SAG LIAISON CALL
May 24, 2016

- **SAG Liaison Call agenda:**

  -Stephanie Barger, *Zero Waste Energy*

  -Pat Turnball, *Councils Committee Update*

  -Eric Teicholz and Bill Conley, *SAG/ESUS Update*

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Stephanie Barger
Founder & Executive Director, USZWBC

Zero Waste Definition: Zero Waste starts at 90%

Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use.

Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them.

Implementing Zero Waste will eliminate all discharges to land, water or air that are a threat to planetary, human, animal or plant health.

Source: Zero Waste International Alliance, www.zwia.org/standards.html

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The Zero Waste Economy

Designing a Full-Cycle system – Upstream and Downstream

Expand City Outreach & Technical Assistance and Lead by Example

Provide Incentives Before Ban or Mandate

Eliminate Waste by Designing Out of Products and Processes

Jobs from Design & Discards

Foster Sustainable and Green Businesses

Resource Recovery Park

Retailers Take Back Difficult to Recycle Materials

Producer Responsibility

Empowered Consumer

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www.ecocycle.org/zerowaste/zwsystem

"Throwaway Society"

Solid Waste = 4.4 *lbs*/person/day
Recycled = -1.3 *lbs*/person/day
Net Waste = 3.1 *lbs*/person/day
= 1,132 lbs/person/yr

USEPA 2001

www.storyofstuff.com

Photo Credit: Peter Stackpole, Aug 1, 1955 (Getty Images)

Zero Waste & Global Warming

- Landfills are one of the largest sources of Greenhouse Gases (GHG)
- Methane is 21 x more potent than CO_2

- Recycling & composting all remaining discards in CA = eliminating all auto exhaust in CA
- ZW should be part of Local, State and Business Sustainability Plans

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- To create a solid foundation that advances the integrity and credibility of Zero Waste
- Follows US Green Building Council model
- Zero Waste Certified Facilities (follows ZWIA)
- Zero Waste Professional Accreditations
  - Zero Waste Business Associate (ZWBA)
  - Zero Waste Business Accredited Professional (ZWB-AP)

Zero Waste Drivers/Benefits to Businesses

- Saves money
- Reduces liability
- Increases efficiency
- Reduces GHG emissions
- Marketing edge
- Clean energy/Saves energy
- "Right thing to do"

Reduces Litter to Oceans & Watersheds

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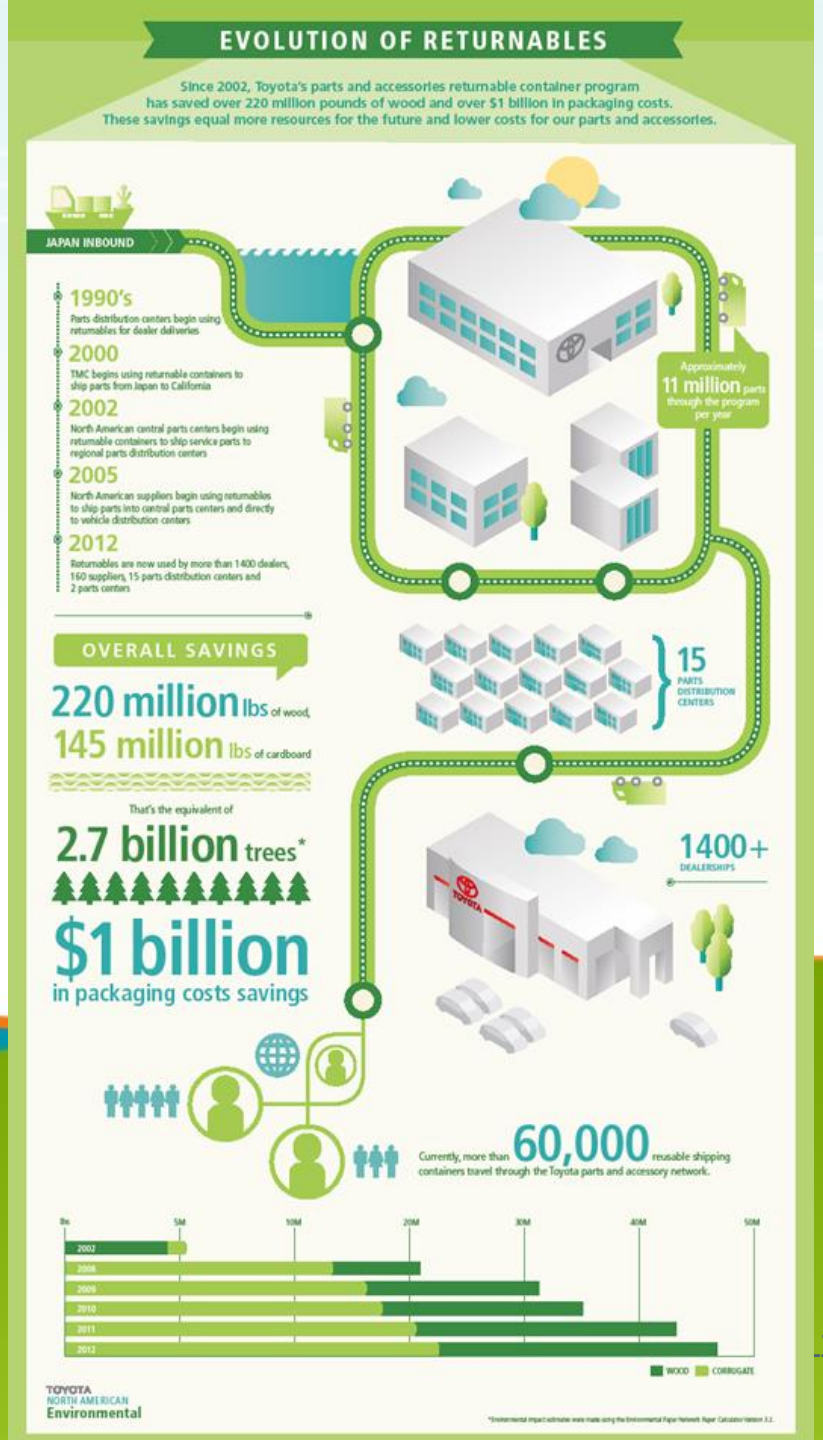
Green Businesses and Jobs

