



# Make an Impact

A greenhouse footprint reduction program for Alcoa employees

April 2007

australia's  
aluminium  
SINCE 1963



## Background to program

- Global climate change biggest sustainability issue facing Alcoa
- Partnership – Alcoa Foundation, Greening Australia and Australian Greenhouse Office
- Industry first in Australia
- Publicly launched June 2006
- Pilot testing July/August 2006



## Business case

- Links business need to social outcome
- Strengthens public position on greenhouse
- Engaged employees = supportive employees
- License to operate and support for growth



## The program

- Three key tools – hard copy kit, website, workshops
- Targeted at employees and families
- Monthly tracking of reductions
- Employees encouraged to run their own race



## Metrics

- Ave household = 14t GHG / annum
- Targets:
  - 30% - 2007, 40% - 2008, 50% - 2009
  - Ave 3t reduction per household
  - Aim by 2009 – overall reduction of 15,000t GHG
- Database to report progress



## Metrics

- Reporting database:

http://noaad-division.noaa.alcoa.com:1600/au\_greenhouse\_report.aspx - Microsoft Internet Explorer provided by AWA Australia [sett]

Address http://noaad-division.noaa.alcoa.com:1600/au\_greenhouse\_report.aspx

	A	B	C	D	E	F	G	H	I
1	Viewing Results for: All Active Australia Make an Impact Greenhouse Calculator registrations, ordered by Username.								
2	Username (email)								
3	Username (email)	First Name	Last Name	Zip Code	Alcoa Location	Household residents	How did you hear (Make an Impact)	CO2 Output	CO2 Date
4	shaun.oien@alcoa.com	Shaun	Oien	15146	Kwinana	4	Letter from Managing Director	12500	10/19/2006 12:00:00 AM
5	shaun.oien@alcoa.com	Shaun	Oien	15146	Kwinana	4	Letter from Managing Director	13526	2/27/2007 10:19:23 AM
6									



## Employee engagement

- Strong internal communication strategy
- Employee ambassadors, interactive workshops
- Strong incentives
- Risks to be managed



## Timeline

- March 2007 - Vic roll-out complete, 12% registered
- April 30 2007 – Kits mailed to WA employees
- May/June 2007 – Intro workshops at WA sites
- October 2007 – First solutions workshop at WA sites
- December 2007 - First incentives awarded



## Keeping it fresh

- Quarterly solutions workshops
- Spot prizes and large incentive promotion
- Profiling employee journeys
- Website refreshed quarterly



## Future developments

- Integration into Suggestion Scheme and Excellence Awards
- Extension to local communities
- Global adoption within Alcoa system
- Carbon offsetting

