

Going Green the Smart Way

**THE
POWER
TO KNOW®**

Survey: 5 Reasons Why Companies Go Green

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



CIO INSIGHT

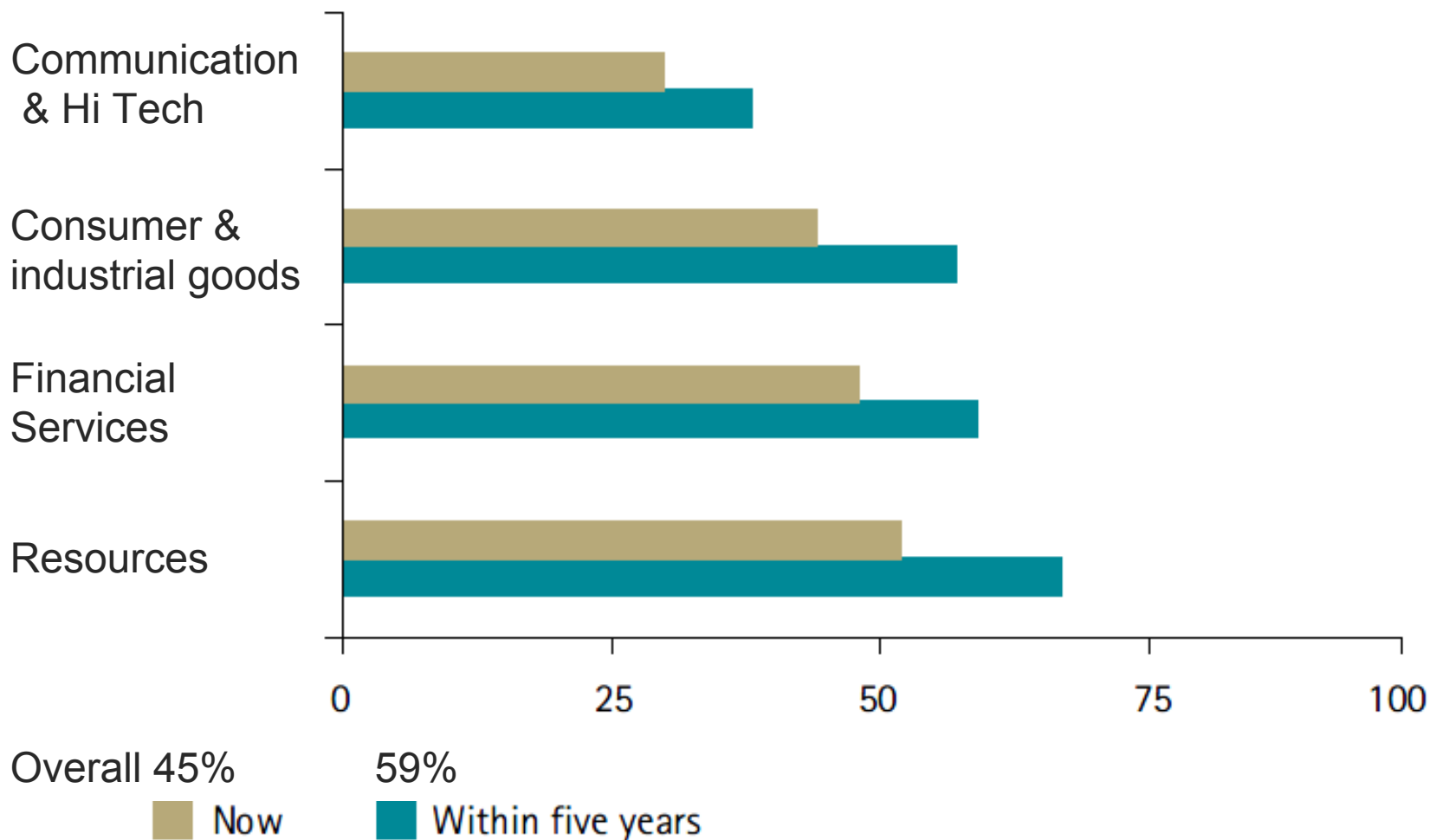
Source: CIO Insight (August 2008)