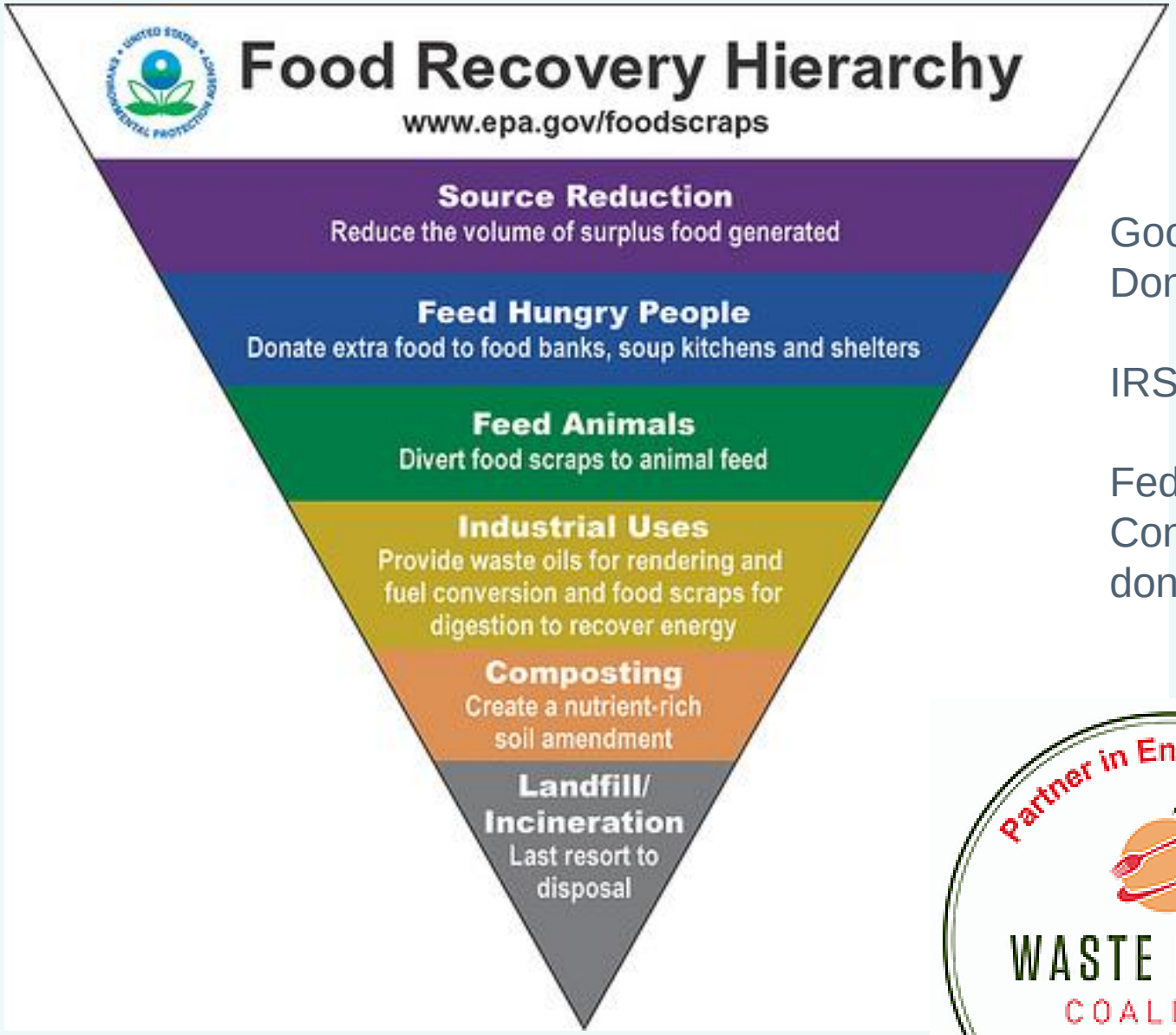
- Expand, attract, and support green businesses and green collar jobs
- Reserve sufficient land for Zero Waste infrastructure: Resource Recovery Parks
- Buy green goods and services
- Recycling Industry =Size of Auto Industry

