

ReMA's 2025 Sustainability Webinar Series

Value Creation and ROI

August 26, 2025



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Association
Sustainable. Resilient. Essential.

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 - Follow the directions of ReMA staff regarding appropriate topics for discussion
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- Compliance is vital to ReMA and ReMA chapters/regions
- Questions/Concerns: Contact ReMA's General Counsel & Corporate Secretary, Heather Lyons, at hlyons@recycledmaterials.org

ReMA Sustainability Resources

- **Quarterly Sustainability Network Meetings**
 - Email nbetts@recycledmaterials.org to join
- **Toolkit- 8 Modules of Information, Tools, and Resources**
 - Introduction to Sustainability & ESG
 - Strategy, Goals & Materiality
 - Environment [\[New Content on Scope 3\]](#)
 - Social
 - Governance
 - Reporting [\[New Content on Reporting to Customers\]](#)
 - Value Creation [\[New Content on Communicating Sustainability\]](#)
 - Climate Risk & Business Resilience

Presenters



Natalie Betts
Asst. VP of
Sustainability
ReMA



Kali Smith
Director of
Sustainability and
Compliance
Sunnking



Emily Fischer
VP of Talent and
Engagement
Kripke Enterprises

Sustainability as a Value Creator

- Understand how a sustainability initiative can strengthen a competitive strategy to create financial value by:
 - Reducing cost or risk
 - Growing revenue

Creating value means providing a net positive return on investment (ROI). This can be achieved in many ways, but it is important that it is measurable.

Reducing Cost and Growing Revenue

Companies with successful sustainability programs create profitable value in multiple interconnected ways:

Internal: Cost Savings/Risk Mitigation Benefits

- Energy, material or operating cost savings
- Positive labor benefits
- Mitigating regulatory risk
- Mitigating operational risk
- Mitigating customer risk

External: Revenue Growth & Customer Benefits

- Sustainability service offering (e.g. recycling and/or renewable energy products sold)
- Customer growth associated with a sustainable brand and aligned goals. This includes communications/marketing.

Adding value through both internal cost reduction and external customer value and revenue growth increases a company's ROI.

Driving Successful Value Creation

Considerations to support value creation from sustainability goals & initiatives:

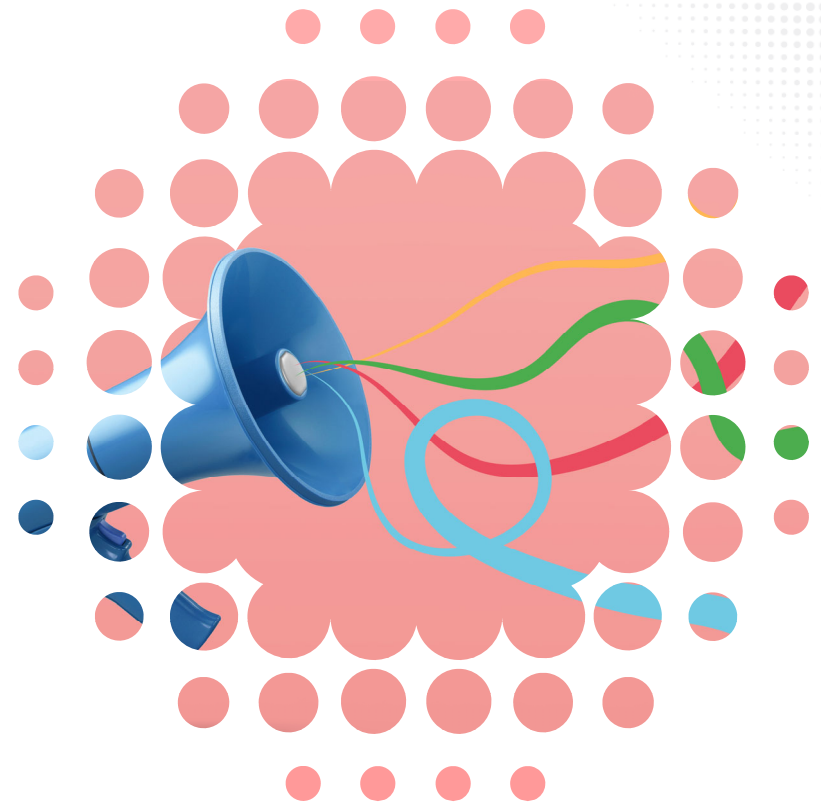
- Business' Resources and Capabilities
 - Company's Core Processes
 - Your Competitive Advantage



