



# TELUS Web Symposium

## The business benefits of being green

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## being green...what does it really mean?



"I drove to the garden centre for a tree to offset my carbon footprint...  
so now I've got to go back for another one..."



## why is being green important?

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- citizen awareness of environmental issues is high
  - global warming is the focus
  - *carbon emissions* and *carbon footprint* are household words – and new measurement targets for government
- increased citizen demands for governments, businesses and individuals to reduce carbon emissions and demonstrate sustainability

**You are making a difference today**

**saved 349 kg of greenhouse gas emissions**

which is equal to:

the yearly energy consumption of 14 laptops or  
57 average return trips to work



## it is more than a fad...

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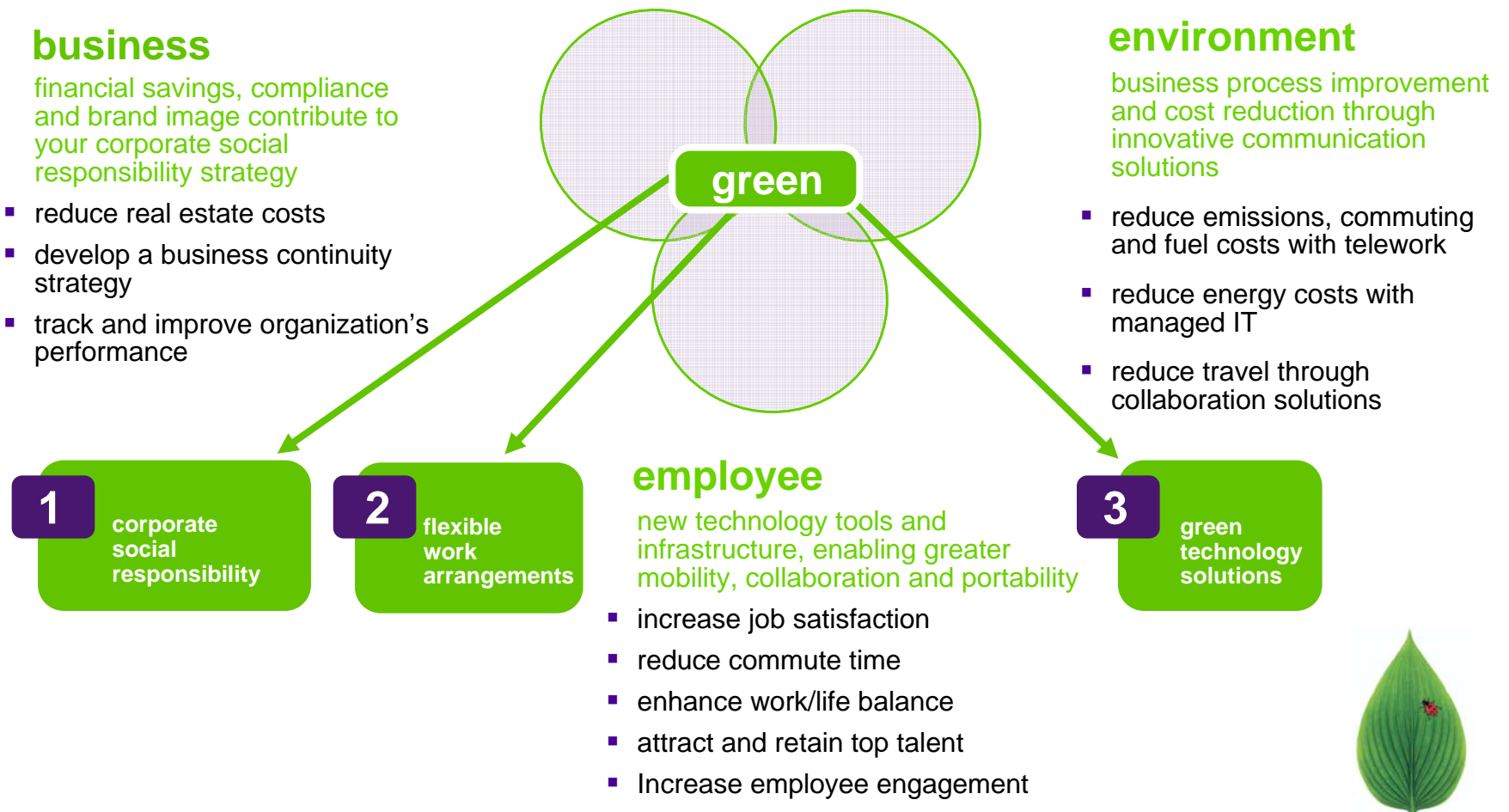
- 94% of organizations believe they should be doing more to reduce their environmental footprint
- 50% of organizations say reducing their environmental impact is an important goal of senior management
- 70% believe Green IT will increase in importance to their organization over the next several years
- 36% say management policy favours 'Green' suppliers

