

PepsiCo Green Toolkit

- I. **Getting Started – building a local PepsiCo Green Team!**
- II. **Going Green at your site**
- III. **Planning Green Events**
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I. Getting Started - Building a Green Team

Congratulations on starting a PepsiCo Green group in your location! Below are a few steps to consider in initially forming the team:

1. **Find a co-leader:** consider finding another interested person to co-lead the team with you
2. **Assess the current situation** and environmental sustainability practices at your site.
 - a. Talk to the facilities manager, Health, Safety and Environment (HSE) manager, and/or Resource Conservation (RC) champion to see what your site is already doing from an environmental perspective.
 - b. Consider the following questions while assessing the site:
 - i. Are there bins for paper and can/bottle recycling?
 - ii. Are people recycling?
 - iii. Are lights and other electronic equipment left on after hours without any need?
 - iv. Are people printing excessively?
 - v. What are the utensil and container options in the cafeteria?
 - vi. What are other current practices that could be more sustainable?
3. **Gain local leadership support** or “buy-in” from upper management. Develop a presentation to give to management to gain their alignment to form a team. Be clear on what type of support you need from management (e.g., speaking at the kick-off meeting, send email, voicemail, etc.) Also, let them know if you and your team will need some funding and have a rough break-down of where the money will go. Lastly, at the very least, make sure to ask your leadership team to show general support of the initiative. You might even ask for one of the leadership team members to sponsor your group.
4. **Schedule a meeting** and meet with management and essential stakeholders. Involving stakeholders who may be directly affected by green initiatives (e.g. facilities or purchasing) in the early planning phases is very important. You may want to make a note about determining how to manage off shifts and hourly attendance (OT, come in on non working shift, etc.).
5. **Solicit volunteers:** Once you have alignment with management to create a team, send an e-mail to associates soliciting volunteers. Bigger is usually better for Green Teams. Since teams are mostly voluntary and time availability will vary with members depending on what work projects are going on, engaging a wider network of people to do activities is a key factor in keeping the momentum

going. Mention to your team members that they can include their responsibilities as a “people objective” in the volunteer’s PDR.

6. **Seek committed individuals** who are interested in efforts to make their workplace more sustainable. If possible, ensure that team members represent an appropriate cross-section of your organization, including all levels of employees and different departments. Be sure to include a representative from facilities, maintenance and purchasing. These employees will be directly affected by the program and should help with its design.
7. **Get things started** – A kick-off meeting can really get things going; new members can meet each other, administrative details can be explained, and project ideas can be generated. At this first meeting, be prepared to cover communication methods, clarify roles and expectations and develop preliminary goals and objectives. Start small (focus on reducing, reusing, and then recycling). Divide the team into sub-teams based on the team structure and goals you identified in your presentation to management.
8. **Communicate** – develop a meeting schedule and identify a regular meeting place, etc. Decide the communication methods you’ll use to distribute meeting agendas, minutes and project updates, and who should be included in the distribution list(s).
9. **Choose projects wisely**. It’s important to tackle projects that are most impactful and whose success can be quantitatively measured.
10. **Develop a strategy**: Develop a strategy of events for their area (e.g. what does the infrastructure sub-team want to accomplish in the first year? Such as install recycled bins throughout the building.) Leverage the RC and HSE group to help track any utility or solid waste progress as they are required to do this already.
11. As needed, share the proposed event calendar to management
12. Execute events and goals and help promote environmental sustainability!

Clarify Roles and Responsibilities

During the planning and implementation stages of projects, the team will be active and may require frequent meetings and communication. Make sure each team member knows his or her role in the team and/or specific project, and how his or her responsibilities fit into the team’s timeline.

Monthly meetings will also likely be required to continue the momentum of the team and identify future projects. Expect to schedule one hour per month for these meetings. This time can be used for updates, for recognition of achievements, for guest speakers or training. Roles that commonly need to be filled at these meetings include the PepsiCo Green leader, communication leader, and employee education leader.

Below are some examples of possible roles in your team and the associated responsibilities. PepsiCo Green Chicago used these roles listed below to organize themselves. However, this is just an example to give you an idea of how we organized ourselves and does not need to be replicated.

PepsiCo Green Lead & Co Lead

- Develop strategy and build leadership support through an annual operating plan and year end review.
- Review all event strategies and content before release to ensure coordination among team and events.
- Create leadership & volunteer opportunities
- Promote team connectivity and facilitate green team events.
- Raise organizational awareness
- Budget management

Employee Education Manager

- Develop strategy and lead all employee programming such as lunch & learns, speaker series, 101s, etc.

Communication Manager

- Create and execute communication strategies for the organization (internal site communication, e-mail communication, website (as applicable)).

