

# **SUSTAINABLE BUSINESS PRACTICES AT SOUTHEAST MICHIGAN COMPANIES**

Crain's Detroit Business and EPIC MRA survey

**01. Sustainability is a term used to describe actions people and corporations can take to achieve what is known as “*the triple bottom line*”. By definition, “sustainable” initiatives meet all 3 of the following goals: The action is good for the environment; it is good for society; and, it is good economically. Has your company already taken steps to operate in a more sustainable way?**

80%	Yes
19%	No
1%	Undecided/Don't know/Refused

**02. Is your company considering taking steps toward sustainability in the future?**

32%	Yes
58%	No
10%	Undecided/Don't know/Refused

**03. What is the primary driving force behind your company's actions or intentions regarding sustainability?**

**Is it driven primarily by:**

41%	Cost Reduction Goals
18%	Altruistic Mission Goals
6%	Public Relations Goals
6%	Marketing Benefits
12%	Customer Expectations, or
13%	All of the Above
--	None of the Above
2%	Undecided/Don't know/Refused
2%	Some other primary motivation
0.4%	<i>DEQ</i>
0.4%	<i>Good design</i>
0.4%	<i>Employee suggestions</i>
0.4%	<i>Wellness</i>
0.4%	<i>Industry trend</i>
0.4%	<i>Revenue collection</i>

**04. Is there demand from your company's customers that your company operations become more 'sustainable'?**

36%	Yes
60%	No
4%	Undecided/Don't know/Refused

**05A-E. Where do you get your information regarding renewable energy, carbon footprints, green construction, recycling, water conservation and other sustainability related topics?**

**Combined totals**

25%	Industry websites
1%	Other websites
	1% <i>Daily News Webs</i>
15%	Crain's publications
9%	Other publications
	3% <i>Trade publications</i>
	2% <i>New York Times</i>
	2% <i>Wall Street Journal</i>
	1% <i>Detroit Free Press</i>
	1% <i>Engineer News Record</i>
3%	Seminars/Conferences
2%	Talk Radio
12%	TV News
9%	Undecided/Don't know/Refused
18%	Other source
	12% <i>Scattered sources &lt;1%</i>
	2% <i>Vendors</i>
	1% <i>LEED</i>
	1% <i>Corporate office</i>
	1% <i>Consulting firms</i>
	1% <i>Government agencies</i>

**06. Does your company have a sustainability statement or other policy commitment regarding achieving "the triple bottom line" of: good for the environment, good for society and good economically?**

19%	Yes
79%	No
2%	Undecided/Don't know/Refused

**07. Does your company have a sustainability officer, sustainability director or sustainability task force regarding business operations?**

18%	Yes
81%	No
1%	Undecided/Don't know/Refused

**08. Has your company investigated taking advantage of governmental incentives for energy efficiency upgrades or other sustainability change?**

28%	Yes
65%	No
7%	Undecided/Don't know/Refused

**09. Does your company have a 'green operations' task force regarding office practices?**

18%	Yes
80%	No
2%	Undecided/Don't know/Refused

**10. Has your company taken steps to recycle?**

89% Yes  
11% No  
-- Undecided/Don't know/Refused

**11. Has your company taken steps to reduce energy consumption?**

83% Yes  
15% No  
2% Undecided/Don't know/Refused

**12. Has your company investigated installing alternate energy generation equipment and facilities to provide energy for your operation?**

12% Yes  
85% No  
3% Undecided/Don't know/Refused

**13A-D. What types of alternate energy equipment have you considered installing?**

***Combined Results***

23% Wind Turbines  
38% Solar Panels  
8% Bio Diesel  
15% Geothermal  
13% Undecided/Don't know/Refused  
3% Other  
2% *Flash Water Heater*  
1% *Encompass energy source*

**14. Does your company capture and re-use storm water in the operation of its building?**

5% Yes  
94% No  
1% Undecided/Don't know/Refused

**15. What is the roofing material over your company's building/s made out of?**

48% Dark colored traditional roofing materials  
21% Light or white colored reflective materials  
1% Grass or other storm water absorbing materials  
30% Undecided/Don't know/Refused

**16. Has your company investigated modifications to any packaging materials that can reduce waste or that can be recycled?**

38% Yes  
60% No  
2% Undecided/Don't know/Refused

**17. Has your company undertaken a major renovation or built a new facility recently?**

11% Yes  
89% No  
-- Undecided/Don't know/Refused

The Leadership in Energy and Environmental Design -- also known as “LEED” -- Green Building Rating System was developed by the U.S. Green Building Council and provides a set of standards for environmentally sustainable construction.

