



# Tips for Manufacturers on your Sustainability Compliance Journey

Presented by: Lisa Peterson | President, Aftan Engineering



# Agenda

- Sustainability
- Know your “WHY?”
- Some common stakeholder requests
- Three steps to developing a sustainability plan

# A balance of Planet, People & Profit



Poll Question 1:  
Which of the following  
acronyms associated  
with sustainability  
have you heard of?

- CDP/GHG/SBTi/TCFD
- CSR
- ESG/GRI/SASB/UN SDGs
- ISO 14001/ISO 26000/ISO 45001
- LCA/EPD/PCR
- LEED/WELL
- REACH/RoHS

# What's the History?

- Environmentally and socially conscience investors
- ESG Reporting
- Continuous improvement of the large publicly traded companies
- SEC

# Sustainability...Why?

Customer

Sales/  
Marketing



Financial  
Institution

Employees

Board/Owners

Poll Question 2: Which of the following stakeholders do you believe will be your first “WHY”?

- Customer
- Sales/Marketing
- Board of Directors/Owners
- Employees
- Financial Institutions



# What do my customers want?

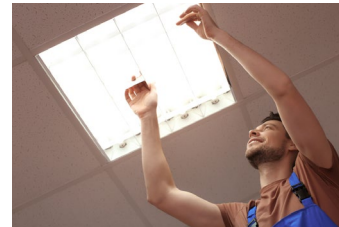




# What does my sales and marketing team or my board want?



# What do my employees want?



# What do financial institutions want?



# | Ready to go...

You now know:

- Why you are embarking on a sustainability journey
- What you likely need to do as a first step

