

The role of Corporate Responsibility in a carbon constrained world

Educating, inspiring and empowering people

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Outline

- What is Corporate Responsibility and what does it require?
- Where does carbon fit in?
- Build a sustainable culture:
 - Education
 - Inspiration
 - Empowerment

What is Corporate Responsibility at DE?

Corporate Responsibility (CR) is corporate behaviour that ensures environmental, social and governance issues are identified, tracked, managed and mitigated in a transparent manner that demonstrates accountability to all relevant stakeholders.

What does CR require?

CR requires that the environmental and social impacts of an organizations activities are reactively and proactively managed to minimize direct (impacts on the communities in which we operate) and indirect impacts (impacts that we own through our business relationships and supply chain and the products and services we deliver).

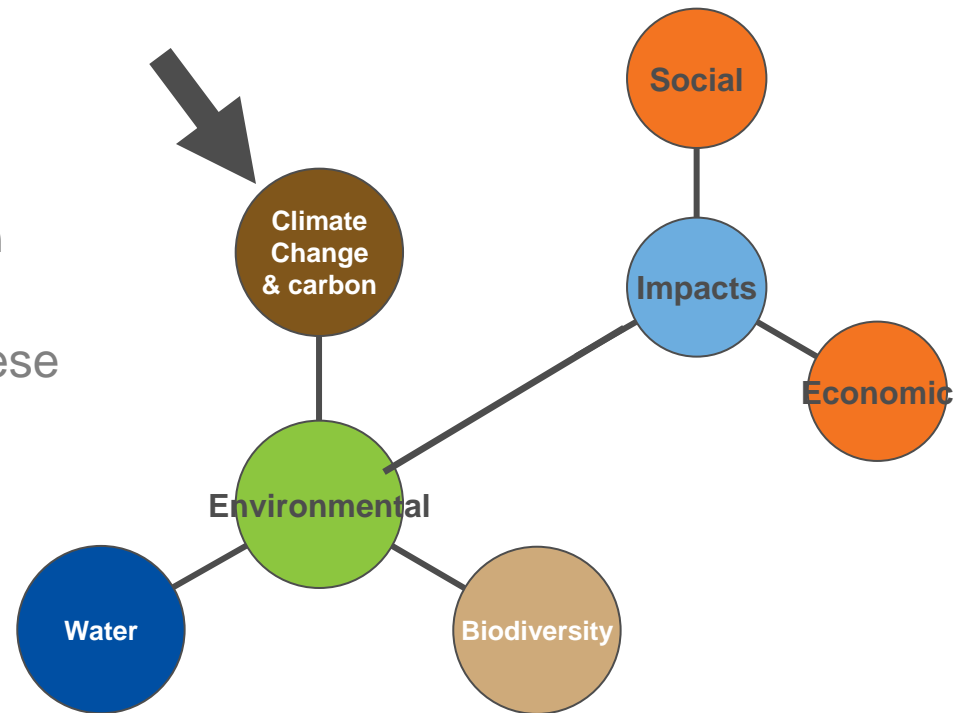
What is DE's vision?

To be the leader among our peers in identifying, developing, managing and championing strategic CR issues and initiatives, helping make Direct Energy the first choice for customers and employees.

Where does carbon fit in?

- Impacts to the community are inevitable when operating a business (in any capacity)
 - Social
 - Economic
 - Environmental
 - **Climate change & carbon**
- What are the risks and opportunities extending from these impacts?
 - Carbon
 - Reputation
 - Operational
 - Regulatory

Understand the impacts of your business:



A sustainable culture

- Identified impact areas (e.g. carbon)
- Identified risk and opportunities of each impact area (e.g. reputation)
- Now what? – How do you affect sustainable change
- Internal engagement through partnership and value-added services
 - must be strategic
 - must be transparent and collaboration
 - top-down and bottom-up approach required

Educate	Inspire	Empower
<ul style="list-style-type: none"> ▪ Communication <ul style="list-style-type: none"> – Intranet, email, meetings, conferences ▪ Training 	<ul style="list-style-type: none"> ▪ Motivation <ul style="list-style-type: none"> – New information or unique proposition 	<ul style="list-style-type: none"> ▪ Tools <ul style="list-style-type: none"> – Carbon calculator – Discounted products and services – Internal dialogue



Summary

- Identify your impact areas
 - Identify risks and opportunities each impact areas represents
 - Engage your internal stakeholders
 - Change the world
- How does carbon affect my business and my stakeholders?
 - How can you mitigate risks and capitalize on opportunities?
 - How do you engage your people and how do they engage each other?
 - Do you have a plan that is sustainable?



Questions, comments and ideas



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