Statistics aside, many businesses understand the importance of being green but the REAL question is how to get started?



# triple bottom line benefits

reducing your environmental impact can benefit your organization in multiple ways



## how TELUS defines CSR

### economic considerations

- sustainable revenue generation and ROI
- robust internal financial controls and disclosure mechanisms
- investment in technology research and development
- contribution to corporate tax base
- contribution to sustainable national economic growth

### social considerations

#### Communities

- investment through TELUS community boards
- Strategic partnerships
- Philanthropy & volunteerism
- Social impacts of our products and services

#### Workplace

- Recruitment, retention and development
- engagement
- labour relations
- Health and safety
- diversity

### environmental considerations

- impact of TELUS operations
- product life-cycle responsibility
- influence in the supply chain
- help customers minimize their impacts
- climate change

TELUS incorporates CSR into key business decisions



# what is TELUS doing?

## corporate social responsibility

CSR Reporting: 2007

- named Climate Disclosure Leader (Carbon Disclosure Project)
- listed on Dow Jones Sustainability World Index – 7<sup>th</sup> consecutive year
- one of Corporate Knight's top 50 Corporate Citizens

## community investment

reducing our impact: 2007

- 42,000 phones recycled
- 50,000 trees planted
- 6,400 tonnes recycled material
- 6,500 refurbished PC's donated to schools
- 37% reduction in Halon fire suppression inventory in 2007

## the TELUS green team

taking individual responsibility

- network of TELUS employees who promote sustainable practices
- saved \$1.5M & 2 million KWH with lighting retrofits
- introduced recycling program
- reduced paper consumption by 50% in last 10 years

## internal commitment

taking individual responsibility

- commitment to LEED building standards for new real estate
- reduced energy consumption by 10%
- avoided 395,000 metric tons of Carbon through internal audio & video conferencing
- 38% of TELUS team members took environmental training in 2007



## shifting workstyles at TELUS

enabling work when and where it is most effective

### telework pilot

- 178 employees, 10 months
- 13,865 hrs of commute time saved
- saved \$125,000 in fuel & car maintenance
- 114 tonnes reduced CO<sub>2</sub>
- air pollutants reduced by 4 tonnes
- 82% said telework had an impact on desire to stay at TELUS

### at home agent program

- consumer call centres pilot
- participation criteria based on performance
- reduced attrition rates 20%
- enhanced agent productivity by 25%
- lower absenteeism by 60%
- goal to have 25% of domestic call centre agents participate

**initiative by HR to change our approach**



# shift from traditional workstyles

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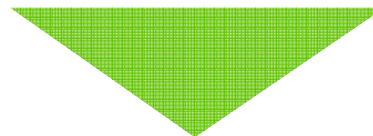
## traditional workstyle

- Monday through Friday work week
- 8 am to 5 pm work day
- attendance in a assigned physical location expected
- physical locations often determined to co-locate functional teams
- tool provision based on the above with exceptions managed “ad hoc”



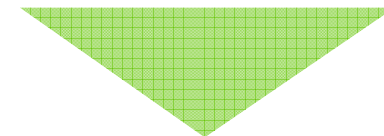
### resident

- reside in single location.
- use activity settings to complete their work



### mobile

- highly mobile within TELUS space.
- some time spent working in external sites (home, external vendor site, etc.)