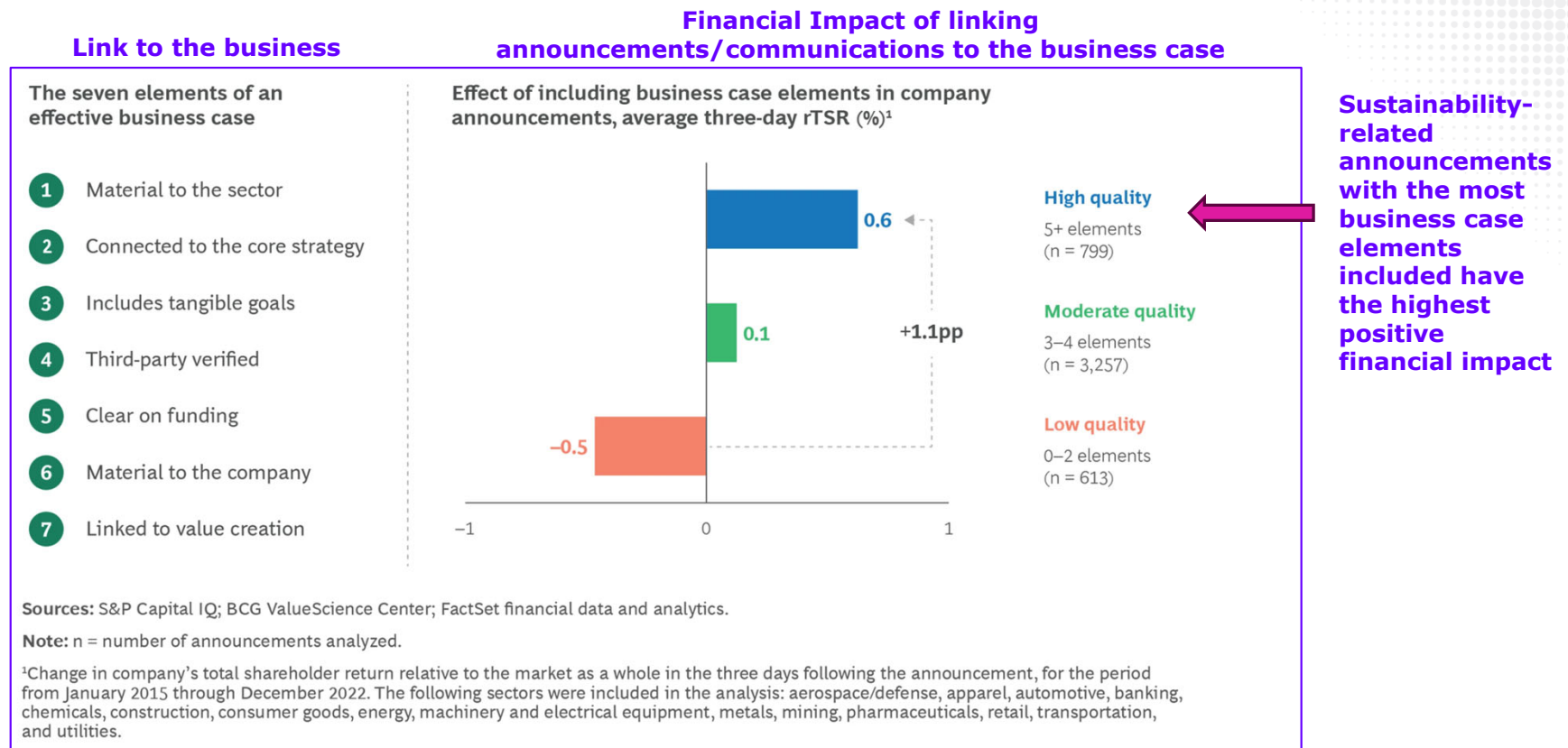
Communicate: Turning Strategy Into Growth

Once companies identify where sustainability creates value—**whether through efficiency, innovation or market access**—the next challenge is communicating that value clearly, credibly, and consistently.

Strategic sustainability communications is not just a reporting obligation but is **its own form of value creation**, driving potential revenue growth.



