



The Power of Green

Businesses are finding that the pursuit of sustainability can lead to big returns, and that employees and customers will gladly do their part

The U.S. Environmental Protection Agency's Green Power Partnership will release its quarterly Top Partner Rankings on April 17, five days before Earth Day. The confluence of these events is fitting, highlighting as it does the sustainability commitments among companies of all sizes.

The Green Power Partnership is a voluntary program that encourages organizations to use green power as a way to reduce the environmental impacts associated with conventional electricity use. Together, the more than 1,400 businesses, institutions and municipalities that participate in the Green Power Partnership buy 26 billion kWh of green power annually, equivalent to avoiding the carbon dioxide emissions from the electricity use of more than 2.8 million average American homes.

"Domestically generated green power is accessible to every single business, institution and residence in the U.S., bar none," says Blaine Collison, Director of the Green Power Partnership. "Every organization can make the switch today if they want to, and we can help them understand their options. We field calls every single day from companies, institutions and municipalities that want to do this. The national voluntary green power market allows customers to pursue any combination of value drivers that interest them. And since renewables are homegrown, someone has to manufacture, install and operate the equipment. Those are domestic jobs being created. As a national, regional or even local economic development strategy, it's a slam-dunk combination of economic and environmental value for everyone who is part of the equation."

No business is more aware of its responsibility to sustainability and the environment than TD Bank Group, which recognizes that on the enterprise level, a healthy environment and a healthy economy are inextricably linked. All of the electricity for its U.S. operations, including its ATM network, is supplied by renewable energy, and TD opened the first net-zero energy retail outlets of any bank in both the U.S. (Ft. Lauderdale) and Canada (London, Ontario). The net-zero energy stores produce as much renewable energy as they use over the course of a year.

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"Our focus has been to make our building portfolio as efficient and green as possible," says Gerry Guidice, Head of U.S. Real Estate for TD. "On average, we've been building 30 to 40 stores per year, and have about 150 stores in our pipeline. Every building in that pipeline, and all recent store openings, will be LEED-certified."

While TD seeks to be an environmental leader in everything it does—because it's the right thing to do, and it's good for its employees, customers and communities—the bank has discovered it's also good for the bottom line. In its LEED-certified buildings, TD is seeing a minimum of a 17 percent reduction in its overall utility spend. But the sustainability story at TD doesn't end with its buildings.

"We seek to be as green as our logo, and the way we do that is by imbedding sustainability in everything we do," says Diana Glassman, Head of U.S. Environmental Affairs for TD. "We focus on four pillars: operational footprint; responsible finance; products and services; and engaging our employees and the communities in which we operate."

Take the TD Forests program, for example. It includes an internal commitment to reducing paper use by 20 percent, and

an external commitment to offset paper consumption by growing and protecting forests.

Historically, banks have used a lot of paper, so making a significant reduction in its usage is a team effort. "We are improving our online services for customers and asking our employees to think twice before they print anything, print on both sides of the paper and hold paperless meetings, and to use communication technology to help avoid paper use," says Glassman. "One of our senior revenue-generating business leaders issued a challenge to her employees, and they came out of the woodwork to volunteer, self-appointing themselves as paper detectives. Our employees love this. They want us to be green, and our customers do too." ●

View the latest EPA Green Power Partnership Top Partner Rankings on April 17 at www.epa.gov/greenpower/toplists/index.htm



Every day, we renew
our commitment to
renewable energy.

TD net-zero energy stores produce more energy than they use.
It's just one reason TD was the first carbon neutral bank in North America.
See what else we're doing for the planet at td.com/environment

