

Sustainability Branding



Sachin Damle
CII - Greenco Summit 2013
16th July 2013

Infosys® | Building
Tomorrow's Enterprise

At Infosys we have been on our own transformation journey

Resource Intensity



Efficient Cooling



Efficient Lighting



Clean Energy



Green IT



Water management

Social Contracts



Community Connect



Health Lifestyles



Gender Inclusivity



Eco-Clubs



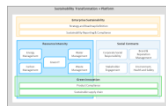
Bio-Diversity

Green Innovation



WBCSD, UNGC,
WEF, NASSCOM

Global Stewardship



Sustainability Unit



Innovation

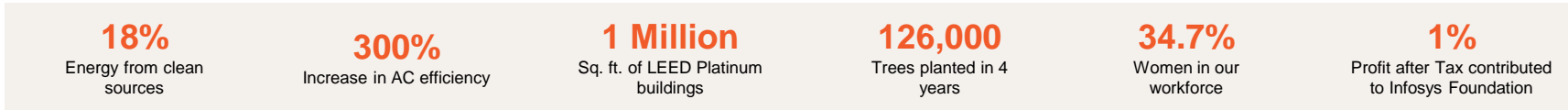
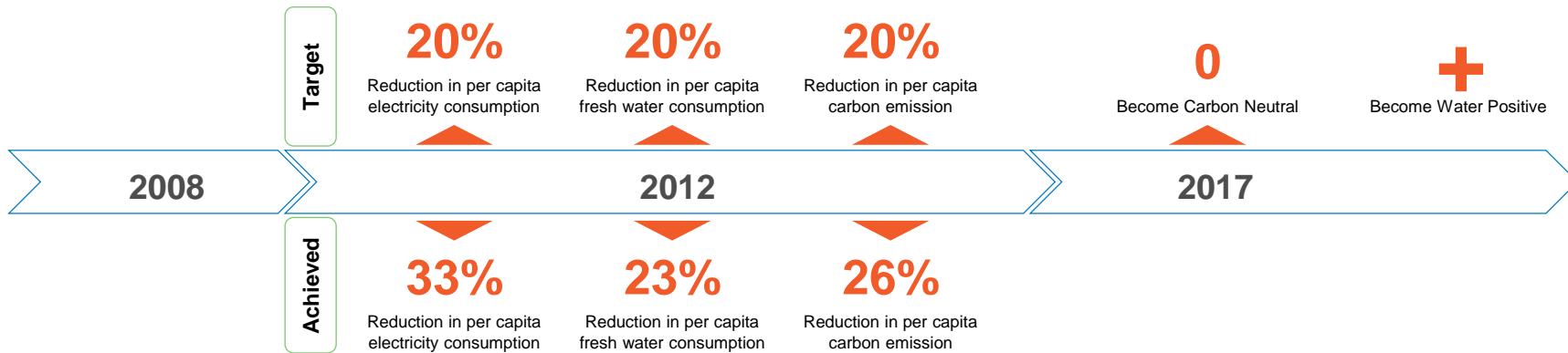
Research
Hub