10,000 tons of SW =
Landfill - 1 job
Composting – 4 jobs
Recycling – 10 jobs
Reuse – 75 –250 jobs

Source: www.ilsr.org

Redesign
Rethink
Reduce
Reuse
Going Beyond Recycling





Good Samaritan Food Donation Act – 1996

IRS Tax Deduction

Federal Agencies and Contractors required to donate food - 2008

Partner in Ending Hunger

WASTE NOT OC

COALITION

Feed the Need

wastenotoc.org

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PIAZZA
SINCE 1976
PRODUCE
& SPECIALTY FOODS

Disneyland
RESORT

Follett

AMERICAN LICORICE COMPANY

NUTIVA®

Raytheon
Customer Success Is Our Mission

BRONCO WINE COMPANY

EARTH FRIENDLY PRODUCTS®

WHOLE FOODS MARKET

FETZER
PIONEERS IN SUSTAINABILITY

NORTHROP GRUMMAN

ANN INC.

CERTIFIED FACILITIES

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Steps to Zero Waste - Scorecard Certification System

Facility Totals (Pre Certification Estimates)			Points
Bronze: 31-37 points Silver:38-45 points Gold: 46-63 points Platinum 64-80 points			80
Overview of Categories & Points			
Redesign	4	Leadership	6
Reduce	7	Training	7
Reuse	7	ZW Analysis	5
Compost (Re-earth)	7	Upstream Management	4
Recycle	3	Hazardous Waste Prevention	5
ZW Reporting	4	Closed Loop System	4
Diversion (Min 90%)	5	Innovation	3
ZW Purchasing	9	Total Points	80

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Zero Waste Profiling – Know Your Trash

Identify Waste

12 Market Categories

- Reuse
- Paper
- Plant trimmings
- Putrescible/food
- Wood
- Ceramics
- Soils
- Metals
- Glass
- Polymers
- Textiles
- Chemicals

ID most volume, most value and most toxic materials to get to Zero Waste

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Generating Sources in any Business

1. Warehousing & Distribution
2. Offices
3. Food Services
4. Grounds
5. Construction
6. Manufacturing
7. Vehicular Maintenance
8. Retail
9. Housing & Hospitality

There are also gas and liquid emissions not associated with solids.

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Industrial Generation Point

- ✓ Manufacturing Scrap
- ✓ Transportation Packaging
- ✓ Pallets

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SURVEYS – Know Your Team

OBSERVATIONAL

- Current systems and practices
- Bin audits
- Daily activities and behaviors

INTERVIEWS

- Managers vs Employees
- Behaviors and Attitudes
- Motivating Factors
- Policies vs Practices

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Zero Waste: Reduce Risk –Increase Efficiency

RECYCLE

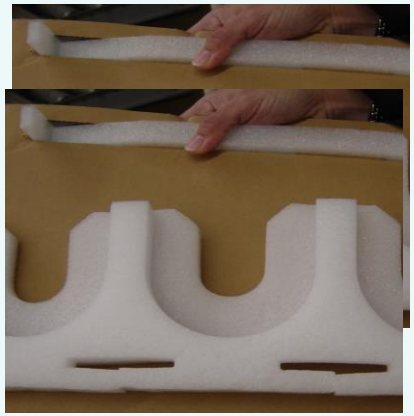
Optimized Packaging Style & Recycle waste

Before

After

Results

1. No glue to buy and store
2. No drying time



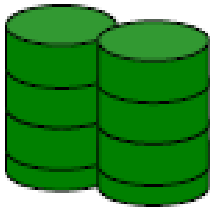
1. Much easier to separate Styrofoam from liner
2. No more use of a knife to cut the glued joint

Have tracking program for material flows

Packaging Optimization- Joint Effort

Chemical came in many small cans...

