

Thought Leadership Sustainability



I recently had a lively conversation with Kathrin Winkler, the Chief Sustainability Officer for EMC and an insightful advocate of smart green policies and practices.

You can tune into our discussion—*Metrics, Passion and Disruptive Innovation: Key Ingredients for Sustainability Success*—[here](#).

Hard numbers and emotional motivation.

As you'll soon discover, Kathrin and I covered a lot of topics. We talked about the importance of using quantitative measurements to prove the value of sustainability programs. We also agree that it's essential for corporate sustainability leaders to tap into the passion that many employees have for protecting the environment.

That passion can be a great source of energy that will speed up your efforts to make headway on green initiatives. You just have to make sure it is channeled toward common goals.

Start small. And think big.

In the early stages of a sustainability program, it also makes sense to focus your efforts on "quick, easy wins." These small-scale successes help you build the credibility needed for more ambitious efforts in the future.

At the same time, we have to maintain the visionary courage to think big and develop ideas that will eventually lead to disruptive change. It's the only way to preserve the future of the planet.

Kathrin puts it this way, "Frankly, the kind of changes that we need to make to move to a more sustainable economy are going to take really disruptive change." I couldn't agree more.

This is the time for green innovation.

When it comes to sustainability, Kathrin and I clearly have a lot in common. So do our companies.

Both Xerox and EMC, the world's leading developer and provider of information infrastructure technology and solutions, are playing pivotal roles in the green services revolution by developing innovative, energy efficient offerings for cloud computing and business process outsourcing.

Our companies are also working hard to make important contributions to the corporate sustainability movement by providing a wealth of information and ideas organizations can use to reduce their environmental impact.



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So please listen to our conversation. And if you have any comments or questions, send them to me via Ask The Expert on my [Thought Leadership site](#).

Sincerely,

A handwritten signature in black ink that reads "Patricia A. Calkins". The signature is written in a cursive, flowing style.

Patty Calkins