Linking Sustainability to the Business



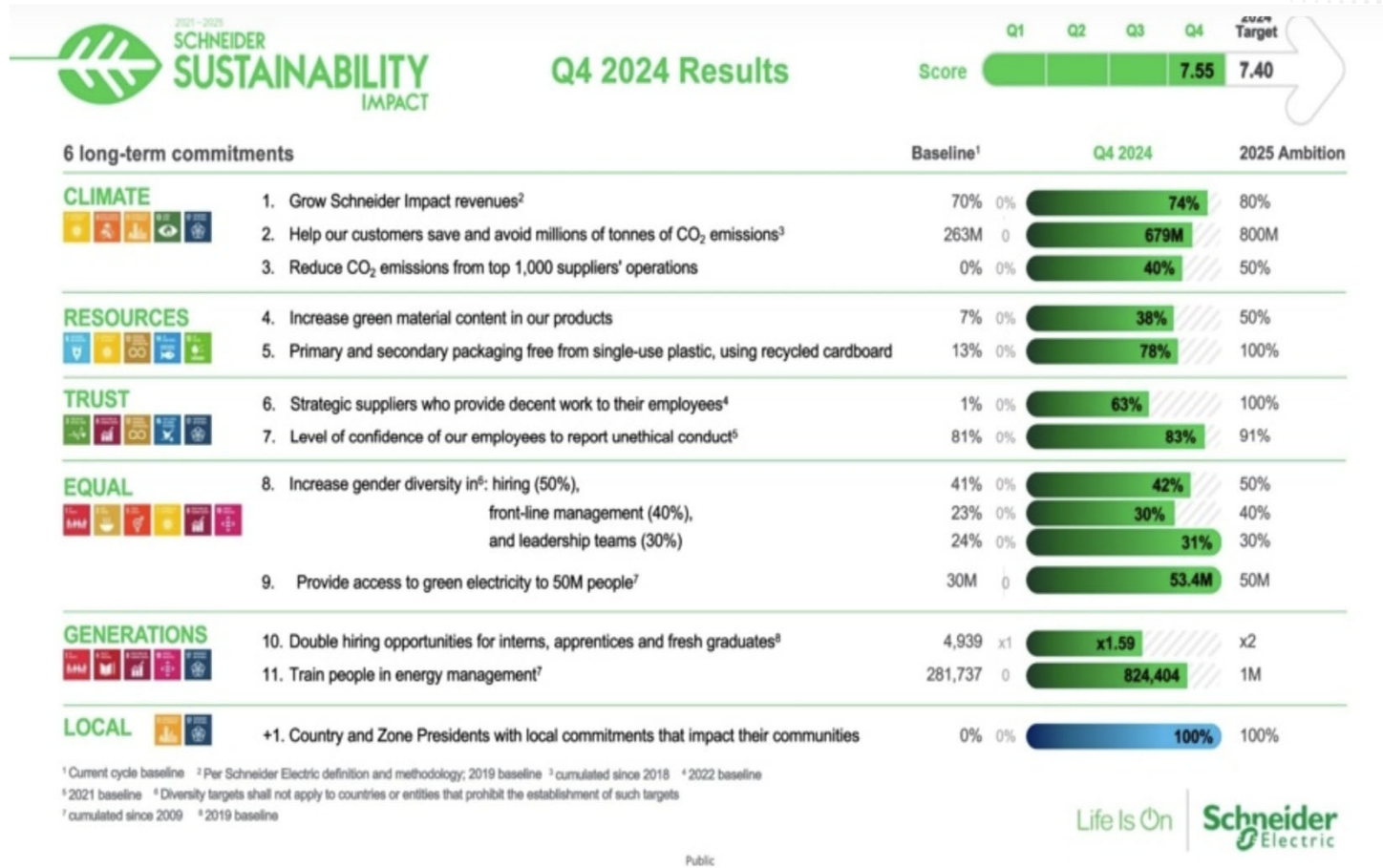
Linking sustainability to the business creates investor support

Example: Schneider Electric

- 1. Identify Initiative** – To transform itself into a leading provider of energy-efficiency solutions for companies and data centers, electrification solutions for building owners, and decarbonization solutions for energy suppliers.
- 2. Set SMART Goals.** Promote its energy saving products to customers to help them avoid emissions.
- 3. Take Action:** Work with customers and suppliers to adopt energy efficiency initiatives and shift to renewable energy.
 - *Since 2018, its energy-saving products and services have enabled customers to save and avoid 679 million tonnes of CO2.*
 - *The 1,000 top suppliers engaged in Schneider's Zero Carbon Project have adopted energy efficiency initiatives and shifting to renewable energy, leading to an overall reduction in **supplier emissions of 40% by the end of 2024.***
- 4. Measure Progress:** Schneider Electric measures progress toward its goals on a quarterly basis.
 - Within just one year, the percentage of suppliers meeting Schneider's rigorous standards has surged from 21% at the end of 2023 to 63% by the end of 2024.
- 5. Communicate your initiative and success.**

Investors have rewarded the company's sustainability announcements with twice the rTSR uplift of their industry average—and Schneider Electric has consistently outperformed its peers.