...now in drums



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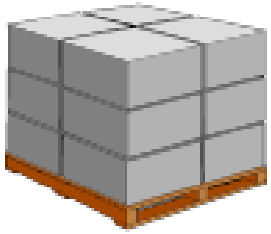
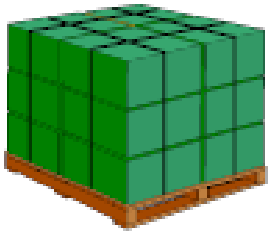
Reduction of:

- Labor time for switching cans and cleaning leftover chemicals
- Water usage
- Packaging material cost

6 individual cases were put into a master carton...



...no more master carton



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Reduction of:

- Packaging cost
- Packaging time
- Freight cost

REDUCE → **Reduce Unnecessary Packaging Material**

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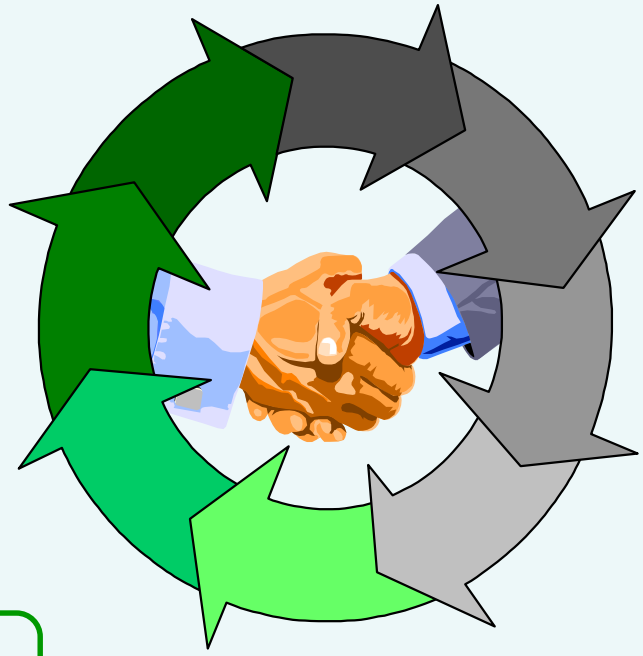
Partnership With Suppliers

Green Procurement



- REDESIGN
- RESPECT
- REFUSE
- REDUCE
- RETURN
- RECYCLE
- REUSE

Reduce total cost within Supply Chain

Document Reused Pallets and Shipping Containers

EXAMPLE: Earth Friendly Products

- **Product packaging arrives from vendors in cardboard boxes that are recycled.**
- **New boxes and inserts were then purchased to repack outgoing product shipments.**
- **Staff identified that boxes used for outbound shipments are similar in size to those coming from vendors**
- **Now they reuse boxes for outbound shipments using hand made stabilizing insert from old OCC boxes**

Clearly Label Receptacles

Example

- Labeling on bins and at eye level
- Utilize various colors to denote different materials
  - Waste = Black or Gray
  - Recyclables = Blue
  - Organics = Green

Stop waste.org stickers

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The No Brainers: Reduce Reduce Reduce

- ✓ If its in your restaurant, business, store –ONLY REUSABLES (Straws, napkins, ketchups)
- ✓ ZERO TRASH ZONES – Zero Waste means the environment
- ✓ Old School – what did we do before plastic
- ✓ Clean it with Green (vinegar, towels, etc.)
- ✓ Sodas – switch back to glass & aluminum
- ✓ Pride of ownership

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Ricoh's "Recipe for Success"

- **Objectives**
- **Leadership**
- **Benchmarking**
- **Organization**
- **Project plan**
- **Training & Promotion**
- **Use of 5R Concept**
- **Verification**
- **Continuous Improvement**

= Total Participation

Zero Waste Business Associate (ZWBA) Certification

- Trains professionals to implement Zero Waste
- Trains professionals to help facilities get certified Zero Waste by USZWBC
- Gives practical understanding of the most current Zero Waste business principles and practices
- Aids in professional growth
- Validates a commitment to true Zero Waste

