



KCB | Making the
Difference



Towards a Sustainable
Enterprise



Benefits of The KCB Green Agenda



Foreword

Sustainability as a Business Practice



KCB is embracing sustainability as a mainstream issue in its banking operations. The KCB Green Agenda is an environmental blue-print that will see KCB focusing a lot more on issues to do with waste management, carbon and greenhouse gas emissions as well as global warming.

C O N T E N T S

Sustainability Management	2
Carbon emission levels	3
Green business practice	4
Quick Wins	5
Green Energy	6
Green Procurement	7
Green Office	8

Towards Sustainability Management

Beyond the issue of ordinary business revenues, improved profitability and great dividends; lies a pertinent question businesses rarely ask themselves and would most probably be reluctant to answer: Are our operations sustainable?

Accountants would put the answer to within a 12-month spectrum; a going concern. However, that merely suggests economic longevity of 12 months. But 12 months is not really long, is it?

Apart from the economic parameters, which really are the key consideration for setting up a business, there are issues which if not properly managed would reduce the economic value of enterprise. These are issues of sustainable management: Meeting business needs today in a manner

that does not jeopardize the ability of future generations to meet their own needs.

Sustainability management focuses on three basic components of business life today: economic sustainability, environmental sustainability and social sustainability. Economic sustainability is about the enterprise; the markets it serves, the way it delivers returns to stakeholders and how it contributes to the economic development of those markets. Social sustainability is really about people; both within and outside the organization, the policies around how the organization meets its obligations to these people and all relevant conventions, laws and regulations that the organization has to follow.

Environmental sustainability focuses on environmental conservation efforts, waste management, climate change, greenhouse gas emissions, carbon sequestration, etc.

A lot of people issues are captured under the Law and, in KCB, strictly implemented, by Human Resources Division and the Chief Risk Officer with some coming under the Community which receives support through the Foundation. The KCB Green Agenda therefore seeks to shift focus; look at the broad issues of business existence and how they impact the environment and ultimately the economic survival of the business. Here are some examples:



Towards Sustainability Management

- Every business activity is a candidate for environmental pollution. This leads to the climate change phenomenon that is threatening the very existence of life on Earth and by extension that of businesses.

- Resource consumption (Fuel, water, power, paper, etc) has a chain effect on availability of fossil fuels, availability of land, availability of water for global consumption, our tree stocks, etc.

- Business waste; Not all that we use in our day-to-day life at work is all that necessary. The amount of paper we print on, the amount of energy we consume, the amount of water we run in the ablutions, the amount of light we utilise, etc. costs us more than we need to spend on it because most of it is waste.

- Reusing the reusable; carrier bags, cartridges, refills and computers are components we utilize everyday at home, in the office, on Safari, etc. Every time we feel they are used up, we toss them into the bin and get ourselves a new replacement. Imagine how much money we would save (and the environment) if we re-used them, even without recycling them!



- Carbon and greenhouse gas emissions: Think about how much of these emissions our work activities produce; our computers, light bulbs, carbon of green house gases, printers, cookers, heaters, etc. What consumes energy produces carbon.

- Modern agricultural practices are a major source of greenhouse gas which is exacerbating the depletion of the ozone layer.

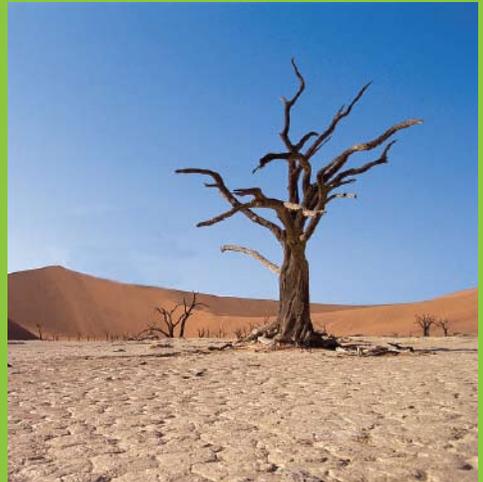
As a business we must now look at what we should do to safeguard mother Earth and secure the planet for the sake of future generations.

