

GreenBiz Group and Net Impact Release TD Bank Case Study on Workforce Sustainability

SAN FRANCISCO, Sep. 30 /CSRwire/ - In partnership with GreenBiz Group, Net Impact has released a new corporate case study on TD Bank, a top 10 retail bank in the United States. The report features the learnings and impact of TD Bank's ambitious Environmental Employee Engagement (EEE) Program first launched in 2012. It serves as both a model and resource for other companies looking to integrate sustainability into corporate culture and processes.

Led by TD Environment's U.S. leader, Diana Glassman, in collaboration with the U.S. Green Council at TD Bank, the EEE Program builds on the organization's previous sustainability accomplishments. According to the case study, the distributed nature of TD Bank's workforce was a primary catalyst for the ambitious employee environmental engagement program. The initiative aims to embed green throughout all business processes, make it part of the day-to-day culture, and ensure it goes viral across the entire U.S. workforce.

"We believe that by participating in environmental programs through their work, employees will infuse learnings about water conservation, energy efficiency, and community activities into their personal lives as well," says Glassman.

Moving employee engagement and sustainability to the next level

The report — researched and written by GreenBiz Senior Writer Heather Clancy — highlights that the EEE Program has already had a measurable impact in reduced paper consumption, and improved employee pride and commitment by giving TD Bank workers a new way to connect with customers. Understanding that every company may have different sustainability goals, Net Impact and GreenBiz Group have chosen to highlight five high-level lessons within the guide — around concerns like leadership recruitment, culture change, and metrics — that have broad application for organizations and communities looking to achieve success in these areas.

"This case study doesn't merely describe the 'what' of TD Bank's leadership program," says GreenBiz Group Chairman and Executive Editor Joel Makower. "It also digs into the 'why' and 'how,' making this an essential tool for companies seeking to leverage sustainability as a tool for attracting and engaging talent."

In addition, the TD Bank case study outlines both the existing impact of the EEE Program, and where it hopes to scale the project and engage new employees in the years to come. For example, in order to meet its environmental goals, TD has outlined ambitious targets for 2015 including reducing paper consumption 20% and slashing actual carbon dioxide (CO₂) emissions per employee by at least 25%.

“The sustainability work that TD Bank has accomplished in such a short time is impressive – and most importantly, teachable,” says Liz Maw, CEO of Net Impact. “This is the kind of case study that will prove valuable in the hands of emerging impact leaders and companies in our network and beyond.”

To learn more, download the full TD Bank Case Study, or explore Net Impact’s additional programs and research at netimpact.org.

About TD Bank, America's Most Convenient Bank®

TD Bank, America's Most Convenient Bank, is one of the 10 largest banks in the U.S., providing more than 8 million customers with a full range of retail, small business and commercial banking products and services at approximately 1,300 convenient locations throughout the Northeast, Mid-Atlantic, Metro D.C., the Carolinas and Florida. In addition, TD Bank and its subsidiaries offer customized private banking and wealth management services through TD Wealth®, and vehicle financing and dealer commercial services through TD Auto Finance. TD Bank is headquartered in Cherry Hill, N.J. To learn more, visit www.tdbank.com. Find TD Bank on Facebook at www.facebook.com/TDBank and on Twitter at www.twitter.com/TDBank_US.

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About Net Impact

Net Impact is the leading nonprofit that inspires a new generation to work within and beyond business for a sustainable future. We empower student and professional leaders to act locally through our vibrant chapter network and connect globally online and through our flagship conference. By 2020, we will mobilize a million new leaders to use their careers to drive positive change in the workplace and the world.

About Greenbiz Group

GreenBiz Group’s mission is to define and accelerate the business of sustainability. It does this through a wide range of products and services, including its acclaimed website GreenBiz.com and daily e-newsletter GreenBuzz; webcasts on topics of importance to sustainability and energy executives; research reports, such as the annual State of Green Business; the GreenBiz Executive Network, a membership-based, peer-to-peer learning forum for sustainability executives; and conferences such as the GreenBiz Forum and VERGE.

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