18. Did your company decide to do a Leadership in Energy and Environmental Design – or LEED-certified Project?

6% Yes  
 66% No  
 28% Undecided/Don't know/Refused

19. Did your company consider doing a LEED (Leadership in Energy and Environmental Design) Certified Project?

19% Yes  
 62% No  
 19% Undecided/Don't know/Refused

20A-C. What were the one, two or three primary reasons your company decided NOT to do a LEED (Leadership in Energy and Environmental Design) Certified Project?

14% Cost  
 7% Time required for construction  
 7% Too Complicated  
 29% Undecided/Don't know/Refused  
 43% Other  
     21% *Unaware*  
     7% *Only an add-on*  
     7% *Rental*  
     7% *Too small to benefit*

Following are several reasons some companies have chosen to proceed with a LEED-certified project. Responders indicated if the reasons was a *Primary Factor*, an *Important but Not a Primary Factor*, *Only a Minor Factor* or, *Not a Factor at All*, in their company's decision to consider LEED-certification.

		Primary Factor	Important Not Primary	Minor Factor	Not Factor At All	Undec D/K
21.	Energy Savings	83%	17%	--	--	--
22.	Better for the environment overall	50%	17%	--	17%	16%
23.	Makes a healthier workplace	17%	83%	--	--	--
24.	Employee demand	--	50%	33%	17%	--
25.	Makes a more productive workplace	33%	50%	--	17%	--
26.	Public relations benefits	67%	33%	--	--	--
27.	Easier to recruit employees	--	33%	50%	17%	--
28.	Customer expectations	67%	17%	--	16%	--

**29. Is there another Primary Factor that was behind your company's looking into LEED certification that I did not mention?**

100% None

**30. Has your company had an energy audit performed on its facilities?**

16% Yes  
78% No  
6% Undecided/Don't know/Refused

**31. Has your company taken any steps to reduce your company's energy consumption?**

79% Yes  
20% No  
1% Undecided/Don't know/Refused

**32A-C. What are the one, two or three major steps has your company taken to reduce your company's energy consumption?**

30% Turning off lights at the end of the business day  
18% Turning off computers at the end of the business day  
16% Energy efficient equipment and appliances  
14% Lighting renovations to increase efficiency (new bulbs, lighting levels, motion sensors)  
8% HVAC renovations to increase efficiency  
3% Added insulation  
2% New windows  
1% Re-using wasted energy  
-- New roof  
-- Upgraded asphalt paving  
1% Undecided/Don't know/Refused  
7% Other  
2% *Turn down heat*  
2% *Don't use A/C*  
1% *More efficient routes*  
2% *Scattered other @ <1%*

**33. Does your company advertise itself as a green company?**

15% Yes  
84% No  
1% Undecided/Don't know/Refused

**34. Has your company taken steps to reduce its carbon footprint?**

31% Yes  
61% No  
8% Undecided/Don't know/Refused

**35A-C. In what ways has your company taken steps to reduce its carbon footprint?**

35%	Recycling	1%	Building upgrades
16%	HVAC and lighting conservation	1%	Buy recycled products
8%	Decreased travel for business purposes	1%	Efficient copiers
7%	Double sided photo copying	1%	Fuel efficient trains
7%	Used teleconferencing	1%	LEED certified space
6%	Purchased fuel-efficient vehicles	1%	Natural cleaning products
4%	Carpooling	1%	Reduced waste
3%	Encouraged use of public transportation	1%	Reusable trays
3%	Gone paperless	1%	Shut off trucks
3%	Purchased local products	1%	Using biodiesel
1%	Biodegradable packaging	1%	Work-at-home initiative
1%	Biospace footprint	1%	Undecided/Don't know/Refused

**36. What is the estimated year over year savings of your company from energy reduction and recycling efforts compared to years prior to institution of those efforts?**

**MEAN: \$254,097**

**MEDIAN: \$ 2,500.00**