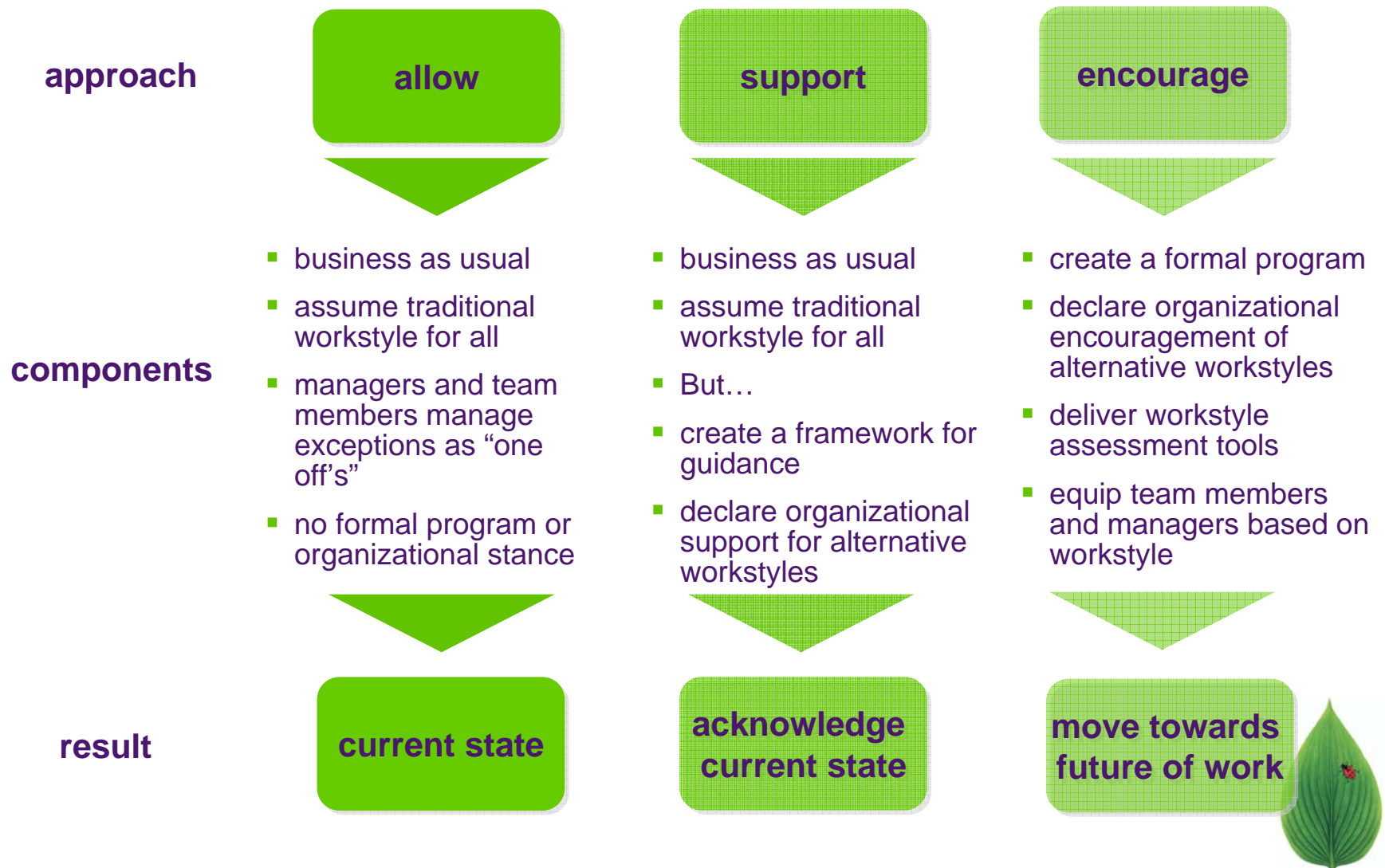


### teleworker

- work 60% or more of their work schedule per week at home OR
- have an established schedule for remote working