Annual Events Manager

- Lead annual events such as Earth Day and America Recycles Day
- Coordinate with other sub-team leads as needed for programming to support the event

Community Relations Manager

- Coordinate Community Events by either planning events to go out into the community or internal events with that involve community participation (e.g. school trip to the Sustainability Center)
- Coordinate with PepsiCo local Community & PR teams as needed

II. Going Green

There are three simple ways every employee can help make PepsiCo become a "greener" place at work. Reduce, Reuse, and Recycle. This list of ideas is intended to help you and your team think of new ways to lessen your impact on the environment and green your site. Another great way to come up with ideas is to brainstorm with others in your group.

REDUCE

Reducing Energy

You can make a difference by reducing the amount of electricity you consume at work. Here are some ways to reduce the amount of electricity you consume on a daily basis:

- Only turn on desk lights when needed, and make sure you turn them off at the end of the day
- Turn off monitors, computers and laptops at the end of the day (these machines still use energy when in the standby mode)
- When you go on vacation or will be out of the office, unplug your docking station so it will not be in standby mode
- Turn off overhead office lights when not in use.

- Work with your building management to see if sensors can be installed in less frequently used spaces (ex. conference rooms, store rooms, etc.) so that lights turn off automatically when no one is in the room
- Unplug chargers when not in use (blackberry, cell phones).
- Do not use unauthorized appliances / electrical equipment (e.g., space heaters)
- Take the stairs instead of the elevator

Reducing Paper

Here are some ways to reduce the amount of paper on a daily basis:

- Think before you print---Do you really need a hard copy? Only print when necessary
- Use spell-check and proofread on the computer prior to printing to ensure accuracy
- Use electronic files on your computer instead of paper files
- Utilize Pepline or your local equivalent to advertise events instead of using fliers. Attach a link to a file so that people who want to can print out the calendar of events, directions, etc.
- Share emails, decks, spreadsheets and documents electronically instead of printing
- Double-sided printing and copying should be the norm so find out how to set your print options so that you automatically print double-sided
- When ordering a new printer, make sure that it can duplex (print on both sides of the paper)
- Use overhead projectors for presentations instead of distributing printed copies.
- Eliminate desk-drops and giveaways or only give away items which are long lasting, useful, and made with recycled content; If necessary, post a sign on the doors on each floor.
- Post or project agendas or meeting information instead of handing out individual copies
- Purchase products with no packaging, less packaging, or reusable packaging

Reducing Waste

Land is not an unlimited resource. Most trash that leaves your facility goes to a landfill. You can make a difference by reducing the amount of waste your building sends to the landfill. Here are some ways to reduce the amount of waste on a daily basis:

- RECYCLE, RECYCLE, RECYCLE. Follow the recycling guidelines for all plastics, glass, aluminum, corrugate, and paper
- Make it easy for people at your facility to recycle by providing bins in convenient locations. Provide a recycling bin for recycling paper at each desk, workstation, or office. Provide larger recycling bins to recycle plastic, glass, and aluminum cans in cafeterias, coffee rooms, large conference rooms, and training rooms (see suggested Ordering Information below).
- Encourage on-site cafeterias and coffee rooms to provide biodegradable serving materials
- Only take the napkins and silverware that you know you will use.
- Eliminate unnecessary pages from presentations.

REUSE

- Keep a durable mug, glass or bottle at your desk that you can reuse for coffee, water and other beverages instead of using disposable cups. Consider ordering mugs or cups with the PepsiCo Green logo to kick-off the initiative
- Reuse shipping boxes and plastic bubble wrap when possible
- Reuse inter-office envelopes
- Encourage employees to use cloth bags instead of plastic and paper bags. Consider ordering cloth bags with the PepsiCo Green logo. (see suggested ordering information below)

RECYCLE

Every employee can make a difference by participating in a Recycling Program. Instructions on how to purchase recycling bins for your facility can be found below. To make it easy for people to participate, we recommend placing clearly labeled recycling bins (for paper) at each desk and green bins (for plastics, aluminum, and glass) in common areas such as cafeterias or break rooms. Check with your local municipality to see what you can and cannot recycle at your site and your community.

Below is an example of what PepsiCo Chicago can recycle. Contact your local recycling vendor to see what you can recycle and tailor this list to your site.

Paper Goods

- Please recycle all paper products in the Blue Recycling Bins by your desk or in the copier rooms. This includes:
 - Computer paper (white and colored)
 - Envelopes and other Office Papers
 - File Folders (no metal or plastic)
 - Newspapers, Magazines, Junk Mail, Cardboard

Do not throw food waste into the recycling bins as that contaminates the recyclable material

Plastics, Aluminum, Glass

- Please recycle all plastic bottles, aluminum cans and glass bottles in the bins with green lids in the following locations:
 - Common areas in your facility
 - PepsiCo Chicago:
 - Orange and Green Conference Rooms on each floor
 - Café/Vending areas on each floor
 - Near south side glass doors on most floors
 - Dedicated recycling area in the cafeteria
- Please do not throw plastic bottles or aluminum cans in the Blue Recycling Bins at your desk—these are for paper goods only

Phone/Computer/Battery Recycling Programs

Sponsor periodic recycling programs on-site such as phone, computer and battery recycling drives.

