



# ThyssenKrupp Develops Green Business Model

by Stuart Prior

Today, more than ever before, the building and construction industries are aware of their responsibility to the environment. ThyssenKrupp Elevator Americas Business Unit is committed to assessing its environmental footprint and developing sustainable business strategies. A green business model makes strategic sense for the company, while making a positive contribution to the ecological and social well being of the planet.

As a company, ThyssenKrupp Elevator is committed to adopting sustainable business strategies. To assist in the implementation of such practices, the company engaged a consulting firm that designs and integrates environmental and social consideration tools into client operations. Initial analysis includes assessing strengths and areas for potential improvement, and developing new ways to streamline operations and make them more efficient.

Together, we designed an approach to execute and sustain a long-term green vision toward a goal of sustainability in all of the company's internal operations, including service, maintenance and new products. This benefits stakeholders from an environmental, economic and social perspective. ThyssenKrupp Elevator believes sustainability is more than an emphasis on environmental issues. It is about reducing waste, partnering with the community and giving employees tools to improve their productivity. The safety of employees and the communities in which they operate have been, and will remain, the company's top priority.

To begin the process, the company dedicated itself to a Corporate Social Responsibility (CSR) Gap Assessment.

This assessment included more than 25 interviews with employees from all aspects of the organization to glean insight on current activities focusing on social, environmental, governance and financial aspects. With the knowledge from these interviews and review of its own corporate evaluations, ThyssenKrupp Elevator determined areas for improvement, and created benchmarks in order to ensure profitable and sustainable growth.

After defining potential areas for improvement based on these benchmarks, the team began to assess and quantify the current environmental impact of a representative sample of seven elevator products and two manufacturing facilities. This entailed initiating a detailed examination of the life cycle of the company's products, their complete use phase and the manufacturing facilities, using life cycle analysis (LCA). The LCA involved surveying the manufacturing processes, energy consumption in manufacture and elevator use, and the amount and type of waste generated in all of the communities in which ThyssenKrupp Elevator operates. Other needs addressed by the LCA are the transportation associated with the fleet including shipping, installation, service calls and repair. This appraisal also examines the impact of the use of resources on the environment. ThyssenKrupp Elevator, Business Unit Americas, is following an internationally recognized methodology, ISO 14040, to conduct the LCA process. The results from the LCA studies will be used to ensure that future decisions are made incorporating an approach balancing environmental, social and economic considerations. *Continued*



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Recently, the company created a sustainability statement to articulate ThyssenKrupp Elevator's approach to ensuring that corporate social responsibility is always a prominent consideration in our decisions and actions as a company. Here is that statement:

ThyssenKrupp Elevator's sustainability commitment in the Americas is evidenced by the appointment of its corporate sustainability manager, Sasha Bailey, who earned the Leadership in Energy and Environmental Design (LEED®) professional accreditation.

In Bailey's new position, her proficiency with the LEED certification process will strengthen the services and resources provided to clients. In addition to consulting with customers, Bailey is also leading web-based seminars to share the latest sustainability information with ThyssenKrupp Elevator sales teams nationwide. Through the sessions, the company equips the sales teams to provide customers with intelligent and timely information on green standards. Although elevators do not play a huge role in the LEED rating system, the knowledge to walk customers through the process and help them complete paperwork is an important service.

Choosing efficient elevators is a step toward a more sustainable building. Elevators are often limited in the types of points they can contribute because of their exclu-



sion from total value of materials calculations on many credits. For example, elevators are made from steel, one of the most recycled and recyclable building materials. Therefore, they are unlikely to end up in a landfill, which is a highly sustainable attribute. However, despite this recyclability, elevators are ineligible to contribute to LEED points under MR Credit 4, Recycled Content. Having the assistance of a LEED AP on an elevator project can streamline the process and help customers avoid potentially costly mistakes, as they relate to misinterpretation of the rating system.

This is just the beginning, as ThyssenKrupp Elevator integrates sustainability as a way of life. Some of the next steps include producing an annual sustainability report, acquiring environmental certifications and tracking the company's carbon footprint. The company is committed to implementing solutions for continuous improvement that creates long-term value for employees, customers, and other stakeholders. The strength of business is absolutely inseparable from the well being of the planet and all who share it. 🌍

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