Measuring and Reporting



Columbus Facility – Highlight Project

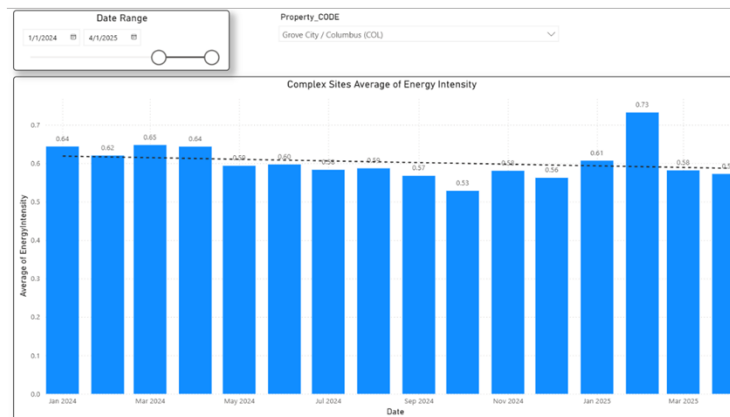
Partnered with Department of Energy's Industrial Assessment Center

- Staggered the startup of main motors to avoid energy spikes
- Installed misting nozzles and reduced water flow rates on machinery cooling hoses to cut water use and improve efficiency.
- Repaired compressed air leaks throughout the facility (with borrowed DOE equipment)
- Lowered the pressure setting on the compressed air system to use less energy
- Replaced smooth drive belts with more efficient notched belts on motors

**2.35% Energy
Efficiency Gain**
Compared to 2024

171,651 kWh Saved
*Projected for 2025
at current
production*

**\$124,490 Projected
Savings**
*Based on 2025
energy costs and
current production*



Next steps, how do we mirror this at other moderate facilities??

Delta Facility – Highlight Project

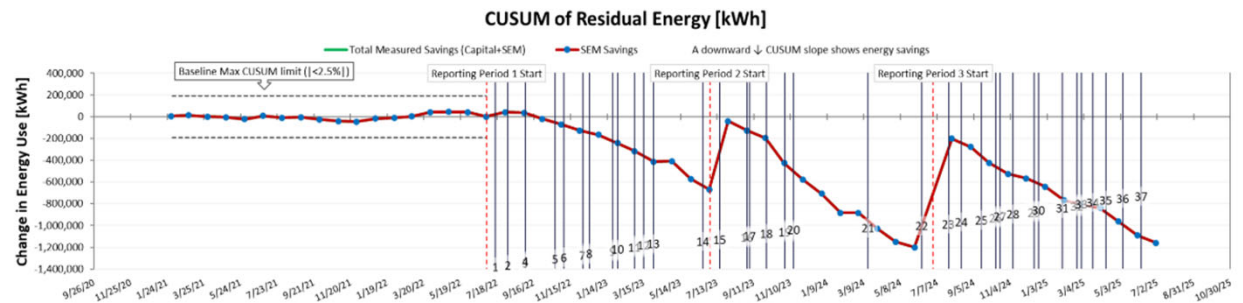
Partnered with CLEAResult Canada

- Switched to LED lights
- Lowered the PSI on their compressed air systems
- Upgraded motors and controls
- Installed smart thermostats
- Improved dust system maintenance
- Staggered machine startups
- Shared energy tips with staff
- Adjusted work schedules

12.1% Energy Efficiency Gain
Compared to 2021–2022

3,140,528 kWh Saved
Projected for 2025 at current production

\$174,793 Projected Savings
Based on 2025 energy costs and current production



Next steps, how do we mirror this at other complex facilities?

Value Creation: In Summary

- Sustainability initiatives should build on your business' existing strengths.
- Consider both sides of the coin: reducing costs and mitigating risk *and* supporting customers and growing revenue.
- Communications around your sustainability initiative add value when they are credible, accurate, and connect back to business strategy.



Value Creation & ROI Through Waste Management at Sunnking

Presented By:
Kali Smith
Director of
Sustainability and Compliance

Date
08/26/2025



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Introduction To Sunnking

Sunnking has been around for 25 years as an R2v3/RIOS Certified electronics recycling and IT asset disposition company. We handle everything from secure data destruction, to refurbishing devices for reuse, to breaking down old equipment into materials that can go back into the supply chain.

