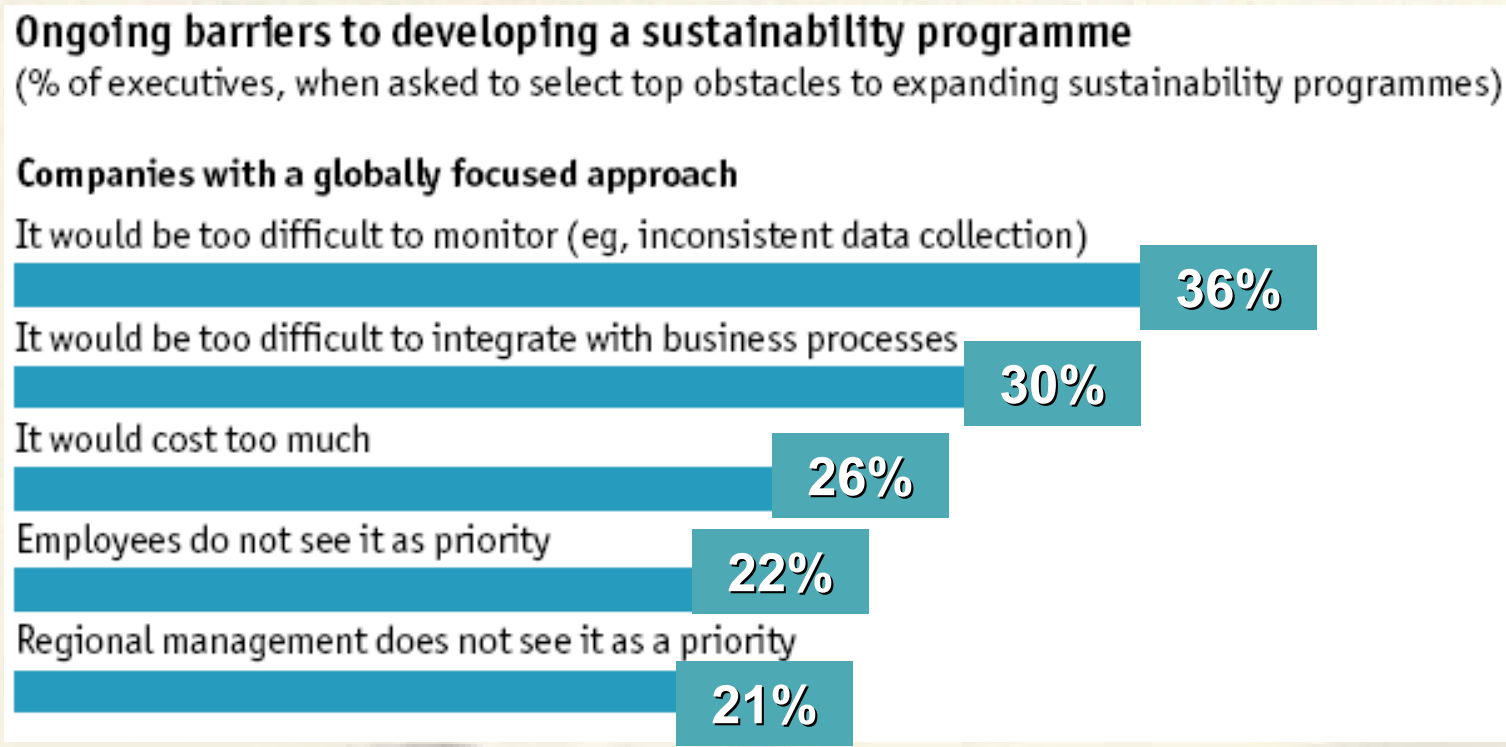
Sustainability
Data challenges abound



Sustainability Across Borders, Economist Intelligence Unit, October 2008

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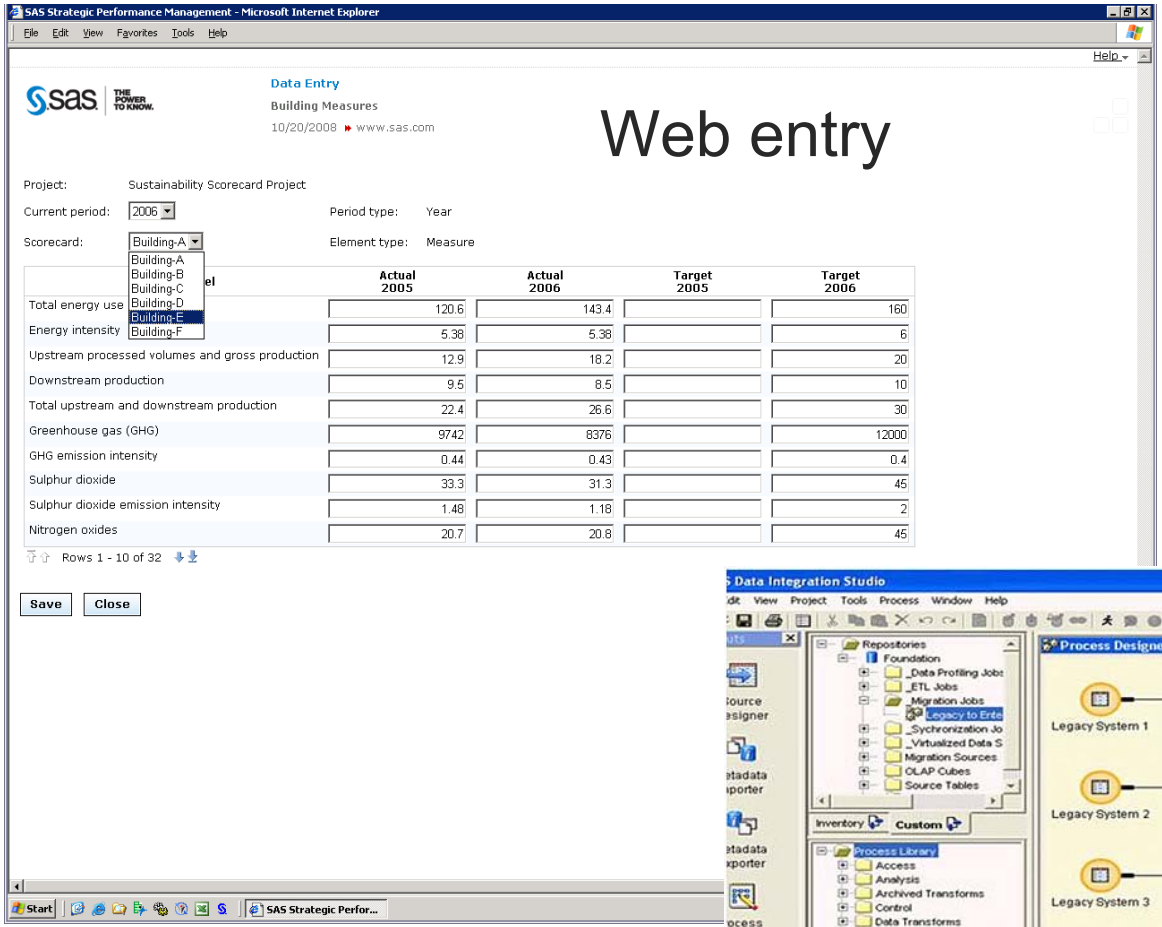
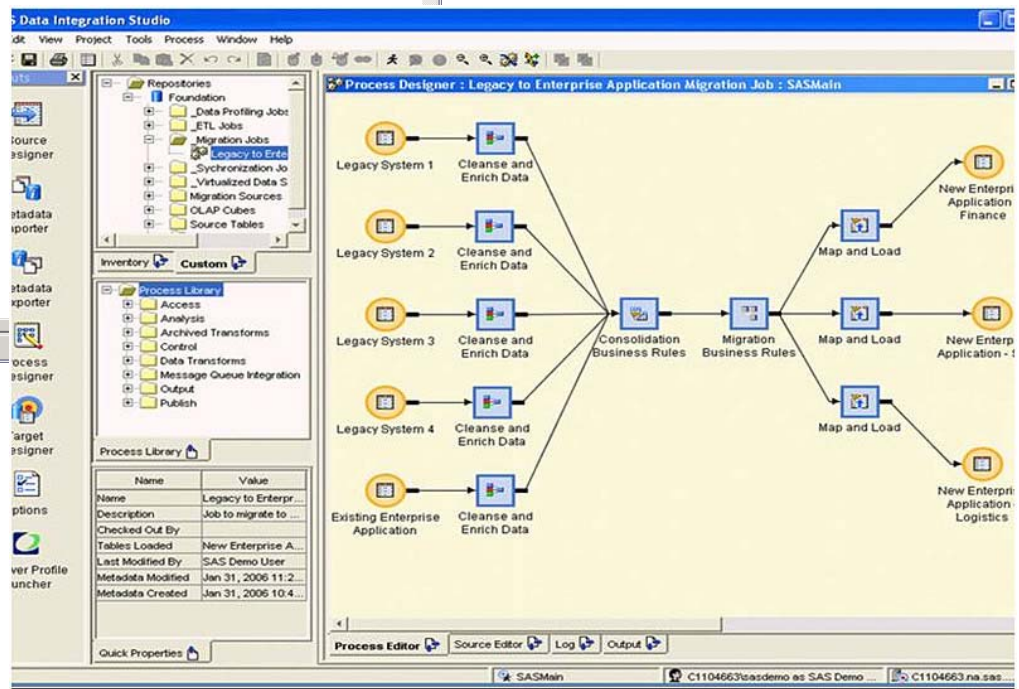


Web entry

"When measuring past performance or forecasting future scenarios, it is absolutely critical to use intelligent IT resources."

- EIU Case Study



Automated collection

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The Sustainable Organization

A maturity model

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Using SAS to Support Sustainability Initiatives

Gruppo Posteitaliane

ConocoPhillips

københavns E

SRP

CISCO

Environment Canada

Environnement Canada

SAS and Sustainability
Corporate Responsibility

SAS Worldwide HQ

- R&D initiatives
  - Storage architecture
  - Cloud computing
  - On-demand offerings
- New LEED building
- Internal policies
  - Recycling
  - less energy
  - less waste

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SAS and Sustainability

SAS US HQ

- In Dec. 2008, SAS installed a 1 MW capacity solar farm
- Provides renewably sourced power
- Feeds back into the public electric grid
- Reduces CO2 emissions by over 1,600 tons/year

SAS Canadian HQ

- 1st LEED-compliant office
- Low E-tinted windows
- Elevators use 50% less energy
- Rainwater reused as gray water

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