

## COPPERVALE INSIGHTS SERIES

# Sustainability in Networked Industries: Broadband, ICT, Telecoms and MSOs

Companies globally are faced with ongoing economic, regulatory and stakeholder-driven pressures to incorporate environmental sustainability into their business practices. Despite these pressures, Coppervale believes that a proactive business approach can turn sustainability investments into competitive advantages. We help clients in networked industries create long-term shareholder value by embracing opportunities and managing risks from potential economic, environmental, and social impacts.

## ➔ Crafting holistic corporate sustainability strategies

Here's how Coppervale helps clients forge a path to sustainability, create stakeholder value and uncover cost-saving opportunities.

### 1. Identify and quantify (where possible) enterprise-wide sustainability risks and opportunities.

Coppervale's approach to developing sustainability strategies in the cable, telecommunications and broadband industries begins with a risk and opportunity assessment. Part of the C-Suite's fiduciary responsibilities and long-term strategic planning, these assessments speak to the company's ability to respond to discrete risks and cultivate clear opportunities. Sustainability-related risks and opportunities are no different, particularly for physical asset-intensive, networked industries. As part of its strategy assessment, Coppervale identifies relevant risks and, where possible, will quantify them using bespoke metrics.

#### *Example Opportunities in Networked Industries*

	Sustainability Risks	Sustainability Opportunities
Reputational	Decreased customer satisfaction from poor corporate citizen reputation	Increased employee engagement from corporate interest in sustainability
Financial	Volatility in grid energy prices and advent of renewables creates uncertainty in financial planning	Energy efficient operations and appropriate energy sourcing drive cost savings
Legal	Unforeseen costs of compliance for future regulations	Preparedness for future regulations relating to emissions audit and disclosure
Operational	Fragility of aging, inefficient network infrastructure and costs given uncertain energy demands	Realize OpEx savings from robust and efficient infrastructure

### 2. Set realistic sustainability goals and implement tactical solutions.

Coppervale will then set goals and a corresponding achievement roadmap that responds to the identified risks and takes advantage of opportunities. Every client's sustainability goals are different, but often sustainability goals will address:

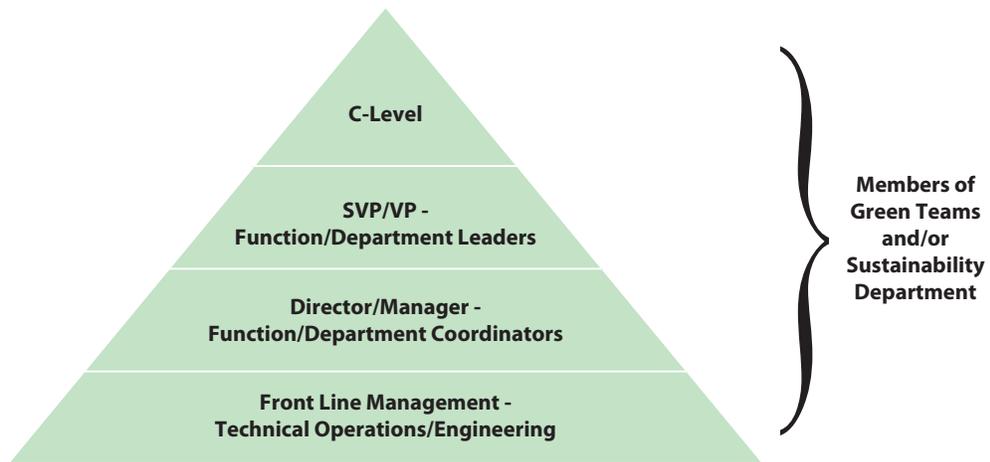
- **Emissions reduction.** For some clients it may be appropriate to set an intensity-based or absolute emissions reduction goal; for example, a 15% greenhouse gas reduction goal over 10 years. Coppervale will advise as to the achievability of such a goal and quantify a realistic timeframe for achievement.
- **Energy efficiency.** Whether the client is interested in improving the efficiency of its critical infrastructure, or is considering investing in an outside plant hardening project, Coppervale's technical experts will diagnose inefficiencies and provide a portfolio of recommended solutions.
- **Renewable energy procurement.** Coppervale also advises clients how to effectively incorporate renewable energy sources into their green strategies. Our knowledge and experience with Federal, state and local incentives and rebates allows us to make the most of their capital investments.

- *Operational efficiency.* Often our clients will realize operational efficiency benefits alongside sustainability benefits, or seek to quantify sustainability benefits that result from operational efficiency improvements. For example, Coppervale has worked with clients to diagnose inefficient regional fleets, optimize their vehicle portfolio, and quantify emissions reductions alongside efficient fleet dispatches.
- *E-waste management.* Coppervale helps clients choose the best disposal companies and methods for their different regional operations, and quantifies the financial and sustainability benefits.

### 3. Mobilize and track on-the-ground sustainability efforts.

Once an enterprise-wide sustainability roadmap is created, Coppervale helps structure sustainability teams and identifies operational energy data collection points, and develops bespoke KPIs to track performance against sustainability goals at each level:

- *HQ/Corporate.* Executive sponsorship for sustainability programs, plus corporate management, is essential for success. Coppervale’s experience working with C-level executives ensures sustainability programs receive proper oversight.
- *Field and facilities.* Coppervale’s on-the-ground technical expertise means that top-down solutions can be easily implemented in a head end, hub site, data center, or outside plant site.
- *Human resources.* Coppervale leverages its experience with employee engagement for sustainability initiatives, both for volunteer efforts and compliance-driven practices.
- *Volunteer green teams.* Coppervale creates frameworks that best leverage the efforts of volunteers across the entire enterprise, enabling them to collect data, use their volunteer time effectively, and have the most impact on the client’s sustainability operations.



### 4. Choose paths for and prepare for disclosure.

Finally, Coppervale will help client organizations report environmental information through leading disclosure channels, like sustainability reporting with the Global Reporting Initiative (GRI); and third party organizations, like the Carbon Disclosure Project (CDP). Coppervale helps clients choose which disclosure method is appropriate given their disclosure goals, available data, and intended audience; we will then guide you through report preparation and optimize your performance on scored disclosures.



### **About Coppervale**

Coppervale Enterprises Inc. is the broadband industry's leading energy management, engineering and sustainability consultancy. Our team consists of energy and carbon management specialists, environmental and sustainability professionals, and veteran cable engineering consultants. Let Coppervale show you how to improve operational efficiency, reduce your energy costs, and minimize your carbon impact.

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