

## SUCCESSFUL SUSTAINABILITY

### A Letter From The Editor

The idea of resource conservation has long been a topic in the industry. When I began my professional career more than two decades ago, "Reduce, Reuse, Recycle" was a phrase we were using even then. Today, sustainability is the new buzz term, but rather than being a "recycle" of well-worn topics, at Hixson we are seeing a shift in the industry's understanding of how to apply and implement successful sustainability programs for economic and environmental benefit. Case in point: The IDFA Sustainability Workshop I attended in March of this year. Presenter after presenter offered very common themes – some with new spins, which echoed characteristics of successful programs from the past and present, including:

- 1) Realize that achieving sustainability requires a cultural change and alignment with core company values.
- 2) Measure the value of any sustainability initiative by its "3 Ps" – Profit (economic), Planet (green, carbon) and People (societal) – impacts. Sustainability at any price is not sustainable, i.e., sustainability has to make some sense economically, socially and environmentally.
- 3) Benchmark and measure the 3Ps before, during and after the implementation of a sustainability initiative.
- 4) Assess opportunities using LCA and CF measurements. (See Experience in Brief at right for a list of acronyms.) When measuring CF, remember that other greenhouse gas emissions besides carbon dioxide can have a significant carbon equivalent impact.
- 5) Take the long-term view: Assessing sustainability on a three- to five-year payback or with "realistic" consideration for future utility costs (not today's energy cost).
- 6) Educate all associates so they understand and employ "best practices" in their job. Sustainable projects are continuous efforts to achieve best practices.
- 7) Communicate wins throughout the company. ES progress requires a culture change that starts at the top and works its way through the organization.

After so many years, it is pretty safe to assume that sustainability – by whatever name you call it – is here to stay. The companies that will be most successful with implementing sustainability initiatives into their organization will be those that take a realistic, long-term, and corporate-wide view of their environmental responsibility.



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### EXPERIENCE IN BRIEF

The topic of sustainability has a lingo all its own. Some common names of the game include:

- LCA: Lifecycle Cost Analysis
- CF: Carbon Footprint
- ES: Environmental Sustainability
- REC: Renewable Energy Credits
- CO<sub>2</sub>e: Equivalent Carbon Dioxide

For definitions of these terms, please visit: [www.hixson-inc.com/processing/Definitions.html](http://www.hixson-inc.com/processing/Definitions.html)

#### Continuing Education

Hixson associates regularly participate in continuing professional education events across the country. To learn more about this topic or about other events, e-mail Warren Green at [wgreen@hixson-inc.com](mailto:wgreen@hixson-inc.com)

*"26th Annual Aseptic Processing & Packaging Workshop"*  
West Lafayette, IN  
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