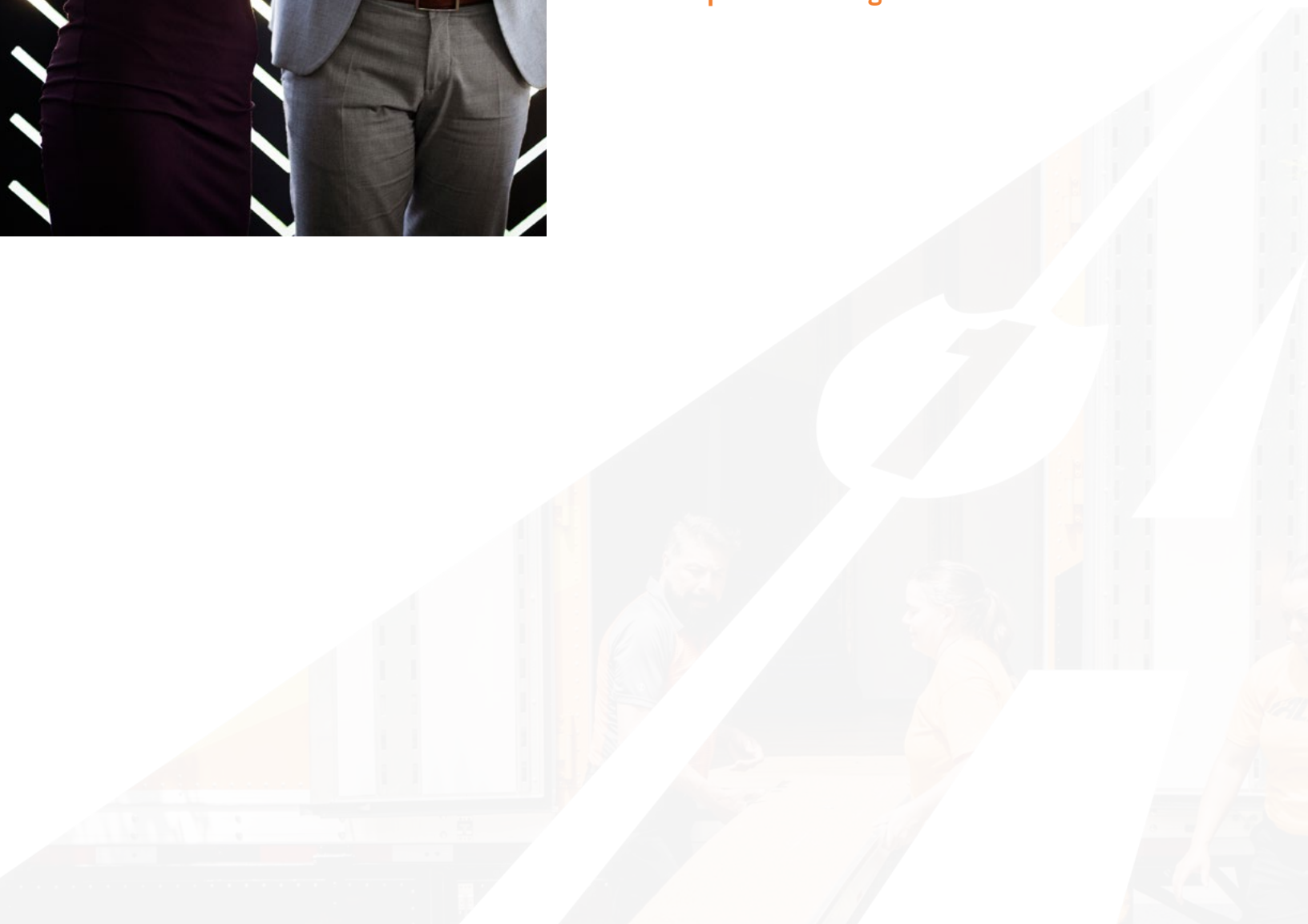




The Path to Sustainable Purchasing

Key Considerations When Selecting a
Corporate Moving Partner



This white paper examines key considerations when analyzing corporate moving partners and provides a blueprint for companies to make a sustainable purchasing decision.

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How Green Purchasing Became a Core Focus for Companies

It was not that long ago that customers were largely apathetic about the environmental decisions of the companies they purchased from and invested in. Those days are quickly passing by. In fact, 77% of consumers now say they are motivated to purchase from companies committed to making the world a better place. Broken down by generation, the numbers reveal the changing tides: 41% of Millennial investors say they put “significant effort” into researching a company’s role in improving society and the environment before deciding to invest, compared to 27% of Gen X and 16% of Boomers, according to a 2019 [Aflac CSR survey](#).

