



TELUS Green Contact Centre Solutions Seminar

The business benefits of being green

Joe Pach, TELUS, Director of Environment

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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..."



agenda

- context
- defining Corporate Social Responsibility (CSR)
- shifting work styles
- working with others
- emerging trends



why is being green important?

- 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
- Now a “hot-button” political issue that Federal parties cannot avoid



it is more than a fad...

- 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?



defining CSR

A firm's accountability to internal and external stakeholders for organizational performance towards the goal of sustainable development. This term is considered synonymous with others (e.g. "triple bottom line") used to describe an organization's economic, social and environmental performance.

– Source: Global Reporting Initiative, 2006



corporate social responsibility (CSR)

Being a leading corporate citizen

For our economy

- 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

For our society

Customers

- Privacy
- Product safety
- Satisfaction

Communities

- Community investment
- Philanthropy

Team Members

- Recruitment, retention, development and engagement
- Labour relations
- Health and safety

For our environment

- Impact of our operations
- Influence in supply chain
- Climate change

TELUS must incorporate CSR into key business decisions



what is TELUS doing?

corporate social responsibility

CSR Reporting: 2007/2008

- participated in the Carbon Disclosure Project - Total direct and indirect CO₂ emissions of 376,000 tonnes – (75,000 cars)
- listed on Dow Jones Sustainability World Index – 8th consecutive year
- CICA – award for excellence in CSR reporting

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
- reduced energy consumption by 10% (2003 – 2007 /\$ revenue)
- avoided 395,000 tonnes of Carbon through internal audio & video conferencing

TELUS green solutions

moving information & ideas

- telework
- video conferencing and collaboration
- mobile work and fleet management
- electronic forms and contracts
- energy efficient hosted servers
- home based call centres
- Tools to track the green bottom line

internal commitment

taking individual responsibility

- commitment to LEED building standards for new real estate
- 38% of TELUS team members took environmental training in 2007
- TELUS Green team
- CSR leadership team



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 CO₂
- 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

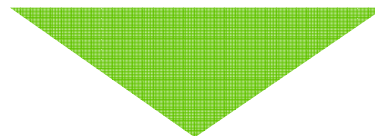
traditional workstyle

- 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”



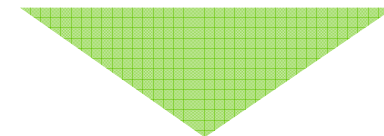
resident

- 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.)