R&D



Products & Platforms

..and the efforts have yielded tangible results



United Nations Caring for Climate Initiative, 2012



World Water Summit 2011



Newsweek 2012 Green Rankings

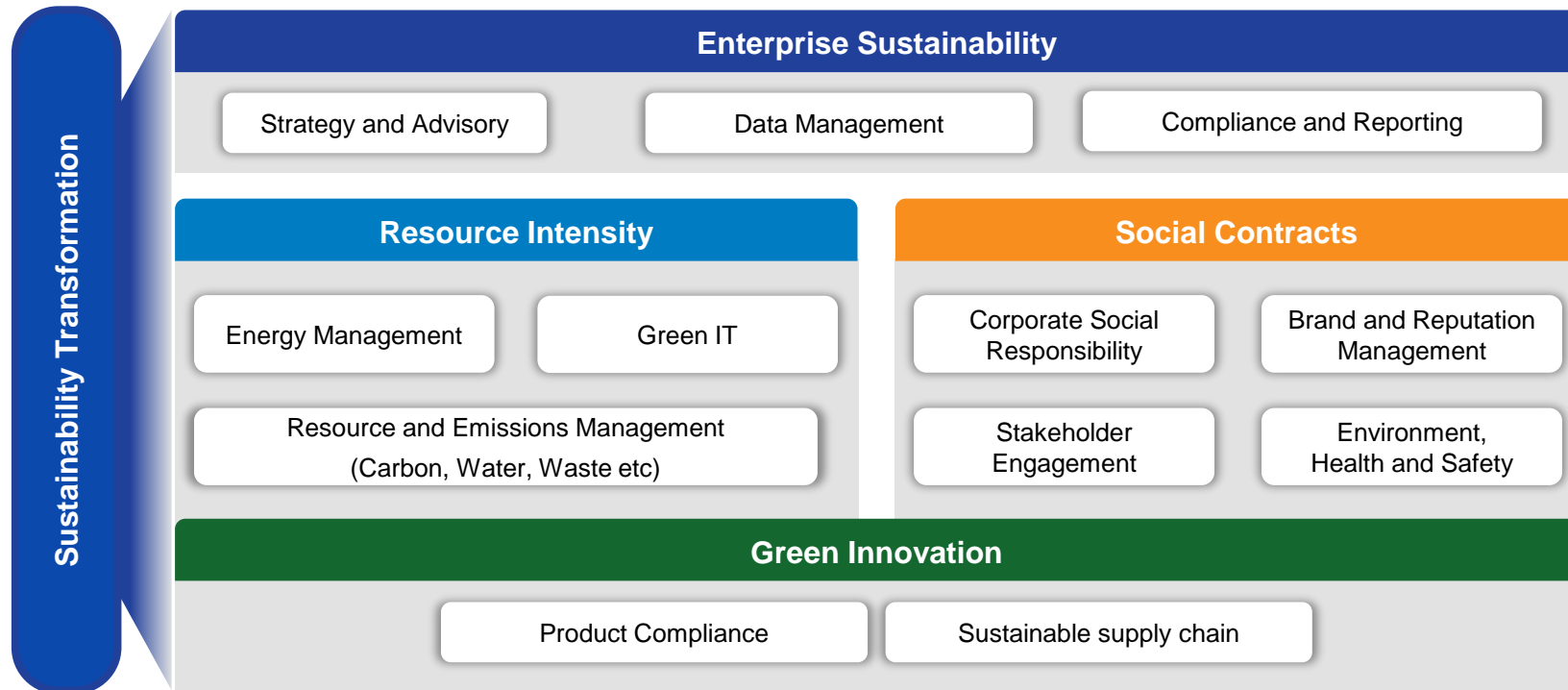


United Nations Global Compact



Company of the Year Sustainable Design Project of the Year Team of the Year

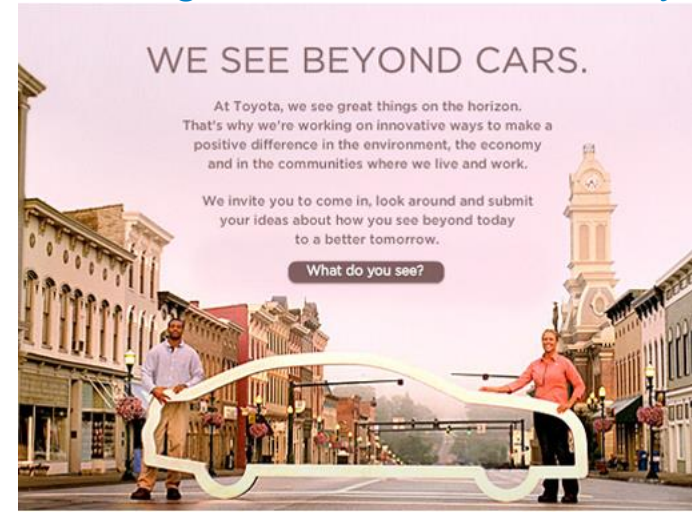
Our offerings are aligned to deliver Sustainability Transformation



What sustainability branding is all about?