What We Provide

Value Recovery

Recycling

Consulting

Compliance

Redeployment

Product Destruction

Data Security

Reverse Logistics

Lease Return Management

Remote Workforce Solutions

Data Center Decommissioning

Custom ESG Reporting



2024 Environmental Leader
Rochester Business Journal



2024 Innovator of the Year
WNY Sustainable Business
Roundtable



Why Waste Matters



1

Cost Savings

2

Employee Productivity

3

Risk Reduction

4

New Revenue Opportunities

5

Brand Trust and Growth

Challenges in Waste Management Initiatives



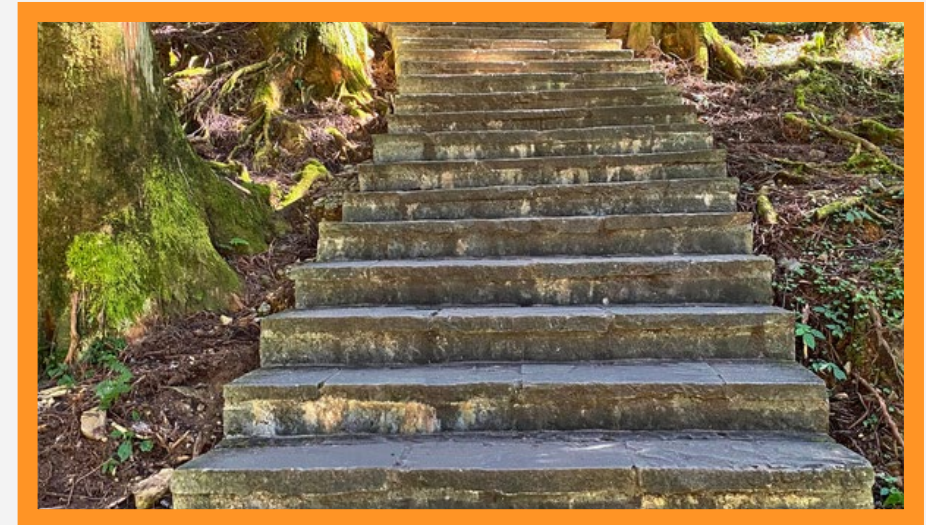
System & Solutions

Managing difficult material streams is never simple. Some items have limited recycling pathways that requires investments or refined processes.



Behavioral Resistance

Change can feel inconvenient at first, employees may default to old habits like tossing everything in one bin.



Consistency

Even with strong systems in place if you don't have consistency it won't stick, which can lead to increased costs, reduced recovery, and more material ending up in land fill.

Strategic Systems & Solutions

Our strategy was built on intentionality. Whether it was upgrading processes or purchasing equipment, every investment had to transform waste from a liability into an asset. Time and again, our guiding principle came back to the fundamentals-
Reduce, Reuse, Recycle.