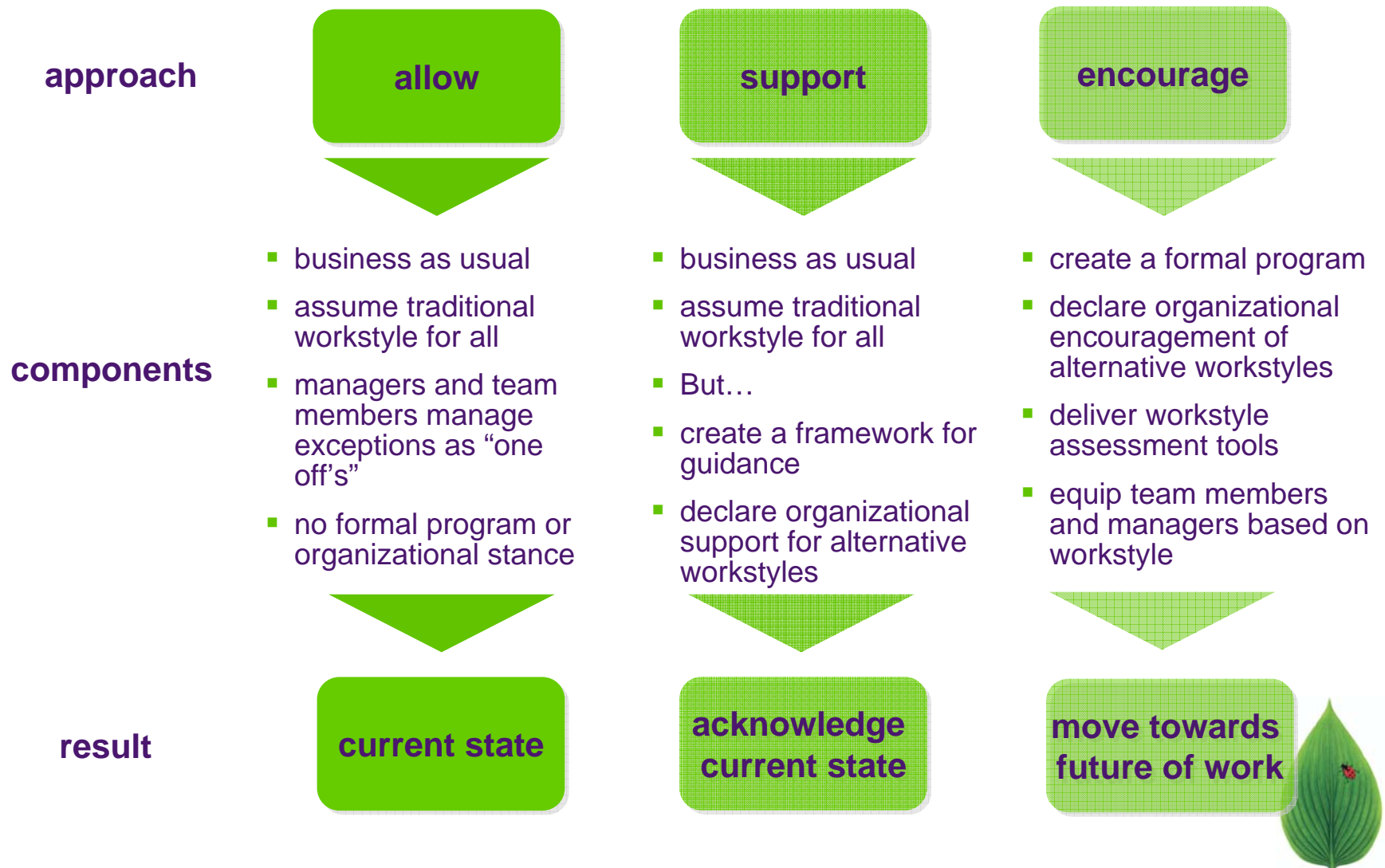


teleworker

- 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

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.