The KCB Green Agenda

KCB has embraced an Agenda to make it a GREEN organization, one whose activities are friendly to the environment. Globally, businesses have had to re-look their operational practices to ensure they are friendly to the environment. The top 10 such companies according to CNN (2008) include:

- **Honda**
- **Continental Airlines**
- **Suncor**
- **Tesco**
- **Alcan**
- **PG&E**
- **SC Johnson**
- **Goldman Sachs**
- **Swiss Re**
- **Hewlett-Packard**

Green business practice is the hottest agenda in the world today.



The cause of global warming is believed to be 200 years of a build-up in carbon dioxide in the atmosphere arising from the use of coal, oil and gas. Businesses are responsible for a large portion of global carbon dioxide emissions due to:

- **Industrial development**
- **Energy consumption**
- **Lighting**
- **Transportation**

Agribusinesses contribute large quantities of greenhouse gas emissions while computers produce as much carbon dioxide as aircraft.

Research has shown that by taking measures to safeguard the environment we save on costs too. For example, every tonne of paper recycled saves 17 trees, 7000 gallons of water, 380 gallons of oil and enough energy to power an average house for six months. (Source: Green bang)



While water is an important commodity to the sustenance of life on Earth, it is increasingly becoming a scarce resource. According to a UN report, 70% of the Earth's surface is water, 97% of which is salty, ocean water. About 1.3 billion people across the World do not have clean drinking water while it costs more in poor countries to access clean drinking water than it does in developed economies. The UN predicts that over 65% of people Worldwide will live in regions of high water stress by 2025.

Today's energy supply comes from non-renewable fossil fuels and the current rate of human consumption has a huge impact on global warming. Roughly 70% of global GHGE are directly related to fuel extraction, transportation and power production.

Therefore, the KCB Green Agenda is about addressing our consumption of water, energy and paper not only as a way of cutting excesses hence costs but also mitigating the impacts of our business operations on climate change.

This will be done in two ways; one, to address the behavioural contribution to waste by encouraging staff to observe a strict regime of resource management; two, to install tools and equipment that are environmentally friendly.

But first, the quick wins:

The QW10 Approach (The 10 ways towards Quick Wins)

1. Turn off the equipment when it is not being used. This would help cut up to 50% of energy consumption.
2. E-mail communication: Prohibit printing of e-mails unless absolutely necessary.
3. Reduce fax-related paper waste by using a fax modem which allows documents to be sent directly from a computer.
4. Produce double-sided documents whenever possible.
5. Shut taps: Dripping taps lead to huge waste of water. (One drop wasted per second wastes 10,000 litres a year).

6. Install ablution facilities with sensors to regulate toilet, urinal flushing and sink water flow.
7. Install displacement toilet dams in toilet reservoirs to reduce the amount of water used to flush after use.
8. Find a supplier of paper with maximum available recycled content.
9. Choose suppliers who take back packaging for reuse.
10. Review furniture needs for new offices with a view to refurbishing existing office furniture; it is less expensive than buying new and better for the environment.

The 24-point Agenda is as follows:

(i) Green Operations

1. To reduce paper consumption through the following:
 - a. Use print preview software: in any Microsoft Office application select 'File – Print Preview'.
 - b. Avoid making multiple copies of large documents with summary pages, PowerPoint presentations, online documentation and email.
 - c. Always check on screen for errors before you print
 - d. When printing conduct a print preview, to make sure efficient paragraphing and pages are correct. Choose the correct font size for your printing, and use the function 'shrink to fit' to use the paper adequately.
 - e. Minimise office paper waste by using the phone, or email rather than writing.
 - f. Implement double sided printing and photocopying.
 - g. Print multiple pages per sheet for presentations.
 - h. Print company cards rather than individual cards that may only be wasted.

2. Ensure 100% of our computers are environmentally friendly sets.
3. Implement Green plans for every new branch opened (plant trees, install eco-technology and adopt green architecture).

