



A BETTER CITY

CHALLENGE for SUSTAINABILITY

Business and Institutional Leaders
Working Toward a Sustainable City



CASE STUDY



BLUE CROSS BLUE SHIELD OF MASSACHUSETTS

Kyle Cahill: Senior Manger of Corporate Citizenship

BCBS Massachusetts

Previous Company- Oxfam America

Previous Title- Program Officer, Poverty Footprint

Years in Current Position- 3+

Number of Employees- 3,500

Square Feet of 5 Office Buildings- 1.2 million

Kyle Cahill has been the Senior Manager of Corporate Citizenship at Blue Cross Blue Shield of Massachusetts for the past three-plus years, where he is responsible for the company's sustainability strategy and company efforts focused on the environmental health of communities.

Working with the Senior Director of Corporate Citizenship, Kyle is accountable for executing on the strategic direction and day-to-day management of a company-wide sustainability program that includes assessing the impact of sustainability practices to the company and community at large. Externally, Kyle works to help balance the company's shared objectives for a healthy environment, including the support of community programs that increase access to healthy produce, green spaces, and outdoor recreational activities. Kyle also shared leadership and implementation duties for the company's annual flagship BlueCrew Day of Service, when thousands of associates from across the company had the opportunity to participate in service projects on a single day.

Kyle works with several departments, including Facilities, Real Estate, Information Technologies, Communications, Marketing, Human Resources, and Prevention and Wellness to reach Blue Cross Blue Shield's sustainability goals. On average they meet weekly, however daily emails keep everyone in constant communication. His budget for sustainability includes marketing, communications, consulting, and education/training, while costs for installations or retrofits are treated as capital projects and are funded through a different budget.

Kyle also works with the Sustainability Council, the Senior Executive Committee, and the green@blue Ambassadors. His myriad of tasks include: reviewing opportunities for waste, energy, and paper reduction within the company; working

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with internal communications on employee engagement projects; discussing with other Blue Cross Blue Shield facilities and health-care sustainability peers on opportunities to collaborate on climate change and pollution; and spreading the word on the connection between the environment and our health.

Since 2011, Kyle has provided a snapshot of Blue Cross Blue Shield's environmental goals through the company's Corporate Citizenship Report. The 2013 report outlines environmental goals with targeted completion in 2015 from a 2010 baseline. These goals include a 15% reduction in carbon emissions, 15% reduction in waste-to-landfill, and 30% reduction in paper use. The company has already accomplished a 34% reduction in paper use and is hopeful to achieve the other two goals by the end of 2015. Recently, Kyle introduced single stream recycling and composting to the BCBS facilities and organized a garage lighting retrofit project that is projected to reduce the company's annual energy costs by \$75,000.

Looking ahead to 2015, Kyle is planning to implement several projects to advance environmental sustainability at BCBS. The projects include the implementation of a sustainability dashboard, a new printer/copier environment, re-setting environmental goals, launching a new Green Team format, planting the company's first corporate vegetable garden, expanding the scope of company's sustainability reporting, and achieving LEED certification in their soon-to-be Headquarters in Back Bay.

ABOUT THE CHALLENGE FOR SUSTAINABILITY

The Challenge for Sustainability helps business or buildings save money by increasing energy efficiency, reducing resource consumption, decreasing solid waste, and reducing overall greenhouse gas emissions through hands-on technical assistance and access to local, state, and private incentives.

ABOUT ABC

ABC is an independent, membership-based organization that works to improve the economic competitiveness and quality of life of the Greater Boston region by advancing significant transportation, land development and environmental policies, projects and initiatives. ABC mobilizes the business community to collaborate with both civic and government sectors to take action on challenges facing the region today and into the future.

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FUNDERS



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