Zero Emission Cars, Zero Waste Plants
A Greener Tomorrow

200,000 Jobs Created
Partnering with Local Community



ADOPTION and COMMUNICATION of Sustainability Values: People, Planet and Profit → Competitive Advantage

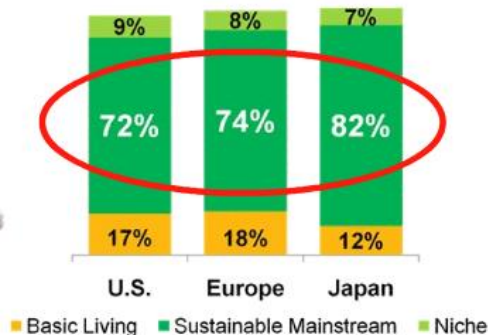
Source: <http://aboveaveragedayinadvertising.files.wordpress.com/2010/01/we-see-beyond-cars-magazine-ads.jpg>

The need for sustainability brand & reputation management

Consumer Sentiments



In-depth Consumer Understanding¹



- 82% Ushered purchasing decisions²
- 35% Caused avoidance of purchases³

Sources:

1. P&G – Len Sauers Webinar 2009
2. 2012 Cone Communications Corporate Social Return Trend Tracker
3. BBMG Conscious Consumer study, 2011

Business Executives View



SOURCE: Management Review and The Boston Consulting Group (2011), Sustainability: The "Embracers" Seize Advantage. Boston, Massachusetts Institute of Technology and BCG.

Sustainability → Increased Brand Value

- GE Ecomagination : 17% ↑ since 2005⁵
- Honda fuel efficiency: 28% ↑ since 2004⁶

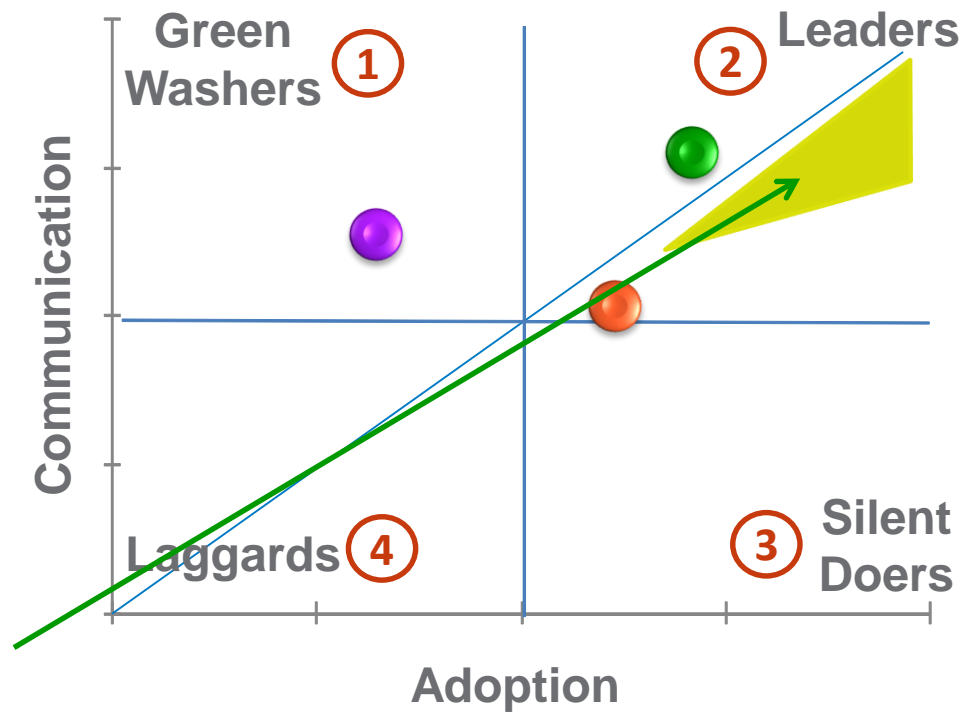
4. [The Business Case for Green Economy](#)
5. [GE Brand Value](#)
6. [Honda brand value](#)

Sustainability adoption, communication & stakeholder perception



Where would you place them?

- Perceptions vary across stakeholders
- Assessment methodologies differ
- Mainly sector relative position matters
- Balance benefits and risks



What about this one?

The Santa Fe Natural Tobacco Company (SFNTC)

We used 100% recycled content for this insert, as we do with nearly all our marketing pieces.