(ii) Green Energy

4. Install renewable energy as redundancy for grid power supply.





5. Prohibit use of motor vehicles to meetings less than 2 km away from the office.
6. Reduce amount of travel by installing modern teleconferencing facilities.
7. Establish a carbon fund and deposit KSh1 per 1 km traveled by employees which fund will be used to mitigate carbon and GHG emissions.
8. Air conditionings can double energy bills. Set the lower temperature to 24°C or higher.
9. Leaving a photocopier on overnight uses enough energy to print more than 5000 copies of A4, so switch off the lights, IT equipment and mobile phone charges while not being used.
10. Maximise natural lighting by ensuring windows are clean and windows sills uncluttered.
11. Use energy efficient light bulbs where possible.
12. Make sure energy saving features on PCs, printers and photocopiers are enabled.
13. Use the stairs rather than a lift!
14. Don't fill the kettle to make a single cup of coffee
15. Office Equipment
 - Share printers wherever possible. This prevents printers standing idle and will also reduce your maintenance costs
 - Avoid leaving equipment on 'stand-by' mode. This wastes energy, which would be saved if you switch the device off.
 - Ensure all equipment with 'power-down' devices have them activated.
 - 'Screensavers' don't save energy, they only protect the screen. More advanced screensavers can use more energy than an idle computer would. Turn your monitor off instead of using screensavers.
 - When buying equipment, consider buying the most energy efficient

option. Energy consumption can vary greatly depending on equipment age, maintenance, model and manufacturer. Consider the long-term energy costs for the equipment; it may save money in the long run to pay more initially.

16. Lighting

- Switch off lights when they are not needed
- Label light switches to clearly identify lights they control
- Clean light fittings regularly. This will increase the brightness of your lighting and could mean you need to turn on fewer lights.
- Plan office layout to make the best use of natural and artificial lighting.
- Consider fitting presence detectors (Passive Infra Red detectors – PIRs) in areas that are not frequently used. The light will operate when someone enters the area and automatically switch off when there is no further movement.

(iii) Green Procurement

17. Going beyond the usual '3Rs' of Reduce, Reuse and Recycle, KCB will attempt to implement the following SIX principles:
- a. RECLAIM: Focus on making operational wasted or degraded resources such as land, buildings and equipment.
 - b. RECONSIDER: Review and reconsider the need for a wasteful

office lifestyle, the overuse of resources and redundant materials – in order to have a minimum impact on the environment.

- c. RECOVER: Salvage some of our resources to enable us to utilize them again.
- d. REGULATE: Implement strict controls on resource utilization particularly in case of non-renewable resources.
- e. RENOUNCE: Relinquish or renounce use of certain goods or services that produce a negative environmental impact.
- f. REPLACE: Replace resources and technologies with appropriate ones that are more productive and less energy intensive.

18. Buy Recycled Products

- a. Buy recycled paper and paper based products. Check to make sure our photocopier supplier endorses the use of recycled content paper and remanufactured toner cartridges before we buy.
- b. Buy recycled waste paper bins.



- 19.** Return to Sender
- Ask suppliers to take unwanted packaging back for reuse.
 - Ask packaging suppliers about a returnable credit system.
 - Reduce the use of fax cover sheets, when details are usually in the letter itself.



(iv) Green Office

- 20.** Save toner
- Draft quality printouts use less toner. Select 'draft' printouts when using the 'Print' command on your computer – This is usually changed under Printer Options on the Windows Print Dialog box.
 - Tailor the size of paper to the length of your message.

- 21.** Recycle as much as you can!
- All paper including used office paper, newspapers and cardboard.
 - Plastics
 - Cans & glass
 - Degradable materials
 - Mobile phones and batteries.
 - Office equipment and computers

- 22.** Share Stationery
- Encourage staff to share and circulate copies of reports rather than issuing separate copies.
 - Share staplers, hole-punchers etc. rather than owning one each!

- 23.** Re-use Office Supplies
- Set-up a stationery 'reuse centre' or 'exchange spot' for unwanted stationery.

- Paper - reuse both sides of the paper, then recycle
- Ring binders – transfer archive contents to manila folders
- Reuse cardboard cartons
- Refill pens and tape dispensers
- Reuse scrap copy paper as notepads
- Reuse envelopes and look for design features that support reuse – for example re-sealable envelopes, or space for multiple addresses
- Reuse file indexes

- 24.** Share Ideas and Keep Improving
- While greening our office we might find better ways of reducing waste, water or energy- let's share ideas.
 - Review other sources of green office ideas for continuous improvement.

Expected Outcomes of the KCB Green Agenda

- Reduced Costs, hence bottom-line impact.
- Reduced emissions, waste, hence environmental impact.
- Increased stakeholder responsibility, hence integrity and respect.
- A sustainable business.



KCB

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