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

Business response to climate change is increasing



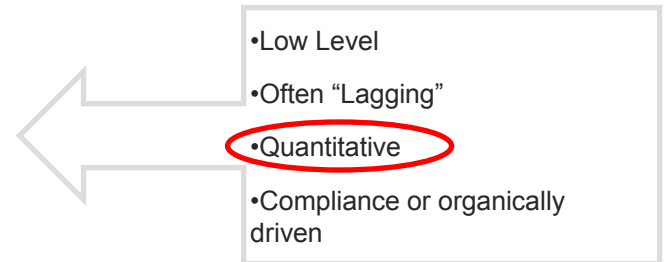
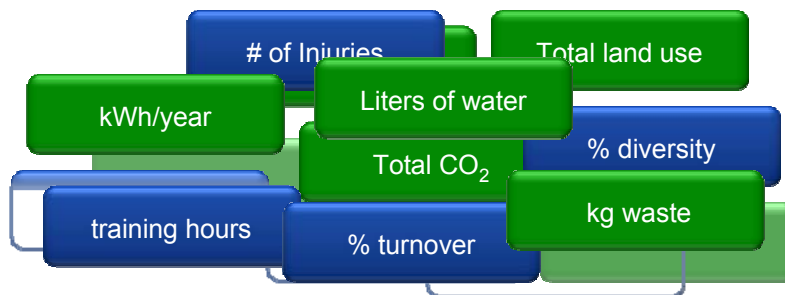
Evolution and Explosion of Metrics and Standards

- 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)



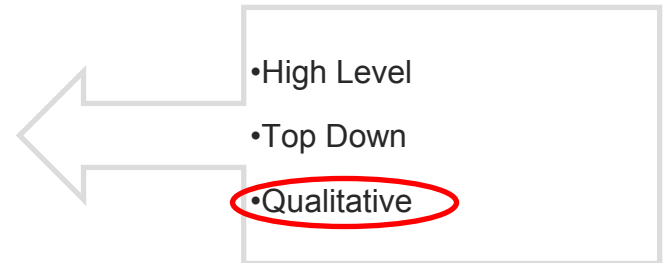
Sustainability Performance Management Gap

Organizations are beginning to track sustainability performance metrics...



Sustainability Performance Management Gap

Sustainability Strategies, Objectives,
and Goals 



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

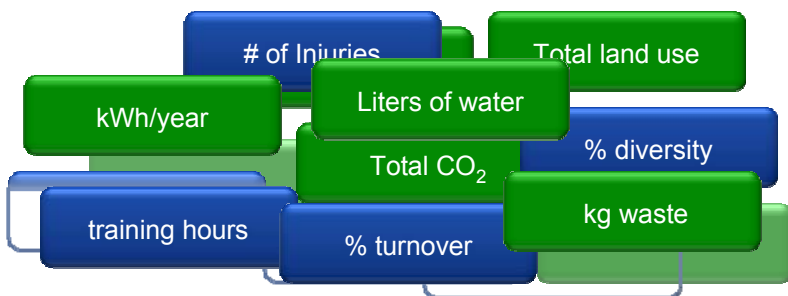
Sustainability Performance Management Gap