We saved 280,000 paper hand towels in 2010 by installing hand dryers in our Santa Fe office.

We saved 30,000 paper cups in 2010 by glazing ceramic mugs both for ourselves and for our guests in Santa Fe.

Our sales team's hybrid car fleet saved 312 barrels of oil in 2009.

We have been 100% wind powered since 2008.

Learn more about what we do at www.sfntc.com

100% additive-free natural tobacco

100% additive-free natural tobacco

- 2010 EPA awarded membership to Green Power Leadership Club
- ISO 14001 certified

Source: http://www.sustainablebrands.com/news_and_views/articles/green-cigarette-or-greenwashing

Considerations for building a strong sustainability brand

The International Chamber of Commerce code / guidance for responsible environmental marketing communication



- Legal, Honest and Truthful presentation
- Claims based on scientific research
 - Life cycle benefits based on Life Cycle Analysis
- Use of signs, symbols and verbiage that is not ambiguous
 - Terminologies like recycled content, recycled material, recovered material
- Not overstating, misrepresenting a claim to exploit sentiments
 - E.g. Doubled recycled content, when the original amount was very low to begin with

Sources:

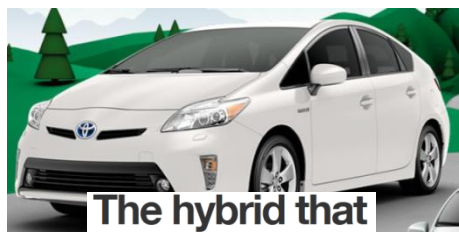
- Consolidated ICC Code of Advertising and Marketing Communication Practice
- Framework for Responsible Environmental Marketing Communications ICC Document N° 240-46/665 – July 2011

While internal sustainability effort improves the sustainability brand, external has a stronger influence

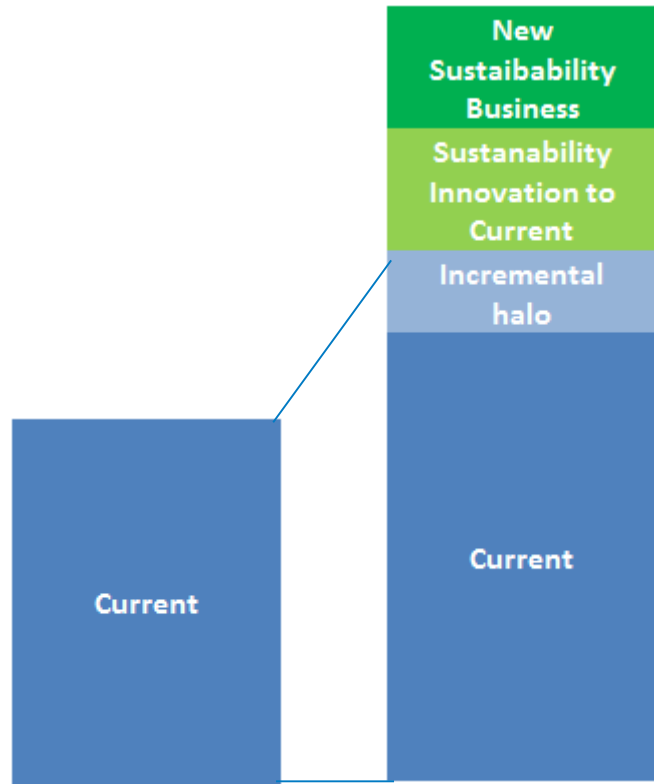
3



2



The hybrid that started it all.



Sources:
¹ Image greenroofs.com, e.g. Green to Gold
² Toyota.com
³ Ford.com

Developing sustainability product/service portfolio through innovation → leads to Brand Expansion



1



2



3



4



5

Samsung OLED TV

- Sources:
- 1 [Beyond Petroleum](#)
 - 2 [Cold tide](#)
 - 3 [natureworksllc.com](#)
 - 4 [kodak](#)
 - 5 [Samsung](#)

Wielding sustainability influence through the supply chain



1



2

- June-end - Apple withdraws 39 products from EPEAT environmental ratings system
- July 16th - Apple rejoins EPEAT

Sources:

¹ [Walmart Supplier Sustainability Assessment](#)

² <http://ifixit.org/2884/apple-ditches-green-standard-cuts-off-federal-agencies-from-apple-products/>

Outperforming competition in eco-design and communication

Highlighting environmental performance in product literature

Environmental Features

HITACHI takes its responsibility when it comes to the environment. Our production facilities have ISO 14001 certification. The HITACHI machine is low type and has a low noise level. Therefore HITACHI continues to get the most advanced and environmentally conservative hydraulic excavators available today.