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Work Styles



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 started

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

- 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

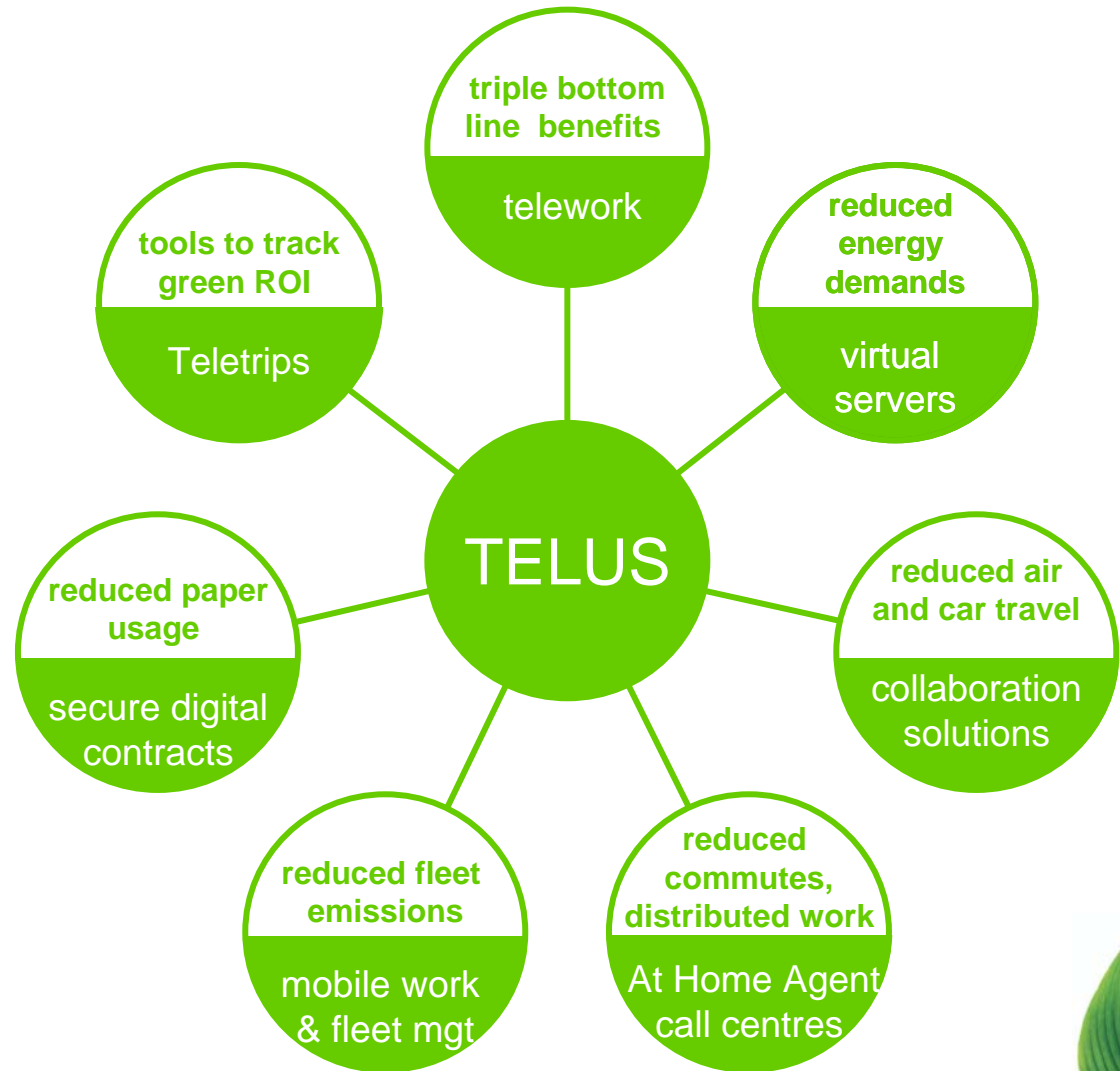
employee
benefits

environmental
benefits

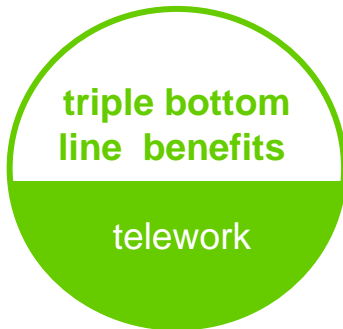


moving thoughts & ideas

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



triple bottom line benefits



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



measuring green ROI



supporting reduction objectives by providing the means to measure progress in real terms

- tools to accurately track triple bottom line impact of telework and video conferencing:
 - tonnes of carbon emissions reduced
 - employee time saved
 - fuel and vehicle depreciation savings and money saved
- what does one teleworker mean?*

 - 160 hours of commute time saved / yr (4 weeks NOT driving)
 - \$2000 savings / yr in fuel, maintenance and depreciation
 - 2+ tonnes of CO2 emissions reduced



reduce travel

reduced air
and car travel

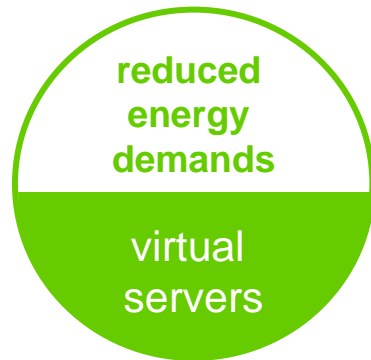
collaboration
solutions

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.



reducing IT energy demands



Thindesk -- hosted desktop management using thin client PC's

- thin clients use 10 times less energy
- for every 1000 thin clients replacing the traditional PC:
 - approx \$12,000 in energy saved
 - approx 65 tonnes CO2 saved
- Thindesk centralized 120 + servers from over 30 locations into a single TELUS data centre
- TELUS virtual servers further consolidated into just 4 servers
 - 30 to 1 ratio in server reduction
 - Actual energy costs savings approx. \$25,000 / year

Source: WYSE.com



reducing paper waste



TELUS Secure Contracts -- a paperless contract management solution delivered in conjunction with partner Recombo

- results of Recombo / TELUS research (Leger Marketing poll):
 - average working Canadian prints 30 pages of documents a day – and wastes 10
 - 2 out of 5 Canadians are printing more than they did 5 years ago
 - 51% believe their employer could be greener
 - only 16% of Canadians say their employer has a paper management policy
- TELUS Secure Contracts makes business more efficient with secure, accurate auditable, legal digital signature
- improves convenience, reduces courier and administration costs and reduces paper waste

*Sources:1995, Coopers & Lybrand, 1997 IDC



emerging trends and initiatives

- Provincial and (eventually) Federal regulations governing carbon emissions – beyond Kyoto
- Provincial regulations governing e.waste
- Extending influence in the supply-chain
- Marketing will/must go beyond green:
 - Blue – water awareness
 - CSR – e.g. President's Choice



emerging trends and initiatives

- Leadership
 - Inclusive, sustainable leaders:
 - Adopt, and live, a set of values
 - Place human relationships at centre stage
 - Define the purpose of the enterprise in other than purely financial or commercial terms
 - Include sustainable development
 - This leadership must be found not only in the organization's management but also among team members and the supply chain

Emerging recognition that new and inclusive management style required



conclusions

- True sustainable leadership requires a combined understanding of economic, social and environmental impacts of business decisions
- Sustainable leadership must be approached as a long-term strategic investment that continues despite occasional short-term economic pressures
- Sustainable leaders must be found at all levels of an organization. It is more than tone at the top. Rather, it needs to be woven within cultural fabric of organization in order to succeed
- Financial markets are only just starting to realize importance of triple bottom line
- Important to sustain transparent credibility
- CSR helpful with recruitment and retention



Thank you

the future is friendly[®]