*ZWBAs do not conduct certification audits or trainings on behalf of USZWBC

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Tuning in to Zero Waste

5th Annual National Zero Waste Business Conference

Wednesday, June 1st - Saturday, June 4th, 2016

Sheraton Austin Hotel at the Capitol, Austin, TX

By attending this conference, participants will:

- Learn about the latest best practices for businesses pursuing Zero Waste
- Network with the nation's leading businesses that have already achieved Zero Waste
- Meet vendors who can provide the latest equipment and services to get to Zero Waste
- Find out how to get a facility certified as Zero Waste
- Find out how to get certified as a Zero Waste Business Associate

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U.S. zero waste BUSINESS COUNCIL

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Stephanie Barger
Founder & Executive Director
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LinkedIn

@ZeroWasteBiz

Councils Committee

Pat Turnbull &
Councils Committee
Members

Pat Turnbull, IFMA Fellow, MA, LEED AP
IFMA Board of Directors
Councils Committee Chair 2014-16

Adding Value, Consistency and Alignment:

Councils Committee

Purpose: Strategically look at IFMA's Councils & Communities in order to clarify, define, align and strengthen these components, with the ultimate goals of:

- **better serving IFMA's members and the FM profession globally**
- **drive growth and engagement**
- **build alignment around IFMA's *Mission, Strategic Plan* and *Balanced Scorecard*.**

2014-15 Councils Committee Members:

(Together, all of us are smarter than any one of us alone)

IFMA COO
John Perry,
MBA

Chair & Board Liaison
Pat Turnbull
IFMA Fellow, LEED AP, MA
IFMA Board of Directors

Vice Chair
NI Chpt (Past Pres)
Bill Lewis CFM

ESS SAG (Rep)
Sheila Sheridan
IFMA Fellow, RCFM
LEED AP, O&M

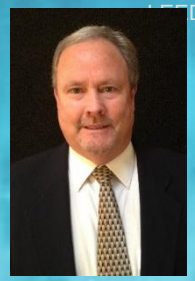
WE CoP (Chair)
Kate North, VP

BIM Lifecycle Ops CoP (Chair)
Andy Fuhrman
IFMA F

Membership
Mary Ressler

IT Council (Chair)
Ted Ritter
LEED AP, O&M

CREC Council (Chair)
R. Mark Ellis
CFM



BICUC Council (Chair)
Barry Lynch
NCARB, MBA, CFM, SFP, IFMA Fellow

LIC Council (Rep)
Chi Chpt (Past Pres)
Kevin Corrigan, CFM

EHSC Council (Chair)
Patrick Okamura
IFMA Fellow, CFM, SFP, FMP, CSS, CIAQM, REM, LEED AP

CFC Council (Past Chair)
Alice Hogueisson
CFM,SFP

2015 Committee Journey:

- What works?
- What doesn't?
- What's Possible!

Voice of the Customer (VoC)

Analysis of Council and Community of Practice (CoP) performance reveals a trend of declining enrollment

- **Of the 17 existing Councils, membership declined 27% over past two years.**
- **Of the 8 existing CoPs, membership of 2 declined, 5 flat, & one (WE) has extraordinary growth attracting new and existing members.**

But, in aggregate, without WE, CoP membership remained flat over past 2 years.

Voice of the Customer (VoC)

Survey of stakeholders revealed issues and challenges:

- Confusion around definitions
- Declining enrollment
- Inconsistent vision what "Best in Class" looks like & expectations
- Desire for clarity, alignment, defined deliverables and a new funding & operational model
- Need to be more effective/efficient, making it easier for volunteer leaders

Agreement that we need to address these things if these groups are to be sustainable, effective, and important contributors to the FM profession.

RISK & REWARD

- No Change
- Fear of failure
- Further decline
- Missed opportunity

- Better serve IFMA's members and the FM profession, globally
- Drive growth and engagement
- Build alignment around IFMA's *Mission, Strategic Plan* and *Balanced Scorecard*.
- New funding model
- Make it easier for volunteer leaders to do remarkable work.

