

Conserving Resources

Engaging Employees in Conservation

Boeing has implemented multiple approaches to encourage the workforce to **support conservation by fostering sustainable behaviors**. Employees are a source of innovation; champions of projects and their combined actions contribute to achieving Boeing’s goals.

The programs that Boeing utilizes to get employees involved and contribute to the enterprise sustainability goals are designed to reach all aspects of the workforce (**Page 12**). Elements of sustainability are embedded within the Boeing Production system content and linked to Lean methodologies that **eliminate waste and promote more efficient, sustainable practices within operations**. Additionally, Boeing provides behavior change training and encourages recognition programs to help employees develop sustainable habits and reward them for their efforts.

The approaches used include elements of gamification, which involves turning sustainable behaviors into fun and engaging programs. Key employee engagement avenues include:

- **The Conservation Best Practices program**, which is deployed across the enterprise to prioritize **reducing energy, water and waste** at our largest areas of operation.
- **The Energy Star Battle of the Buildings** competition to encourage employees to work together toward our sustainability goals and promote a culture of environmental stewardship.
- **Aerospace Sustainability Foundations Training**, an internal credential **training that allows employees to learn more about sustainable aerospace and practices** and how they can incorporate them into their work.

By emphasizing employee engagement throughout the sustainability programs, Boeing is benefiting local communities and utilizing the capabilities of its diverse workforce to achieve its operational sustainability goals.

Earth Month photo contest winners

Boeing’s Earth Month celebrations included a photo contest. Participants had the opportunity to submit a photograph with a description of what sustainability means to them.



Winner: Kaitlin Brush Brevig, BCA, Interiors Responsibility Center

For Kaitlin, sustainability means being able to find secret beauty in nature, without negatively affecting it. Photo entitled “Fog Camano,” located in the Puget Sound.



Runner-Up: Katie Ziegler, 777 Fleet Chief Office

For Katie, sustainability includes protecting the honey bees that pollinate plants, sustaining food sources for humans and animals. Factors threatening honey bees include pesticides, disease and their natural predators like the giant hornet. Making honey bees a regulatory and lifestyle priority is critical.