Sustainability Strategies, Objectives, and Goals 

- High Level
- Top Down
- Qualitative

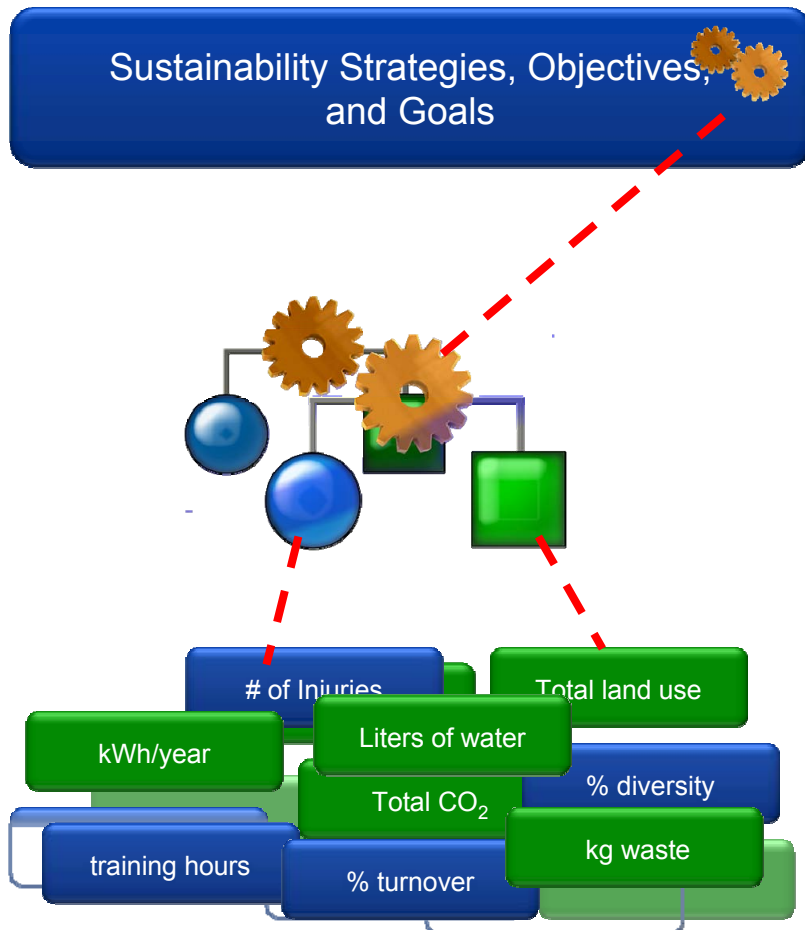


... but we're finding that organizations have a difficult time bridging the gap, and mapping qualitative goals to measurable outcomes.



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

Sustainability Performance Management Gap



- High Level
- Top Down
- Qualitative

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

- Low Level
- Often "Lagging"
- Quantitative

SAS Information Delivery Portal - Microsoft Internet Explorer provided by SAS

http://utahbeach.na.sas.com:7001/Portal/navigate.do?PortalPage=PortalPage%2Bomi%3A%2F%2FFoundation%2Freposname%3DFoundation%2FPSPortalP...

SAS Information Delivery Portal

Portal Administrator

Options Search Log Off mrgreen Help

SAS® Portal

Dashboard Home Emissions Water Energy Compliance Sustainability Scorecard Enterprise View

EnerTec Energy - Overall Performance

---Emissions--- CO2 x1000 tonnes	---Emissions--- Sulphur x1000 tonnes	---Water--- Total Water Used mil x m3	---Power--- Energy mil gigajoules	---Compliance--- Fines (\$ in thousands)	---Compliance--- Major Incidents (cnt)
11,346	31.3	34.4	143.4	624	2

Interactive Correlation SM

11 %

GreenBasicPerformanceView

Project: Sustainability Scorecard Project Date: 12/31/2006
Scorecard: Sustainability Scorecard Collapse All

GRI Association Hierarchy	Actual	Target	Performance	Indicator	Trend
Environmental			74.94%	●	↔
IP Environmental			74.94%	●	↔
Materials			79.49%	●	↔
Energy			79.49%	●	↔
Biodiversity			79.49%	●	↔
Environmental Compliance			52.00%	●	↔
Emissions, Effluents, and Waste			62.73%	●	↔
EN16			70.23%	●	↔
EN17			70.23%	●	↔
EN18			70.23%	●	↔
EN19			39.00%	●	↔
EN20			68.07%	●	↔
EN21			68.07%	●	↔
EN22			66.37%	●	↔
EN23			70.00%	●	↔
EN24			70.00%	●	↔
EN25			70.00%	●	↔
Overall			97.78%	●	↔
Products and Services			89.69%	●	↔
Transport			89.69%	●	↔
Water			89.69%	●	↔
Social			67.94%	●	↔
IP Social			82.00%	●	↔
IP Human Rights			82.00%	●	↔
IP Labor Practice and Decent Work			82.00%	●	↔
IP Product Responsibility			82.00%	●	↔
Economic			52.00%	●	↔
IP Economic			52.00%	●	↔
Economic Performance			52.00%	●	↔
Indirect Economic Impacts			52.00%	●	↔