3-Phase Approach:

1 Clarify & Define — timeline Q1-2 2015

2 Align & Structure — timeline Q3-4 2015

3 Approval & Launch — timeline FY 2016

Current Council and Community Structure Obsolete

Council

- Academic
- Airport
- Banking Institutions & Credit Unions
- City & Country Clubs
- Corporate Facilities
- Corporate Real Estate
- Environmental Health & Safety
- FM Consultants
- Food Services & Restaurant
- Information Technology
- Legal Industry
- Manufacturing, Industrial & Logistics
- Museums/Cultural

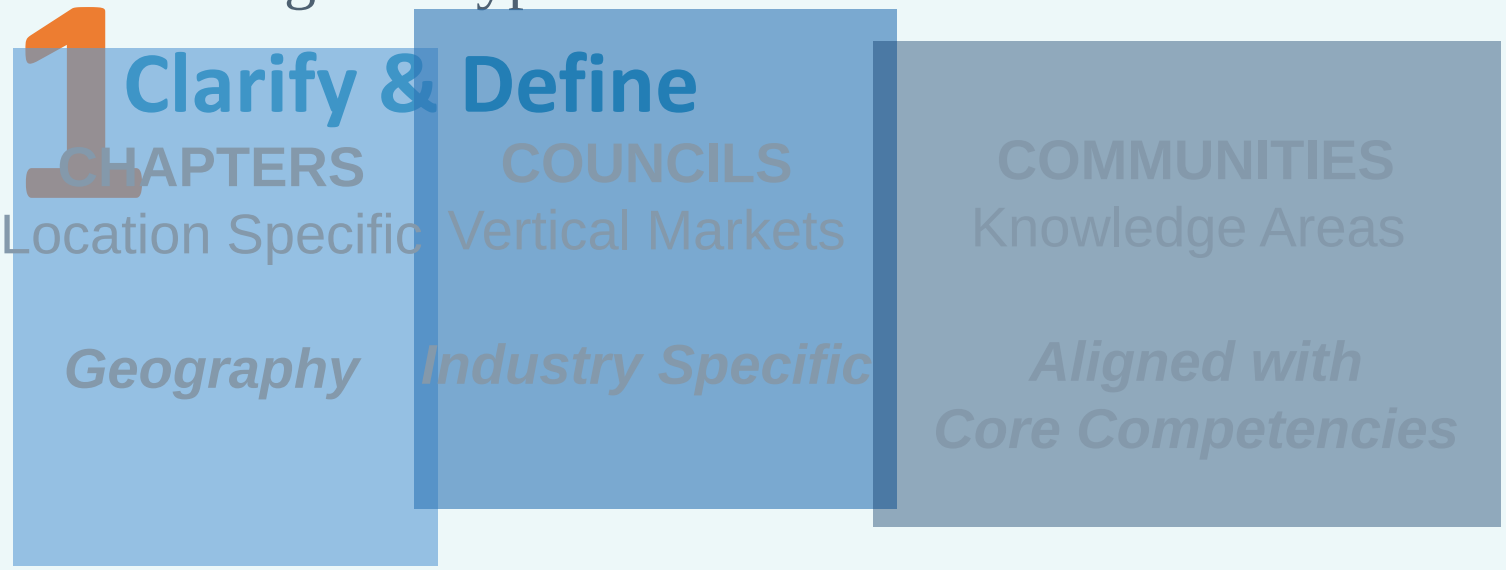
Communities

(of practice)

