

## Our Sustainability Initiative

Sustainability is an approach to business that quantifies and balances the economic actions of a company with its social and environmental impacts, and is often referred to as the “triple bottom line.”

The goal of a sustainable company is to profitably provide products and services without compromising future generations’ ability to meet their own needs.

Some firms have made significant commitments to sustainability. For example, Google has committed to use sustainable energy, provide free public transport for its employees, and to apply green design standards in building and renovating its campuses.



Talented younger employees are also often drawn to companies that have made substantial commitments to sustainability. For example, 75% of the MBA graduates recently recruited by General Electric indicated that they wanted to work on General Electric’s various “eco-imagination” projects.

Customers also increasingly prefer to source from suppliers who have implemented effective sustainability initiatives, and customers and investors often request disclosure of information related to sustainable practices or expect to find such disclosure on corporate webpages.

As importantly, sustainability initiatives often provide significant positive impacts. The USEPA has suggested that commercial and industrial firms that employ energy saving best management practices can reduce associated costs by 7%.

For these and other important reasons, Valmont’s Environmental Responsibility and Sustainability Support Team (ERSST) proposes that Valmont make a commitment to sustainability.

Following are a proposed Sustainability Commitment for Valmont, as well as a road map for the proposed first stage of Valmont’s Sustainability Initiative.

## I. Valmont's Sustainability Commitment

The following is a proposed written statement of Valmont's commitment to sustainability:

*Valmont Industries is committed to providing products and services that enhance the lives of our customers, employees, and communities, and to do so in an increasingly efficient and environmentally friendly manner.*

*As part of this commitment we will provide products and services that support sustainable infrastructure development and the efficient use of water for agriculture.*

*We will work to improve our use of raw materials, energy and water in the manufacture of our products and provision of our services, and we will strive to reduce the emissions, discharges and wastes that our operations generate.*

The Valmont.com webpage would be updated to include the foregoing statement of our Sustainability Commitment as well as an explanation of the first phase of our Sustainability Initiative.

## II. The First Phase of Valmont's Sustainability Initiative

The ERSST proposes that Valmont's Sustainability Initiative will be a grass roots initiative led by Green Teams established at our facilities. Successful projects and practices will be quantified and shared with other Green Teams. Our Sustainability Initiative will start small and grow with demonstrated successes.

The steps to implement the first phase of our Sustainability Initiative will be:

- The ERSST will provide the tools necessary for facilities to establish Green Teams.
- The ERSST will provide an assessment tool for Green Teams to undertake a Building and Site Assessment in order to quantify and find opportunities to reduce the use of electricity, natural gas, water, and waste to landfill.
- The ERSST will provide the tools and training necessary for Green Teams to measure and report improved utilization of:
  - Electricity usage
  - Natural gas usage
  - Water usage
  - Waste to Landfill
- The ERSST will provide a Knowledge Center through which Best Management Practices will be shared amongst sites to improve the efficient use of natural gas, electricity and water, and to reduce waste to landfill.

### **III. Additional Phases for Valmont's Sustainability Initiative**

Following the successful implementation of the foregoing first phase, the ERSST would develop the tools necessary to implement additional phases for Valmont's Sustainability Initiative, which might include:

- Measuring and reporting the sustainability benefits realized by our customers through the use of our products and services.
- Working with our suppliers to enhance the sustainability of our supply chain.
- Identifying opportunities for developing new products and services that would enhance the lives of our employees, customers and communities.
- Implementing alternative energy projects where financially justifiable.
- Quantifying and reporting on Valmont's Green House Gas Emissions.