Suggested Ordering Information

*** dependent on site funding and approved by management at the site location****

Recycling bins:

Recycling bins can be purchased directly from Grainger (www.grainger.com), who is in SAP (note that PepsiCo discounts may apply)

For bottles:

- bottle/can top (Grainger item # 5M780) **\$37.15**
- receptacle
 - 15 Gallon (Grainger item # 3XH24 or #5M807 or # 5M808) (\$43.70)
 - 23 Gallon (Grainger item # 5W406 or # 3U641) \$57.70

For paper:

- paper slot top (Grainger item # 5M778) **\$39.05**
- receptacle
 - 15 Gallon (Grainger item # 3XH24 or #5M807 or # 5M808) (\$43.70)
 - 23 Gallon (Grainger item # 5W406 or # 3U641 or #3U630) \$57.70

Coffee Mugs

Coffee mugs were ordered from CFj Manufacturing (already an approved vendor in SAP). Work with a CFj consultant to decide on the design of the mug. Cost varies with the quantity ordered. Past orders have been \$5.85/each for mugs.

Cloth Bags

Cloth Bags to use for groceries etc were distributed to employees. The bags were ordered from Target Marketing Group (already an approved vendor in SAP). CFj Manufacturing can also assist with fulfilling an order. Approximately \$4 - \$5 per bag.

III. Planning Green Events

1. Identify your topic/theme -- should connect to one of the key PepsiCo Green platforms
2. Identify your speaker -- either internal to PepsiCo or an external guest speaker
3. Book your speaker and event space
4. Communicate event to associates, including:
 - Announce the upcoming event through internal channels (email, websites, internal newsletters, kiosks)
 - Solicit and collect RSVPs
 - Leverage your local sponsor
5. Work with speaker(s) on content outline, actual content, and event timing. Review materials as applicable/available.
6. Coordinate food & beverage for event.
7. Track event attendance.
8. Send reminder notice to confirmed attendees day prior to event.
9. Post-event, post materials/presentation to intranet (once available) or share with participants as requested.

10. Distribute survey to event attendees to gauge event/speaker effectiveness.

A. Best in Class Example - Internal Speaker

1. A LEED 101 event was held by PepsiCo Chicago Green in January 2008. The event tied into the PepsiCo Chicago Green effort to secure LEED certification for the Quaker Plaza building.
2. The event educated associates on "Going Green" to help the Plaza earn a LEED certification. (LEED is an acronym for Leadership in Energy and Environmental Design, a green building rating system.)
3. The team invited internal expert Rich Schutzenhofer, SVP of Engineering, to present the basics of LEED certification.
4. The event was held in the cafeteria
5. Approximately 70 associates attended the event
6. Strong associate engagement during the event, with lots of interaction and questions, as well as positive feedback after the event.

B. Best in Class Example - External Speaker

1. A "Green Gardening" event was held by PepsiCo Chicago Green in May 2008. The event tied into the PepsiCo Chicago Green effort to raise employee awareness of green behaviors they could incorporate into their daily lives.
2. The event educated how associates could take a greener approach to home lawn care, gardening, and landscaping.
3. The team invited external guest speaker Eliza Fournier, Coordinator of Community Gardening at the Chicago Botanical Gardens, to present.
4. Approximately 30 associates attended the event
5. Strong associate engagement during the event, with lots of interaction and questions, as well as positive feedback after the event.
6. The presenter's materials were made available to event attendees after the event:
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IV. Keep It Going – Make it Fun!

1. **Track and record progress.** Make sure that your team is tracking progress and recording recycling improvements, electricity usage / paper consumption (if possible), sustainability events, etc.
2. **Publicize your efforts!** Let others know what the team has accomplished and what impact this has had on the environment and to the site's bottom line.

- 3. Make green goals part of the job.** Participating in Green Team efforts is often an opportunity for the employee to develop and enhance leadership and teamwork skills. Having PepsiCo Green goals written into team member's quarterly goals will help support the employee in their development process.

- 4. Making it fun works to engage people in green team initiatives.** Among the successful goals we have used or suggest include: Giving away fun incentives like CFL bulbs, free mugs, or gift certificates is an effective way to recruit new members and keep the energy fun amongst existing members; Sustainability Movie Showings (e.g., Inconvenient Truth); Office competitions to spur impact, for instance measuring how much each project team or floor is reducing paper and energy use and recycling vs. throwing away trash. Competitions are really fun, especially if there is a reward for the winning team or floor.