CO2 Trend Industry Benchmark

SO2 Trend Industry Trend Benchmark



Sustainability

Data challenges abound

Ongoing barriers to developing a sustainability programme

(% of executives, when asked to select top obstacles to expanding sustainability programmes)

Companies with a globally focused approach

It would be too difficult to monitor (eg, inconsistent data collection)

36%

It would be too difficult to integrate with business processes

30%

It would cost too much

26%

Employees do not see it as priority

22%

Regional management does not see it as a priority

21%

SAS Strategic Performance Management - Microsoft Internet Explorer

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Data Entry
Building Measures
10/20/2008 www.sas.com

Web entry

Project: Sustainability Scorecard Project

Current period: 2006 Period type: Year

Scorecard: Building-A Element type: Measure

	Actual 2005	Actual 2006	Target 2005	Target 2006
Total energy use	120.6	143.4		160
Energy intensity	5.38	5.38		6
Upstream processed volumes and gross production	12.9	18.2		20
Downstream production	9.5	8.5		10
Total upstream and downstream production	22.4	26.6		30
Greenhouse gas (GHG)	9742	8376		12000
GHG emission intensity	0.44	0.43		0.4
Sulphur dioxide	33.3	31.3		45
Sulphur dioxide emission intensity	1.48	1.18		2
Nitrogen oxides	20.7	20.8		45

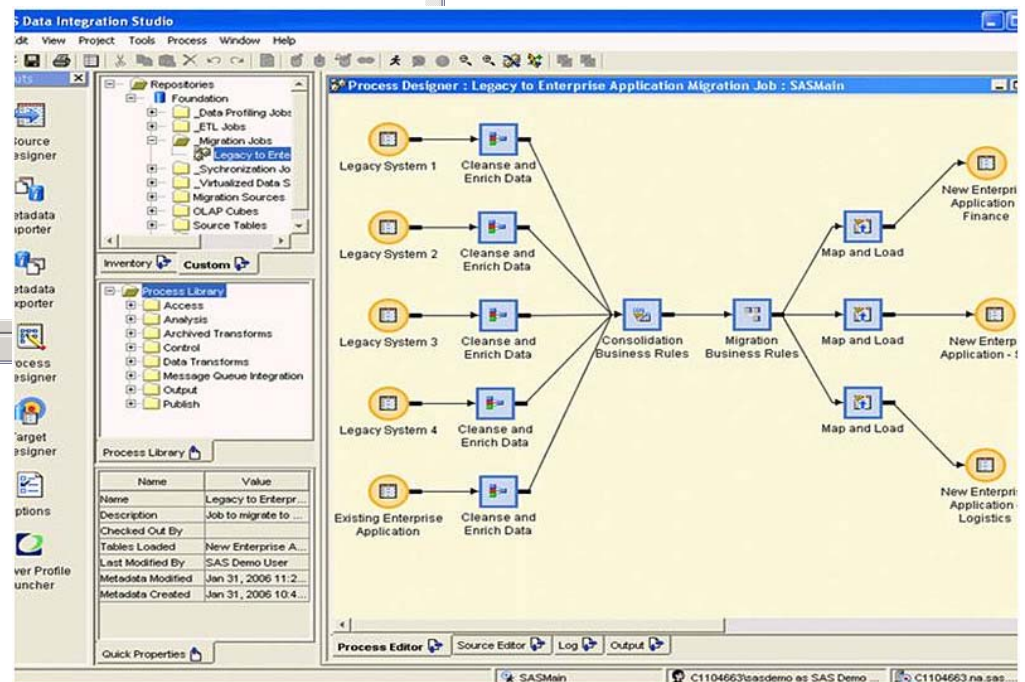
Rows 1 - 10 of 32

Save Close

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

- EIU Case Study

Automated collection



The Sustainable Organization

A maturity model



Using SAS to Support Sustainability Initiatives

**Gruppo
Posteitaliane**

ConocoPhillips

københavn E



**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

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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