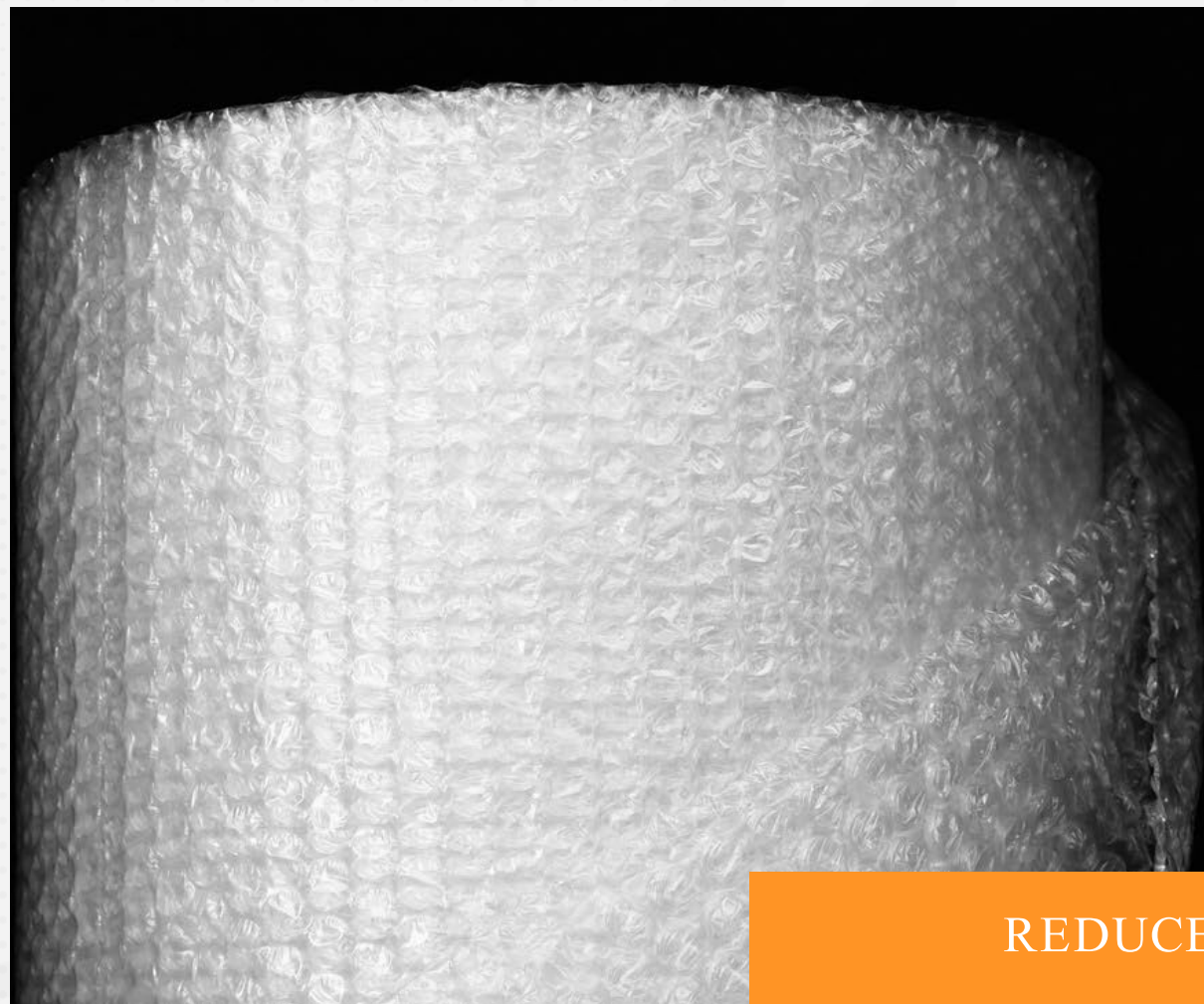
1

Reduce → Cost Savings

2Reuse → Efficiency &
Risk Reduction**3**

Recycle → New Revenue





REDUCE



RECYCLE



REUSE



Convenience shapes habits



Awareness drives action



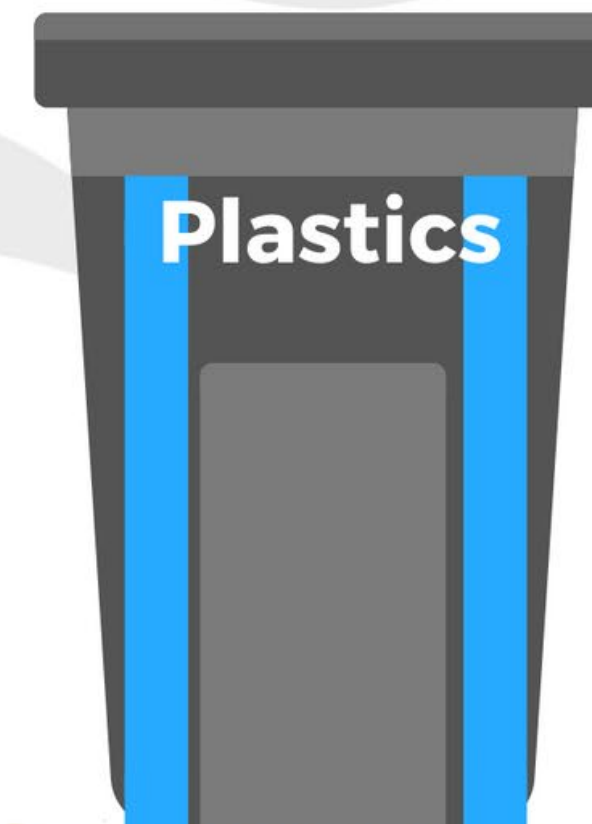
Culture reinforces change

Behavioral Shifts

At the end of the day, waste management is more about people. The systems work when behaviors shift, when throwing something away isn't automatic but intentional. Small nudges, like how waste stations are set up or how easy it is to recycle, influence daily choices and ultimately determine success.



Sustainable **WASTE** Station





Maintaining consistency is essential for maximizing the value of your waste reduction efforts. With the right systems, training, and oversight, organizations can capture the full benefit of their waste initiatives.

