

Skiba Consulting

Planning Unit: Sust Demo
Fiscal Year: 2010

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PLAN

Zbig Skiba, President

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vision

Within the next five years Manufacturing Inc. will be the "greenest" company in its industry, and will be able to take advantage of opportunities available to companies with this mindset. The "green" mentality will be thoroughly integrated into all of our planning and thinking, including the company culture, brand image, planning, operations, new product development, and marketing. Our sustainability plans and mindset are consistent with our company culture of always trying to "do the right thing" by our employees, the communities where we do business, and the planet.



mission

Green products that create green in our pockets.



objectives

- Increase gross margins from 10.0% to 10.2%.
- Decrease energy costs/gallon of product sold from \$2.00 to \$1.90.
- Develop new accounts based on green marketing from 0 to 20.
- Decrease customers avg energy costs/year for our product from \$99 to \$90.
- Decrease (therms gas)/(gallon of product) from 0.395 to 0.385.
- Reduce waste from 2 bins/week to 1 bin/week.
- Decrease Greenhouse Gas CO2 Equivalent from 1.1 ton/gall sold to 1.0 ton/gall sold.
- Decrease number of recordable accidents from 20/year to 10/year.
- Increase % of employees involved in "green" efforts from 25% to 40%.



strategies

- Select profitable projects: ROI Analysis/ Understand customer needs/ Plan long-term
- Reduce costs through: Energy audits/ Lean Mfg/ Zero Waste Policy
- Attract customers who value: Integrity/ Triple Bottom Line/ Collaboration
- Core Product Attributes: Energy efficient/ Recyclable/ Long lifespan
- Strengthen environmental processes: EMS/ Lean Manufacturing/ ISO14000
- Minimize waste: Appropriate packaging/ Reuse of materials/ Recycling
- Fair Trade: Work with quality suppliers/ Excellent wages & ben./ Support local effort
- Develop green culture: Green teams/ Know company plans/ Consistency with incentives
- Share best practices: Industry outreach/ Web-based sharing/ Inter-facility meetings



action plans

- Launch green sales plan by 31-JAN-2010 (Sales)
- Develop Green Marketing Materials by 01-MAR-2010 (Mktg)
- Develop a model for assessing ROI of sustainability projects by 15-MAR-20 (CFO)
- Initiate Lean Manufacturing project by 15-APR-2010 (Ops)
- Develop 1st Life Cycle Assessment by 15-MAY-2010 (Ops)
- Complete energy audit at all plants by 31 AUG 2010 (Ops)
- Complete Sustainability page(s) on company website by 31-SEP-2010 (IT)
- Hold first top management Green Summit by 15-NOV-2010 (CEO)
- Complete ISO 14000 certification by 31-DEC-2010 (Ops)