A cleaner machine

The ZAXIS-3 series is equipped with a clean but powerful engine to comply with Tier 3 and Stage II A. An engine emission regulations effective in the U.S. EPA and European Union from 2008. Exhaust gas is purified to contribute to reduce particulate matter (PM) output and lower nitrogen oxide (NOx) levels.



A quieter machine

A number of features make this machine quieter. First, the electronic control of the engine speed means a reduction of engine speed during no-load and light-duty operation to suppress sound. Second, a fan with curved blades reduces air resistance and air flow noise. Third, a time-limited muffler suppresses engine noise significantly. This advanced low noise design complies with the 2007 / 14 / EC Stage II, directive effective in the European Union from 2008.



A recyclable machine

Over 90% of the ZAXIS-3 series can be recycled. All steel parts are treated to facilitate recycling. The machine is completely lead-free. The radiator and oil cooler are made from aluminum and all other lead-free. In addition, biodegradable hydraulic oil is available for jobsites where special environmental care is required.



Hitachi KS-EN006P Excavator

Source:

1 www.hitachi-c-m.com

2 www.volvoce.com

3 komatsu.com

RELAX. IT'S VOLVO.

Get comfortable with doing more. Less fatigue goes a long way toward productivity. The Volvo ECR305CL is the way to do it. The seat of comfort and command. A quiet, safe space. Ease of operability. And with industry-leading fuel efficiency, Volvo helps you stay relaxed knowing that more of your profits are going into your pocket – not your fuel tank.

Work better in comfort

- High capacity climate control system.
- Clean looking top cover and spacious work area with a wide visibility position.
- Spring applied, cushion seat mounting, retractable seat belt vibration.
- Low internal and external noise from engine.

Doing the job safely

- Adding protected seat steps and platform after superior grip and safety.
- Caring roof hatch offers an optimal view during high-reach operation.
- Volvo Care Call with operator protection structure.
- The seat offers superior maneuverability and safety.

Operative

- Hydraulic controls make it easy to find the right operating position.
- Simple and easy to operate.
- LCD color monitor to help to read more on dash and light.
- Backlit touch-screens – easier especially under the real low – low glare of brightness.
- Lower front glass is removable and comes with the seat.

Environmentally safe

- Superior tracking fuel efficiency and low noise emissions.
- Laser monitor provides constant visibility to the front, right hand side and rear.
- Wide, integrable materials used in the machine.
- Lead free paint is in harmony with our environment.

Volvo: your global, local partner

- Completion solution (CCL) – built on the core values of quality, safety and environmental care.
- Construction equipment, commercial transport, trucks, boats and more.
- Global superior development of equipment with leading fuel efficiency.



Volvo ECR305CL Excavator

PC200LC-8 HYDRAULIC EXCAVATOR

PRODUCTIVITY FEATURES

ecot3
KOMATSU's NEWEST ENGINE IS DESIGNED TO DELIVER OPTIMUM PERFORMANCE UNDER THE MOST DEMANDING CONDITIONS, WHILE MEETING THE SAME ENVIRONMENTAL REGULATIONS. THIS ENGINE IS THE 3RD GEN. TO BE ON THE "ecot3" LISTING. IT OFFERS AN ECONOMIC CONTROL SYSTEM (ECONOMIZER) TO CREATE A HIGH PERFORMANCE ENGINE WITHOUT SACRIFICING POWER OR PRODUCTIVITY.



Low Fuel Consumption

The new-generation electronic (ECONOMIZER) powered engine ensures 10% reduction in fuel consumption. It is equipped with the electronic fuel injection system by the engine controller. It is equipped with engine stability control, the high-pressure fuel injection system, advanced electronically for construction machinery. This excavator significantly reduces fuel and consumption using the high-pressure fuel injection system. The engine and hydraulic unit and also provides features that promote energy-saving operations such as the E-Mode and EnergySaver.