Consistency

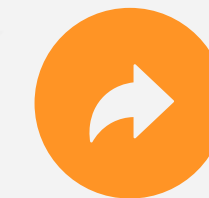
- ✓ Communication
- ✓ Active participation
- ✓ Continuous Monitoring
- ✓ Feedback

Data & Progress

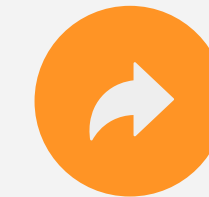
Now our waste is less than a third of what it used to be, all while production has continued to grow. That means we're not just reducing—we're becoming more efficient.

- In 2023, our waste was 7% of total production.
(93% Diversion Rate)
- In 2024, we reduced that down 3% of production.
(97% Diversion Rate)
- This year, 2025, we reduced it to 2% of production.
(98% Diversion Rate)

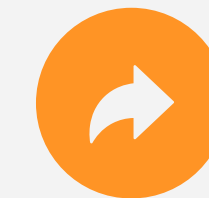
That's a 66% reduction from our 2023 baseline and a 20% drop just from last year.



Lowered Costs



Added Revenue



Increased Resource Efficiency

How Companies Can Get Started

- ✓ Conduct a waste audit
- ✓ Set measurable goals
- ✓ Get stakeholder input
- ✓ Partner with local organizations



Thank You For Your Attention and Participation

Presented By:
Kali Smith
Director of
Sustainability and Compliance

Date
08/26/2025



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www.sunnking.com





Kripke Enterprises, Inc.

Social Sustainability

**Employee Retention:
A Strategic Focus for
ROI**

Why Retention Matters-

Not Just HR's Job!

Reduces costs

Supports safety

Maintains operational
continuity

Preserves institutional
knowledge

Maintains customer
relationships

Retention ROI



ENGAGED EMPLOYEES = 21%
MORE PRODUCTIVE (GALLUP).



HIGH-RETENTION COMPANIES
= 2.5X MORE PROFITABLE

Retention

Reflects:

- how well an organization supports and values its people
- culture, trust, and alignment with employee needs

All strong signals to customers!

External Trends

- ESG frameworks increasingly include **employee retention** as a key social metric
- Deloitte research links sustainability commitments to **higher engagement and retention**



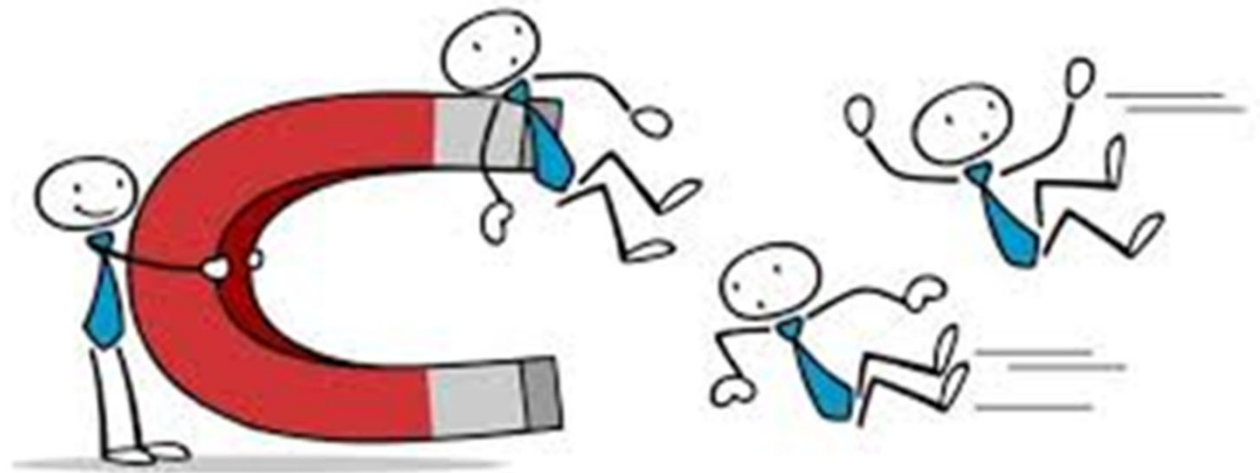


Retention Matters!