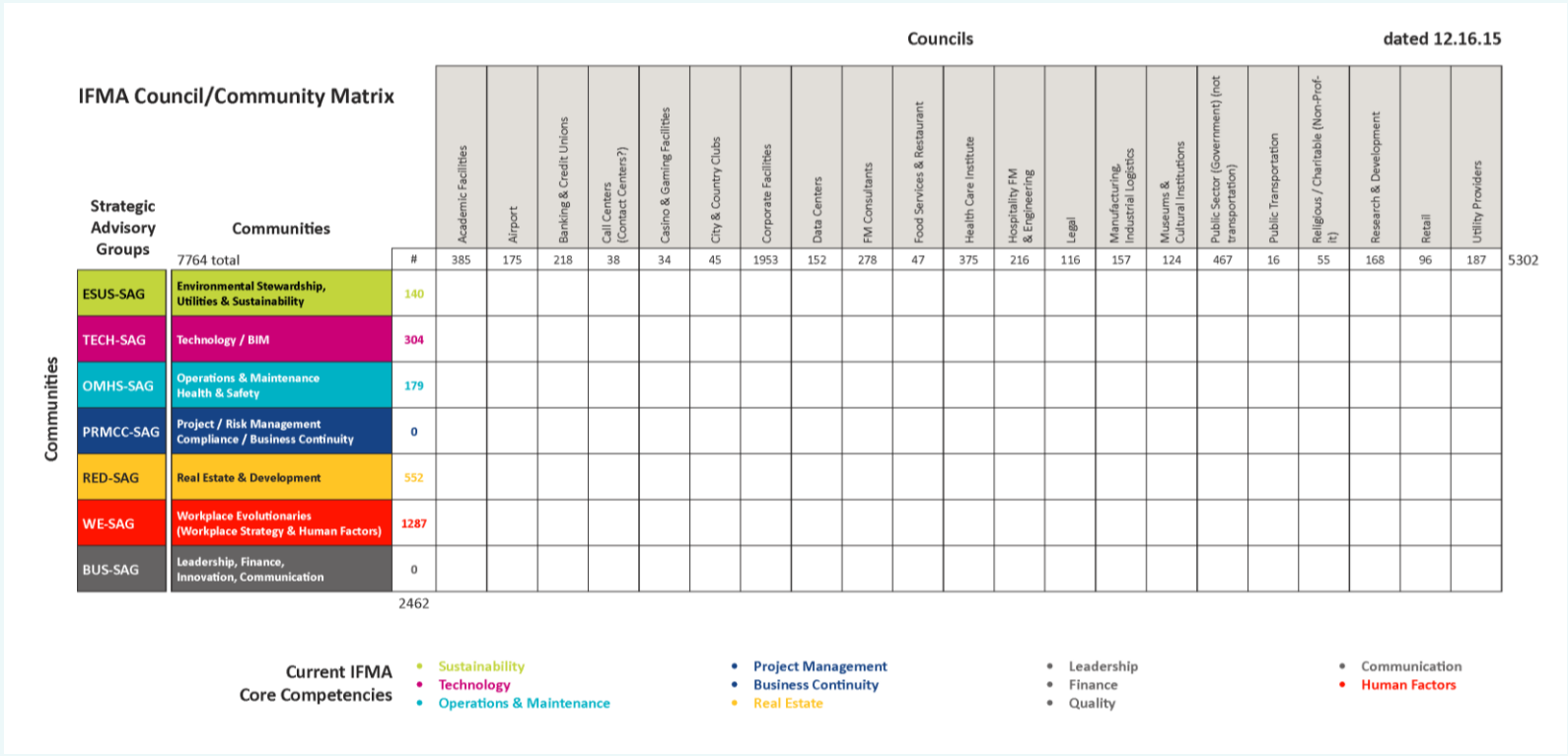
- BIM Lifecycle Operations
- Casino & Gaming
- Data Center
- Hospitality FM & Engineering
- Public Transportation
- Retail
- Workplace Evolutionaries (WE)
- Contact Center

Committee Recommendation - New definitions

- Components have organically evolved into new model – 3 main categories/types:



Committee Recommended –
New Council / Community Matrix



Councils

dated 12.16.15

IFMA Council/Community Matrix

Communities

Strategic Advisory Groups	Communities	#	Academic Facilities	Airport	Banking & Credit Unions	Call Centers (Contact Centers?)	Casino & Gaming Facilities	City & Country Clubs	Corporate Facilities	Data Centers	FM Consultants	Food Services & Restaurant	Health Care Institute	Hospitality FM & Engineering	Legal	Manufacturing, Industrial Logistics	Museums & Cultural Institutions	Public Sector (Government) (not transportation)	Public Transportation	Religious / Charitable (Non-Profit)	Research & Development	Retail	Utility Providers	
	7764 total	#	385	175	218	38	34	45	1953	152	278	47	375	216	116	157	124	467	16	55	168	96	187	5302
ESUS-SAG	Environmental Stewardship, Utilities & Sustainability	140																						
TECH-SAG	Technology / BIM	304																						
OMHS-SAG	Operations & Maintenance Health & Safety	179																						
PRMCC-SAG	Project / Risk Management Compliance / Business Continuity	0																						
RED-SAG	Real Estate & Development	552																						
WE-SAG	Workplace Evolutionaries (Workplace Strategy & Human Factors)	1287																						
BUS-SAG	Leadership, Finance, Innovation, Communication	0																						
		2462																						

Current IFMA Core Competencies

- Sustainability
- Technology
- Operations & Maintenance
- Project Management
- Business Continuity
- Real Estate
- Leadership
- Finance
- Quality
- Communication
- Human Factors

Adding Value, Consistency and Alignment:

2 Align & Structure

- Rationalize the **Financial Model** to enable innovation and performance
- Develop a **"Best-in-Class" Dashboard** for each component that focuses on desired deliverables that will create VALUE and a great MEMBER EXPERIENCE.

Make it easier for volunteer leaders to do remarkable work!

