

## Businesses Win

Both the Clean Air Indiana Business Challenge and the Business Pledge program are aimed at involving management and employees in voluntary actions that will benefit air quality and our economy. Management and employees benefit in a number of ways when they participate in voluntary clean air projects and programs. Following, are reasons for management and employees to take action.

**Management Benefits:** There is a compelling case for clean air actions in business today. Investing in emission reductions generates a wide range of benefits. These benefits are both quantitative, such as savings from energy efficiency and reduced operation and maintenance, and qualitative like improved public health and employee morale. Many local governments and businesses are successfully reducing their emissions and increasing their “triple bottom line” by capturing the diversity of social, economic and environmental costs and benefits.

Social benefits include:

- Contribution to meeting program goals
- Enhanced customer trust
- Employee involvement
- Recognition in the community for positive actions
- Improved health and work environment
- Recognition as socially responsible

Economic benefits include:

- Cost reductions
- Free publicity
- More favorable credit terms in market place
- Competitive advantage
- Reduced liability
- Possible reductions in permit fees
- Fewer accidents
- Less time lost for employee illness
- Meet customer requirements

Environmental benefits include:

- Improved compliance
- Possible reduction in air permit level
- Reduced air emissions
- Reduced environmental footprint
- Reduced energy consumption

**Employee Benefits:** There is an equally compelling case for clean air actions by individuals in today’s world. Focusing on emission reduction practices throughout the day generates a wide range of benefits. These benefits can be both quantitative (savings from energy efficiency practices) and qualitative (improved health and

quality of life). Similar to local governments and businesses that are successfully reducing their emissions using a “triple bottom line” approach by capturing the diversity of social/health, economic and environmental costs and benefits, individuals can see similar results.

Social/Health benefits:

- Working for a company that is environmentally responsible
- Builds trust between employee and employer
- Education and knowledge of air issues
- Being involved in a cause supported by their company
- Improved health and quality of life

Economic benefits:

- Reduced costs for transportation
- Company stability in the marketplace
- Reduced health care costs

Environmental benefits:

- Improved air quality in their workplace and community

### **Corporate Social Responsibility**

Corporate social responsibility is a concept whereby businesses consider the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment. This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organizations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large.

The World Business Council for Sustainable Development in its publication "Making Good Business Sense" by Lord Holme and Richard Watts, used the following definition. *"Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large."*

Some examples of corporate social responsibility statements are:

- Beverage-Air: As a leader in the commercial refrigeration industry, Beverage-Air<sup>®</sup> is firmly committed to balancing our business objectives with the responsibility to protect and preserve the environment. We pursue environmentally sound business practices and strive to create innovative, non-ozone depleting, energy-efficient products. Source: <http://www.beverage-air.com/Main.aspx?pid=264&tab=265>.

- IBM: As a business, IBM delivers innovation that matters for our clients. As a global enterprise, we value innovation that matters for our company — and the world. IBM's corporate citizenship reflects both our brand and our values by addressing some of society's most complex problems with game-changing business and technology innovation. Source: <http://www.ibm.com/ibm/responsibility/>.
- Merck: At Merck, our fundamental responsibility is discovering, developing and delivering innovative medicines and vaccines that can make a difference in people's lives and create a healthier future. We believe that fulfilling this responsibility in a sustainable manner entails high ethical standards and a culture that values honesty, integrity and transparency in all that we do. Source: <http://www.merck.com/corporate-responsibility/>.