# Your Sustainability Plan – Step 1

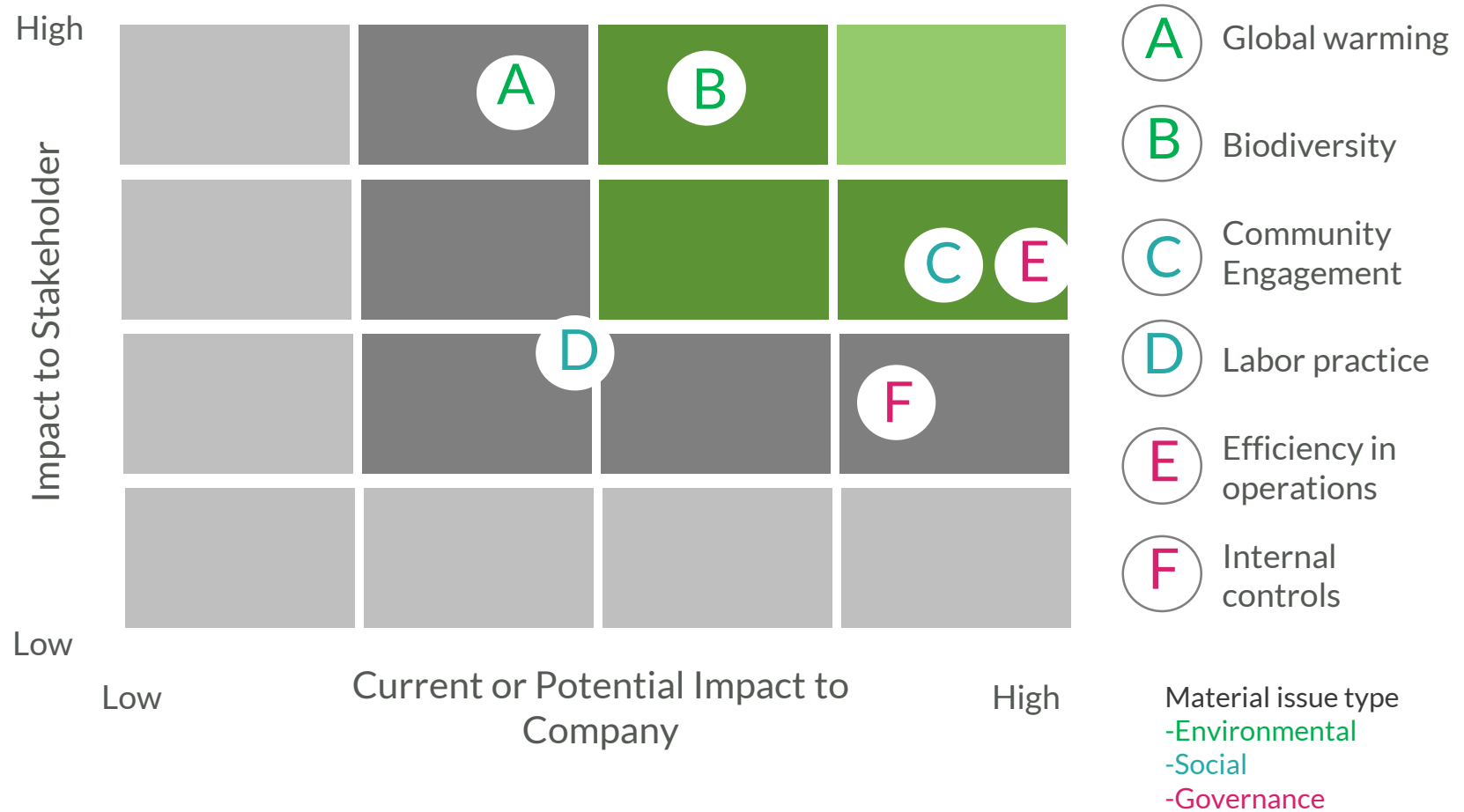
- Step 1: Benchmark

- Benchmark with respect to suppliers, customers and competitors;
- Consider what you've heard from stakeholders and understand their interests.

## Your Sustainability Plan – Step 2

- Step 2: Develop metrics or key performance indicators
  - Use a materiality matrix to show aspects of your business that are important to your stakeholders as well as your business
  - Select appropriate metrics from the matrix