Fast Commissioning 10% reduced

Commissioning with the PC200LC-8 is 10% faster than the previous generation.

Komatsu PC200-LC-8 Excavator

Climbing the ladder of regulations, standards, awards, and rankings

The Minimum

- EPA
The Clean Air Act
- Water
- FDA
- Hazardous Waste

Ask

Management Systems

- ISO 14001 (EMS)
- OHSAS 18001 (OHSMS)
- EHS Management Systems
- Social Accountability Management Systems
- Energy Management System (ISO 50001)
- CSR Management System (ISO 26001)

Assurance

- ISAE 3000
- AA 1000 AS

Leadership



LEED

Stakeholders

Customers

Regulators

Public

Investors

Employees

Environment

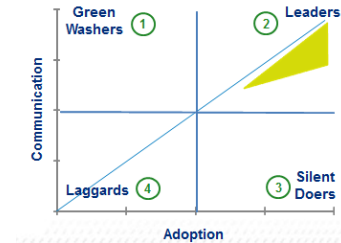
Competitors

Suppliers



Conclusion

- Sustainability communication and adoption both equally important for sustainability branding
- Business imperative is not just to do this for survival but embrace it in a true spirit to discover new possibilities
 - Both internal and external practices count towards branding
- Sustainability Branding is enhanced when
 - Sustainability is adopted with zest, and
 - Codes and standards have given it the rigor



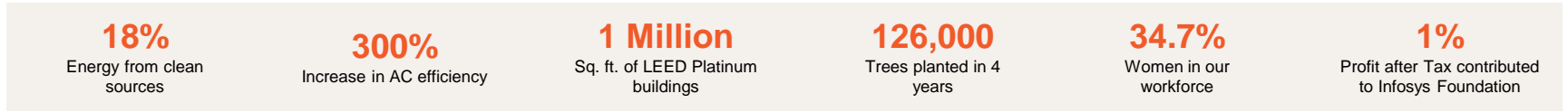
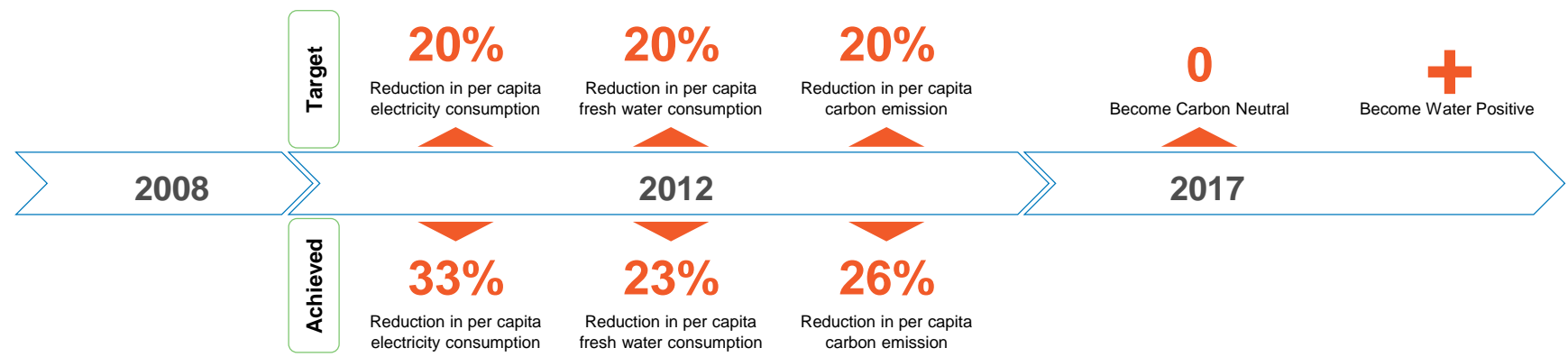
Thank You



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Infosys® | Building
Tomorrow's Enterprise

Our sustainability efforts have yielded tangible results



United Nations Caring for Climate Initiative, 2012



World Water Summit 2011



Newsweek 2012 Green Rankings



United Nations Global Compact



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