# approach to flexible workstyles



## the benefits are significant

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### your company

- improved attraction & retention of talent
- real estate portfolio efficiency
- real estate portfolio flexibility
- business agility knowledge sharing, lifts in recruiting and retention
- benchmarks reported increase in productivity & satisfaction as high as 50%

### your department

- greater team member engagement from flexibility and ability to choose and control schedule
- the ability to customize some aspects of the space
- lower real estate costs

### your team

- a more open, collaborative and connected work environment
- enhanced productivity via decreased formal meetings and decreased travel time between meetings
- proximity and ability to get feedback “on the fly” increases decision speed and collaboration

### you!!

- increased choice – sit with team, in private area or off site
- more collaboration with colleagues and team
- increased decision speed
- increased accessibility drives team member trust
- enhanced technology and support



# future friendly workstyles program

TELUS supports telework for 18,000 team members who are remote work enabled, to work where and when it is most effective for them.

**>> myHR**


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## Work Styles



### work styles

transforming the way we work

#### About Work Styles at TELUS


- [what are work styles?](#)
- [our approach](#)
- [benefits of change](#)
- [fast facts](#)
- [TELUS work styles in the media](#)

#### Resources for Team Members

- [telework guidelines](#)
- [telework agreement](#)
- [telework checklist](#)
- [teletrips: track your impact on the environment](#)
- [learning guide - working virtually](#)
- [telecommuting security standards](#)
- [virtual workspace risks and precautions](#) (corporate security)
- [safety considerations for teleworkers](#) (coming soon)

#### Resources for Managers

- [tips for managing teleworkers](#)
- [learning guide - managing virtual teams](#)



## getting your company started

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### internal assessment

- what types of activities are happening in your organization today?
- is your organization ready to make a change?
- what solutions would best support your culture?

“We are not asking corporations to do something different from their normal business; we are asking them to do their normal business differently”. Kofi Annan



## helping others: TELUS' green vision

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- for Canadians to reduce their environmental impact through the use of communications solutions
- by encouraging the movement of ideas and information, instead of people, vehicles and paper