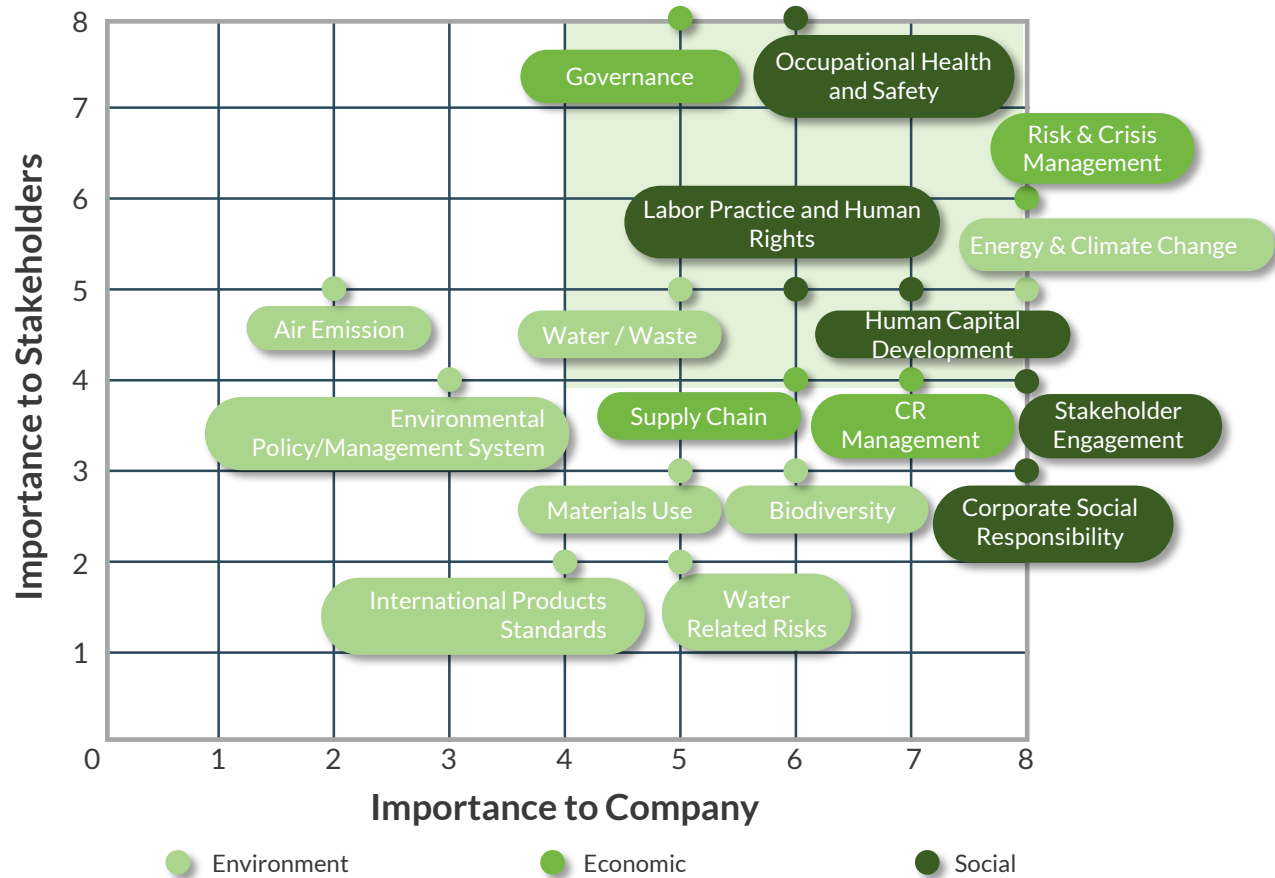
# Materiality Matrix for Company ABC





# Materiality Matrix

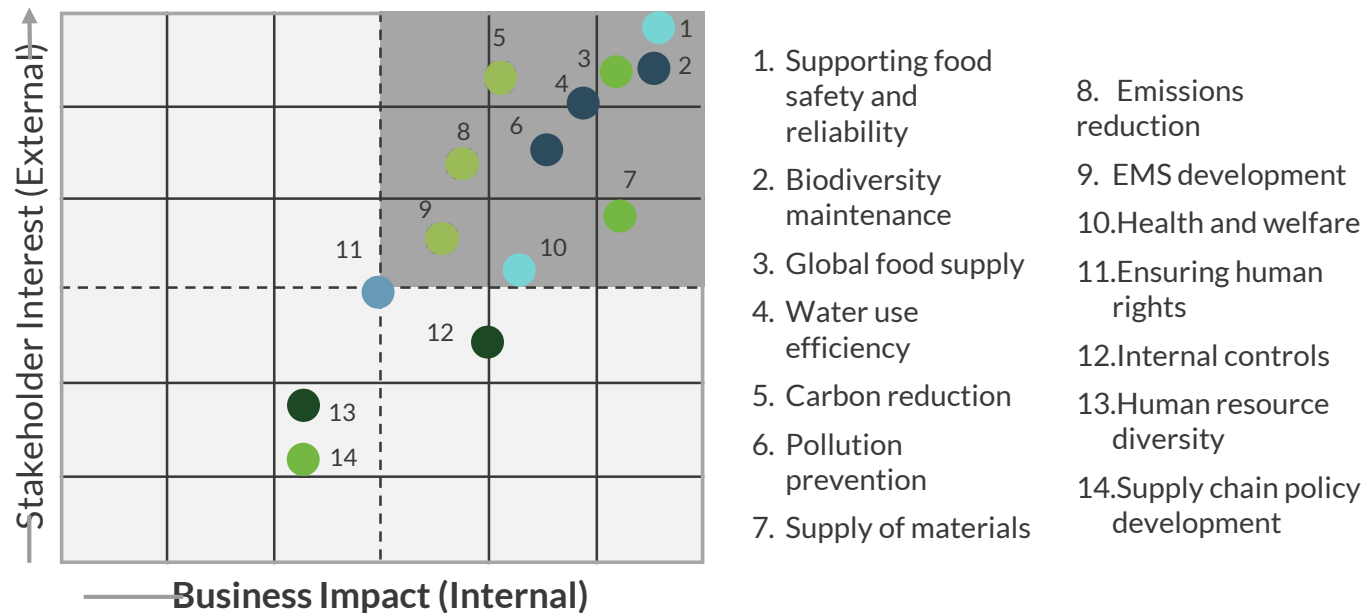
The APlus Company Materiality Matrix



# Materiality Matrix

XYZ Company

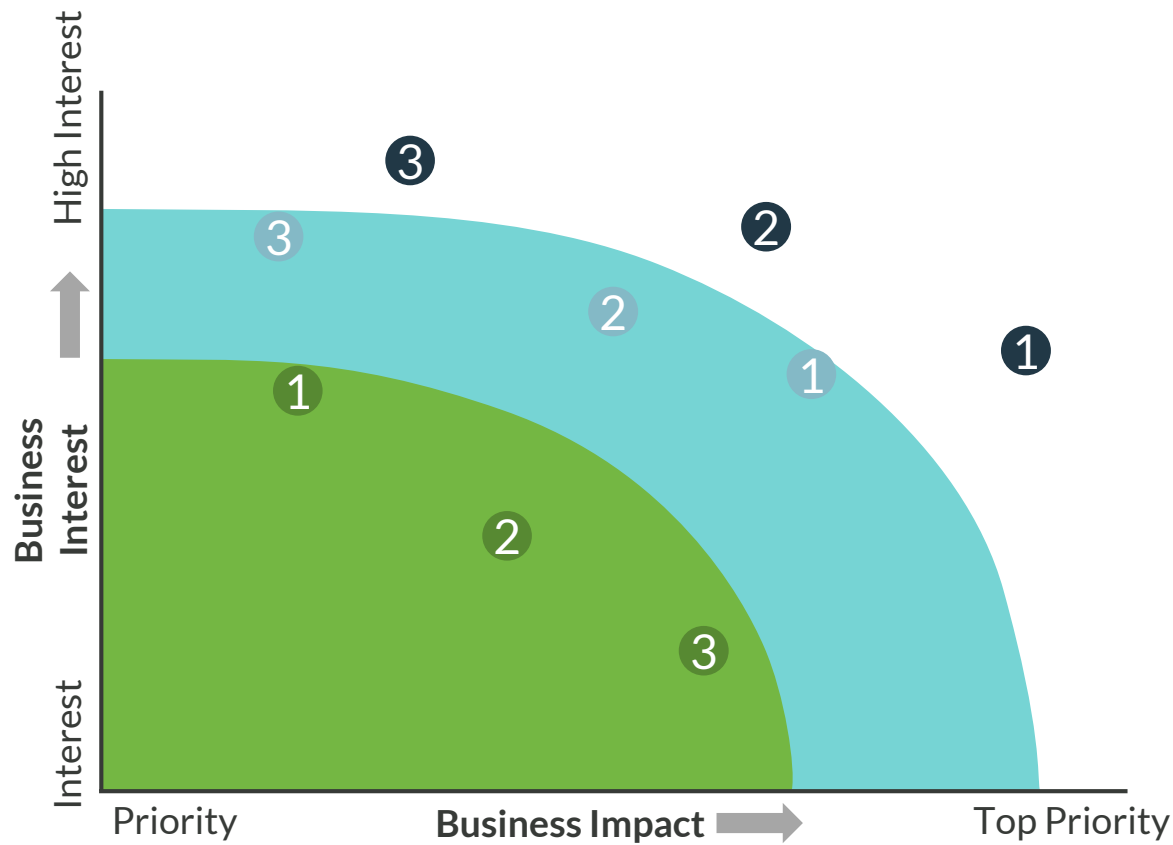
Issue type



- 1. Supporting food safety and reliability
- 2. Biodiversity maintenance
- 3. Global food supply
- 4. Water use efficiency
- 5. Carbon reduction
- 6. Pollution prevention
- 7. Supply of materials
- 8. Emissions reduction
- 9. EMS development
- 10. Health and welfare
- 11. Ensuring human rights
- 12. Internal controls
- 13. Human resource diversity
- 14. Supply chain policy development

# Materiality Matrix

Company 123



- 1 Efficiency in operations
- 2 Community engagement
- 3 Pollution prevention
- 1 Internal controls
- 2 Energy use
- 3 Global warming
- 1 Biodiversity
- 2 Labor practice
- 3 Human rights

# Your Sustainability Plan – Step 3

- Step 3: Document your sustainability plan
  - Include metrics, specific tasks or actions needed to meet the expectations of stakeholders, and goals for achieving these
  - Determine what you want to make public to support your advertising and your sustainability image
  - Remember that the sustainability plan is a living document

# Why be intentional about sustainability?

- What you likely need to do as a first step
- Supports sustainable decision-making processes at all levels within a company or organization
- Shapes organizational strategy
- Guides innovation and drives better performance and value creation
- Attracts (maintains) business

Poll Question 3: Which of the following benefits do you believe you will achieve by having a sustainability plan and executing on it?

- Improved engagement with existing customers
- Improved engagement with employees
- Improved company performance
- Opportunity to win new business
- Other

# Questions and Conversation

Lisa Peterson, PhD, P.E.

610 – 914 – 1356

[lpeterson@aftan.com](mailto:lpeterson@aftan.com)