

Finding The Sweet Spot: How to Turn Strategic Aspirations into Reality for Your Community Involvement Program

August 26, 2010

Guest Speakers

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Open Q&A with the Audience

Type your questions into
the question box on the
right panel.

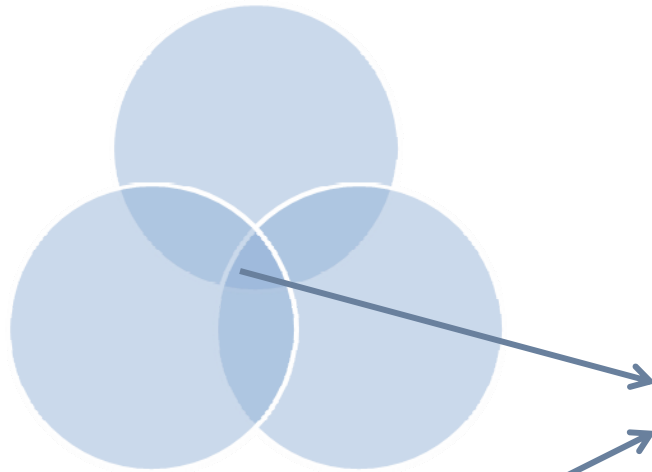
We will pose them to the
speakers for everyone to
hear.



Agenda at a Glance

- Introductions
- Setting the Stage
- Q&A with FedEx
- Open Q&A
- Closing Remarks

Finding the sweet spot



Goal 1:

Create strategic community involvement initiatives that align with business priorities and deliver benefits to communities and employees

Goal 2:

Activate employees around the company's strategic giving efforts, making them enthusiastic and inspired ambassadors for your cause



How to move forward...

- **Use strategic planning as a tool to uncover the best program, positioning and partners for your company**
 - Identifying champions, leveraging company strengths and finding a connection to a broader business framework are key elements for success



- **Learn from real-life examples of the process and tactics in action...including stumbles, sidetracks, and successes**
 - Enter EarthSmart Outreach, a cross-enterprise effort at FedEx to invest in charitable programs that align with the company's environmental strategy

...and keep moving

The 'sweet spot' is not static – monitoring and shifting a community involvement strategy to fit changing internal and external realities is to be expected (and embraced!)



Q&A with FedEx



FedEx: The EarthSmart Commitment



EarthSmart Solutions – Designation for FedEx physical assets, services and facilities that meet strict, quantifiable standards for innovation and environmental sustainability.

EarthSmart @ Work – Inform team members about corporate-wide sustainability efforts and involve them in making significant contributions while identifying innovations.

EarthSmart Outreach - FedEx philanthropic and volunteer efforts that focus on environmental sustainability and are strategically aligned with our business goals.

EarthSmart Outreach: Methodology

- Broad stakeholder engagement
 - Changing Our World
- Business-relevant issues
 - Transportation
 - Forestry
 - Communities
- Strong focus on outcomes
 - True Impact
- Strengths-based alignment
 - Disaster Relief
 - Volunteerism
 - Pedestrian Safety
 - Trade & Access



EarthSmart Outreach: Vision & Program Areas

Vision

Making communities cleaner, healthier and more efficient by encouraging sustainable transportation, green urban spaces and resilient ecosystems

Program Areas

Sustainable Transportation

Support sustainable transportation options by focusing on projects that reduce emissions and congestion, enhance safety and expand accessibility

Sustainable Cities

Build healthy, environmentally responsible cities through urban ecosystem conservation, restoration and sustainable development

Sustainable Ecosystems

Promote ecosystem health through sustainable forestry and the improvement of resilience to and recovery from disasters that impact the environment

EarthSmart Outreach: Cities



- FedEx Urban Ecosystem Grants with the National Fish & Wildlife Foundation
- Reached 6 U.S. cities in 2010 and will target 12 U.S. cities in 2011
- Engaged over 500+ FedEx volunteers and community members in active environmental service projects (using VolunteerMatch)
- Grants and service projects were the key focus, but team member learning, local community relations and media were strong
- Relationship with NFWF led to our work with the Gulf Turtle Rescue Project

EarthSmart Outreach: Ecosystems



- Grant to Conservation International for the Sichuan Forestation Project following 2008 earthquake that devastated the economy
- Reforestation effort supports regional employment and protects important corridors for the giant pandas
- CI is developing custom curriculum for the community on water and air quality, using FedEx team members as trainers
- CI project builds on our relationship with the Chinese government after the transfer of giant pandas from American zoos in 2010

EarthSmart Outreach: Transportation



- FedEx supported the expansion of bus rapid transit (BRT) via the *National Network for Sustainable Mobility*, a collaborative with EMBARQ, CTS-Mexico, & transit agencies
- Local commitment to access, sustainable development & pedestrian safety
- FedEx provides expertise in fleet management, brand / marketing, operational efficiencies, and safety
- Significant reduction in congestion (50%), emissions (80 tCO₂e), & safety (30%)