### supporting the “triple bottom line”

corporate  
benefits

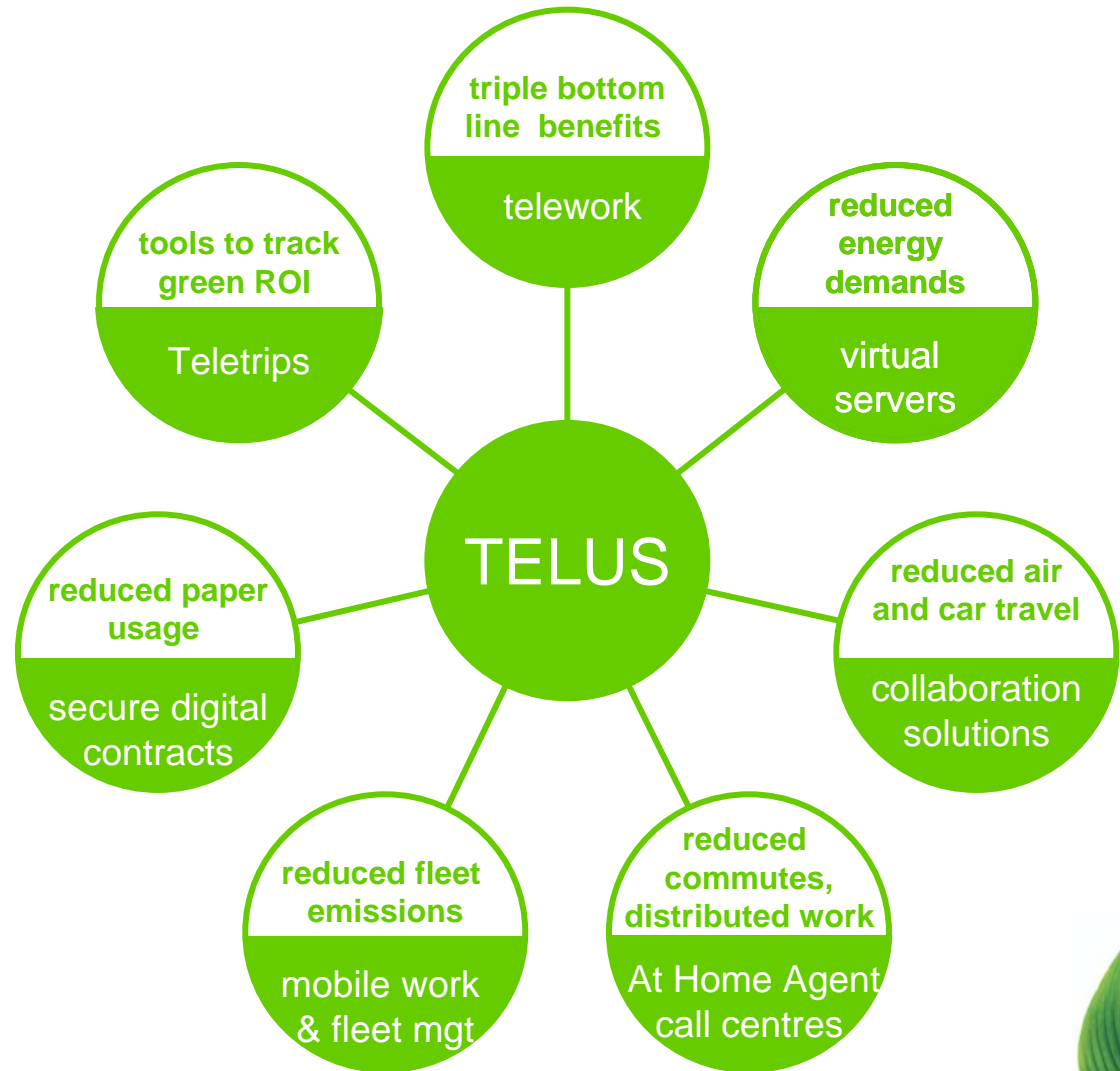
employee  
benefits

environmental  
benefits



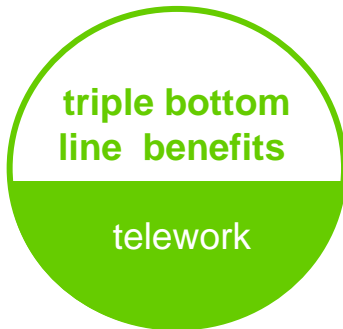
## moving thoughts & ideas

TELUS can help our clients find environmental efficiencies throughout their communications infrastructure



# triple bottom line benefits

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telework programs can deliver significant triple bottom line benefits – for the organization, the employee and the environment

- significantly reduce
  - pollutants and greenhouse gas emissions
  - commuting time
  - fuel costs
- but it's not all about the environment
  - saving real estate costs
  - seeing increases in employee productivity, job satisfaction, engagement, and retention
- great “green starting point”
  - 40% of work force is already working from home a few days a month
  - introducing a formal telework program allows organizations to start measuring the positive green impact they're making already



## reduce travel

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reduced air  
and car travel

collaboration  
solutions

reduce carbon footprint with TELUS audio conferencing, video conferencing and Web-based collaboration solutions

- redefine 'meetings'
  - enable dispersed workgroups to meet and collaborate virtually regardless of geography
  - employees can connect without travelling, reducing travel costs and allowing for more frequent meetings -- in turn increasing business output
  - view and share documents and multimedia presentations
  - maintain a visual connection to the office avoid loneliness factor that comes from working offsite.



## TELUS can help

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- For additional information please contact your account representative
- Or visit [telus.com/green](https://telus.com/green)
- Interested in learning more about tools to enable productivity through unified communications?
  - Attend an interactive event with solution demos
    - June 18 Calgary
    - June 19 Edmonton
    - June 24 Toronto
    - June 25 Vancouver
  - Advance registration available through the survey to follow this session

