

The Better Tomorrow Plan Case study

We Do

OUR COMMITMENTS:

We will reduce our carbon footprint in all the countries where we operate and at clients' sites by 2020.

We will reduce our water footprint in all the countries where we operate and at all clients' sites by 2020.

We will reduce organic and non-organic waste in all the countries where we operate and at clients' sites by 2015. We will support initiatives to recover organic and non-organic waste.

**Piloted at 22 locations
across the United
States in 2011**



**Using SMART enables
clients to implement up
to 150 separate actions**

NORTH AMERICA

SMART tool

In January 2012, Sodexo launched SMART (Sustainability Management and Reporting Tool) in more than 90 of the countries' schools, college campuses, health care facilities and corporations, taking a new approach to measuring and improving sustainability and wellness efforts.

Creating value

Using SMART enables clients to **analyze and implement up to 150 separate actions** that can improve measurable performance in each respective area. It also allows them to:

- **Estimate energy use** and the associated climate impact
- **Review progress and trend data** in either a summary dashboard or in a detailed layout
- **View customized and specific recommendations** for making immediate improvements
- **Generate customized sustainability reports** for internal and external presentation

General context

SMART was developed in part to help Sodexo fulfill its commitments to the environment, local communities and health and wellness as identified in the Better Tomorrow Plan. Another key driver for creating SMART was the opportunity it provides to leverage Sodexo's scale and size by **engaging teams at its 6,000 client sites in North America.**

The SMART concept

Piloted at 22 locations across the U.S. in 2011, SMART is Sodexo's proprietary solution for driving **sustainability performance at client sites**. SMART is a comprehensive, yet easy to use dashboard that helps managers establish baseline sustainability performance, prioritize initiatives, and track continuous improvement in four key best practice areas - carbon and energy, water, waste, and healthy/sustainable food and environments.

Objectives

Integral to our **Better Tomorrow Plan**, SMART is designed to help Sodexo achieve its global corporate sustainability commitments to the environment, health and wellness, and local communities, while enhancing site level performance, and strengthening strategic client relations. SMART **delivers a customized sustainability roadmap** that managers can use to guide operational best practices and to inform client decision-making.



**SMART will roll out to
1,000 client sites by
October 2012**

Cotati-Rohnert Park Unified School District in Sonoma County California piloted SMART at Lawrence E. Jones Middle School in August 2011. The sustainability assessment showed that the school was doing extremely well in areas like sustainable and healthy eating practices including local food sourcing. However, SMART also uncovered significant areas for improvement, including energy efficiency and waste management.

With its intuitive dashboard design and ability to positively influence the triple bottom line, SMART has been extremely well received by clients across all of our market segments. Requests to implement SMART at new sites have been robust and **Sodexo plans to roll it out to 1,000 client sites by October 2012.**

"One of the most exciting aspects of SMART is the engagement opportunity it provides with our clients and their customers. It's a unique opportunity to demonstrate our solutions expertise in areas beyond those for which we are typically known."



SMART

SUSTAINABILITY MANAGEMENT AND REPORTING TOOL

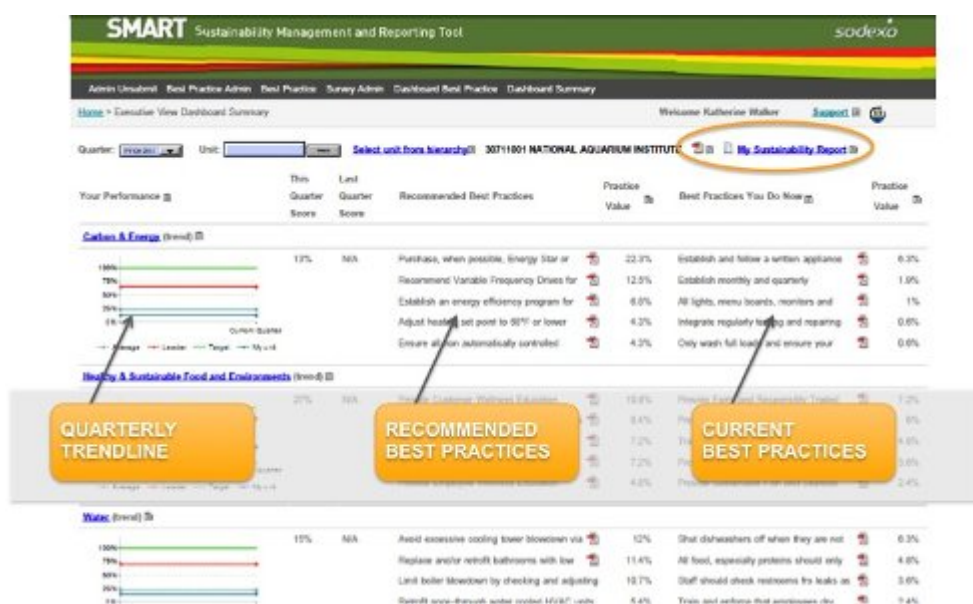
What is SMART?

SMART is an interactive online tool that surveys the sustainability progress at a site, makes recommendations and benchmarks performance. SMART is another way to create a Better Tomorrow.

Why use SMART?

This program helps us deliver greater value to clients by offering solutions that reduce waste, provide healthy and sustainable food options and improve our environmental impact.

We are trained as site managers, not natural resource managers. SMART allows me to manage my carbon use and provides me with tools that help me educate myself, my team and my client.



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