Retention Strategy #1



Retention Strategy #2



Retention Strategy #3

**Create a
culture where
employees
want to stay!**



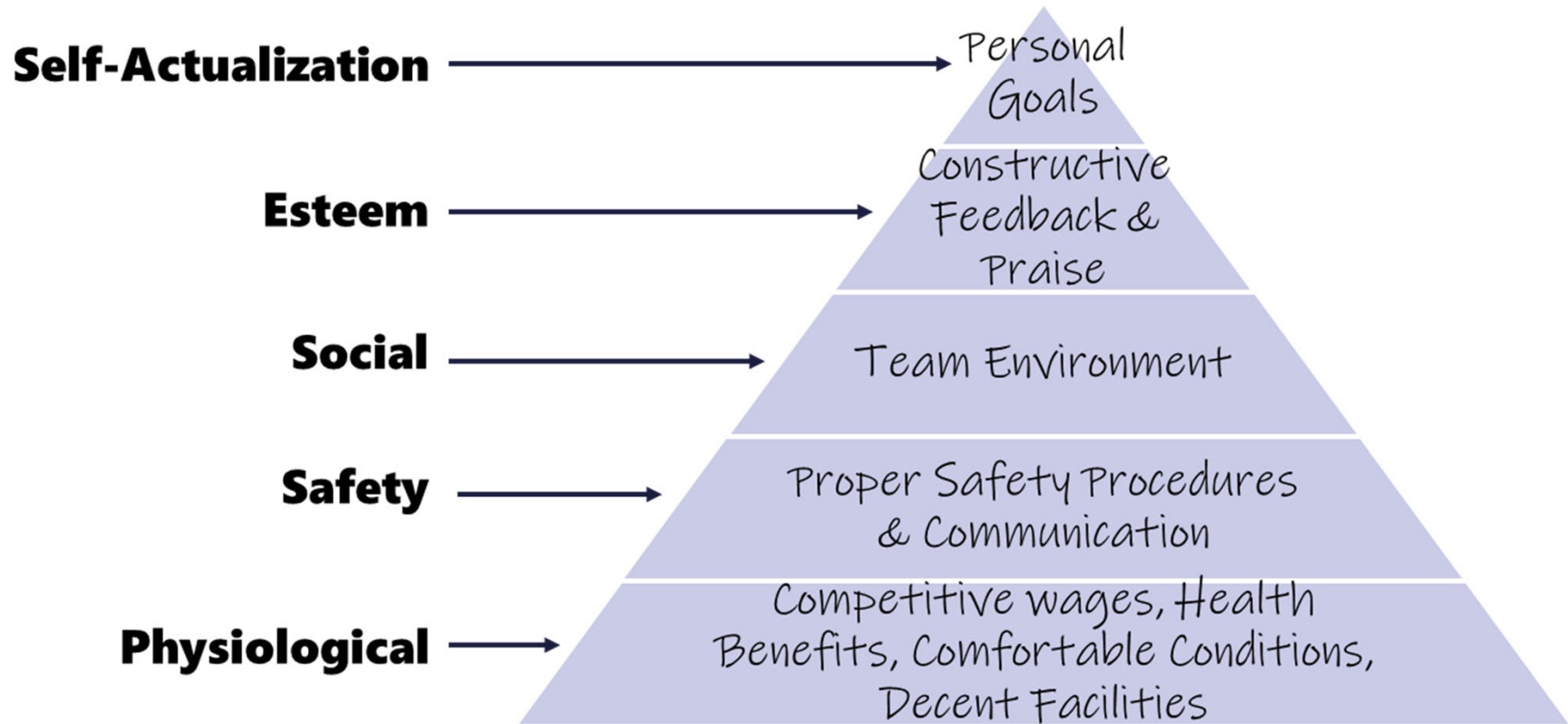
Evaluate:

TURNOVER RATE
(LONGEVITY, ROLE,
AREA LEADER,
EXPERIENCE-LEVEL)

EXIT INTERVIEWS
(JOB
EXPECTATIONS,
PAY, GROWTH,
CULTURE,
LEADERSHIP)

**ENGAGEMENT
SURVEYS/
STAY
INTERVIEWS**

Meet Basic Needs First!





Kripke Wellness Programs

- Financial
 - Mental
 - Physical
 - Career
 - Social
 - Community
-
- Manager training
 - "Golden Handcuffs"



Results

	2022 Retention	YTD 2025 Retention
General Labor Employees	68% 	86%
Non-General Labor Employees	85% 	95%

**Social sustainability means
creating a workplace where
people thrive.**



Kripke Enterprises, Inc.

Q&A



2025 Sustainability Series

Up Next: Policy & Regulatory Update Session, November 18th

Past workshops and webinars available:

videos.recycledmaterials.org/category/video-library/sustainability-workshops/



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ReMA Fall Calendar

- August 27: WEBINAR- Locked In on Safety: Lock Out Tag Out Best Practices Sponsored by KPA
- September 10-12: ReMA Roundtables- Chicago, IL
- September 17: WEBINAR-2025 Healthcare Insurance Webinar Series
- October 7-9: ReMA Fall Meeting- Scottsdale, AZ

Thank You

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