Funding Model - Overview

- **Council funding stays the same at $55/member fee with IFMA revenue split $30/$25**
- **Communities adopt same structure of $55/member with 100% of revenues going to support Community activities**
    - Budget for Community tied to Business Plan Submission, number of members/growth, etc.
    - Ability to explore sponsorships & other additional funding avenues
    - SAGs provide strategic over-site and guidance to IFMA Board

Adding Value, Consistency and Ease:

3 Approval & Launch

- Submit Recommendation to BOD for approval (Dec, 2015)
- Submit SAG leader candidates for BOD approval (Feb 16)
- IFMA By-law Amendments (eg House of Delegate Representation)
- Test & Refine BIC dashboard & Annual Plan template with Council & Community leaders (Jan-June 2016)
- Develop Marketing Plan/Communication Plan (Jan-June, 2016)
- Roll-out and Implementation FY2017

How you can help

- **Ask questions** *(include your name and contact info)*
- **Share your perspective** and discuss details.
- **Respond to upcoming inquiries** regarding your input on the "Best in Class" Component Dashboards
- **Identify other pride and pain points** so we can share and address them

You got Friends.

- **Pat Turnbull,** Chair Councils Committee
  pat.turnbull@kayhan.com
  847 **987-2301 (c)**

- **Mary Ressler at mary.ressler@IFMA.org**

ESUS Update

- **Waste Stream Guide in Knowledge Library (Bill)**
- **New liaison call format**
  - Chapter related IFMA presentation
  - Third party presentation
  - ESUS update
  - Chapter presentations

Chapter PresentationsTemplate

1. How is sustainability group organized in your chapter
2. Sustainability activities chapter is are involved with
3. What's on your web (and URL)
4. Wish list? what else is chapter interested in, needs not being met, potential role of IFMA national
5. Contact info for you as sustainability liaison

2016 Webinars:

Jan 21 Sustainable Procurement
Feb 17 ENERGY STAR (Guide Webinar)
Mar 8 Getting Started (Guide Webinar) – confirmed (178 registrants)
May 18: 12 PM Central: Measuring and Reporting (Guide Webinar)(375 registrants)
Jun 22: Waste Disposal (Guide)
Jul: Voice of the Tenant/Tenant Star (with EPA) (confirmed)
Aug: Resilience Planning for Facility Managers (confirmed)
Sep:
Oct: WWP, no webinar

Webinar URLs>KL

- 2015
- Mar 24, Emissions: https://attendee.gotowebinar.com/recording/1261714147782873089
- May 19: Guide Updates: Green Rating Systems, Lighting, ENERGY STAR: https://attendee.gotowebinar.com/recording/9191569029629882114
- July 21: Sustainability Update, Electric Vehicles, LEEP Initiative https://attendee.gotowebinar.com/recording/83401325178732764l7
- Oct. 29: Occupant Engagement (panel) : https://attendee.gotowebinar.com/recording/5725472975881027585
- 2016
- Jan 21 Sustainable Procurement: https://attendee.gotowebinar.com/recording/4973828137377506306
- Feb 17 ENERGY STAR - https://attendee.gotowebinar.com/recording/8637296428037464835
- Mar 8 Getting Started - https://attendee.gotowebinar.com/recording/6074554726479061505
- May 18: 12 PM Central: Measuring and Reporting - https://attendee.gotowebinar.com/recording/4662997302282251010

How-to Guides

Updates Completed: Lighting, Green Rating Systems, ENERGY STAR, Waste

14 Updates Moved to Knowledge Library With Metadata:

Status of Guide Updates:

1. Getting Started (in process of being updated)
2. Carbon Footprint (done, in production queue)
3. *U.S. Government Policy Commissioning*
4. *Data Centers*
5. *Landscaping*
6. Water (in discussion with potential authors)
7. *Low Cost/No Cost Energy Savings*
8. *Food Service*
9. ENRGY STAR (done)

Italics = No update author found yet

Guides- cont.

10. Green Rating Systems (done)
11. Waste Stream Management (done)
12. *Green Cleaning*
13. Lighting (done)
14 *Commissioning*

New Guides Under Development

1. Occupant Engagement (done, in production)
2. Measuring + Reporting (done, in production queue)
3. Green Procurement (outline under development)

Third Party Partnerships

1. City Energy Program.
2. Dept. of Energy.
3. Sustainable Purchasing Leadership Council.
4. U.S. Zero Waste Business Council.
5. Global Energy Storage Alliance.
6. EPA.

Upcoming SAG Liaison Calls

- Tuesday, July 26 @ 12 PM CST
- Tuesday, September 27 @ 12 PM CST

Thank you for joining us today.

Questions? Comments?
Want to get more involved? Email us at
sustainability@ifma.org

Contact: Jaclyn Lee

Jaclyn.lee@ifma.org