EarthSmart Outreach: Goals

EarthSmart Outreach goals are to be used globally to guide investments, measure outcomes and collectively report our impact:

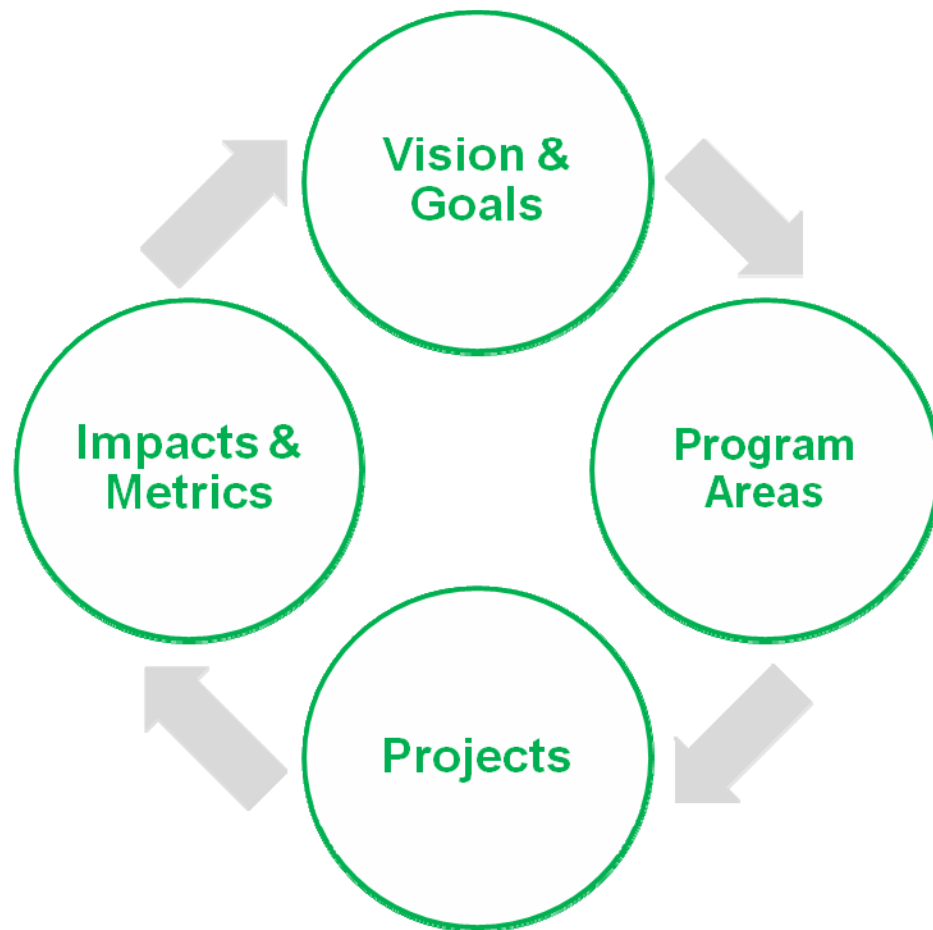
- **Environment:** Outreach projects will make a clear contribution to improving the environment by reducing carbon (planting trees, urban parks, or alternative transportation) OR can provide alternative measurable environmental benefit, e.g., improving water or air quality
- **Community:** Projects will mobilize people, organizations, government or communities to change behaviors towards the environment and build sustainable communities
- **Team members:** Projects will leverage FedEx team member skills, expertise, and time to develop and implement environmental solutions
- **Business:** Projects will make clear contributions to the FedEx reputation as they relate to the environment and build the EarthSmart brand

EarthSmart Outreach: Metrics

- **Localization:** Provided requested guidelines for EarthSmart Outreach projects
- **Internal:** Focus of measurement is on team members engagement & brand enhancement
- **External:** Focus of measurement is on environmental impacts and community mobilization

Impact	Potential Metric
Environmental Benefit	<ul style="list-style-type: none">• Carbon emissions reduced, measured in tons of carbon dioxide equivalent• Quantifiable improvement in: Erosion Prevention; Air Quality; Water Quality; Wildlife
Community Mobilization	<ul style="list-style-type: none">• Number of people “reached” (participants)• Number of people who gained desired knowledge and engaged in new behavior (e.g., people who learn and practice eco-driving)
Team Member Engagement	<ul style="list-style-type: none">• Number of team member participants• Number of team member volunteers who gained satisfaction
Brand Enhancement	<ul style="list-style-type: none">• Number of stakeholders reached with message or enhanced trust in FedEx brand• Number of people who gain understanding, had attitudes about FedEx changed positively

EarthSmart Outreach: Alignment



Recommendations:

- Align vision & goals to key business issues
- Measure success and adapt program area investments accordingly
- Integrate your community projects with the broader sustainability strategy and/or with other core business issues
- Tell an authentic, material story about your impact to internal and external audiences

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September 23, 2010



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