Shifting customer motivations are making an impact on businesses, and quickly. In 2019, 90% of S&P 500 companies published a CSR report, compared to just 20% in 2011. Those reports show corporate evolution. More companies than ever are leaning on technology, for instance, to create sustainability improvements inside their supply chains.

A shift in philosophy also appears to be afoot. For years, companies had been content to sit around the outskirts of innovations in sustainability. These days, they’re no longer lingering around the market’s edges; businesses are taking an active role in transformation. “Instead of waiting for a market shift to create incentives for sustainable practices,” Andrew Hoffman wrote in a [recent article](#) for Stanford Social Innovation Review, “companies are creating those shifts to enable new forms of business sustainability.”

As companies pursue sustainability, they should be mindful that not all objectives demand a direct tie to the environment. In truth, the definition of sustainability increasingly stretches beyond that vertical.

The United Nations recognizes that “corporate sustainability starts with a company’s value system and a principles-based approach to doing business.” The [Ten Principles](#) of the UN Global Compact were established to urge businesses to incorporate fundamental responsibilities in their practices. Organizations are asked to meet minimum standards in terms of Human Rights, Labor, Environment and Anti-Corruption.

From the UN’s Ten Principles came the [17 Sustainable Development Goals](#) (SDGs), which are an urgent call to action that span a healthy gamut of social responsibility. On the list are goals to end poverty in all forms and achieve food security everywhere, ensure healthy lives and promote well-being, promote quality education, achieve gender equality, ensure access to affordable clean energy, promote sustainable economic growth, and ensure responsible consumption and production, among several others.

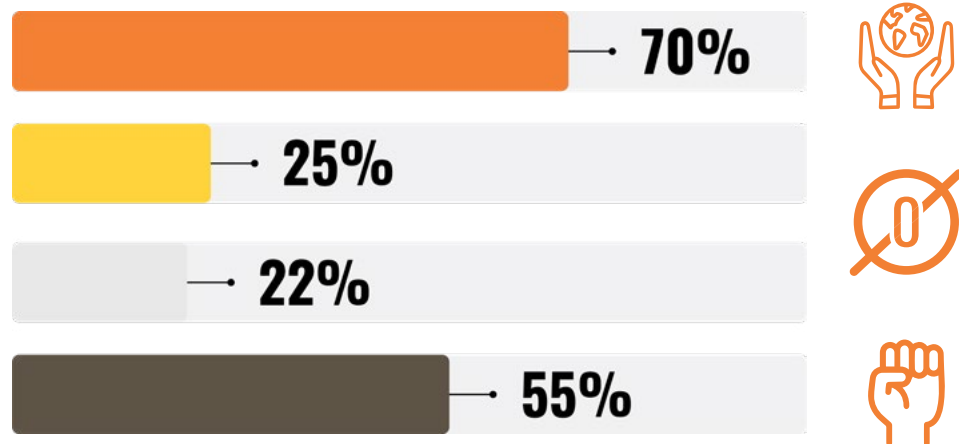
These lofty objectives call on businesses and individuals everywhere to examine how they can make a difference. When it comes to corporations, real progress will require buy-in from across the spectrum, from operators of the largest oil rigs to developers of technology, from the top automakers to, yes, even moving companies.

Key Stats On The Importance Of Corporate Responsibility

70% of Americans believe it's either "somewhat" or "very important" for companies to make the world a better place.

25% of consumers and 22% of investors cite a "zero tolerance" policy toward companies that embrace questionable practices on the ethical front.

A majority of American consumers (55%) believe it's important for companies to take a stand on key social, environmental, and political issues.



1. Stobierski, T. (June 15, 2021). 15 Eye-Opening Corporate Social Responsibility Statistics. Harvard Business School. Retrieved from <https://online.hbs.edu/blog/post/corporate-social-responsibility-statistics>

The Environmental Concerns of Moving

Moving may seem unfit for sustainable practices. After all, filling boxes, and transporting them from one place to another are activities that are solidified parts of the process. But it's in a more mindful approach to the little things that moving companies can make a big difference.

Moving companies can play a role in creating a more sustainable world in several ways, including:

- **Being smart about their fuel usage and CO2 footprint:** One of the most obvious detriments of moving is the carbon emissions created by large moving trucks, which often run on diesel fuel. Considering that [9.8% of Americans](#)—or about 15.3 million households—move annually, the impact can add up quickly. That's why it's imperative that moving companies are smart about the fleets they deploy and the routes they take. Having fuel-efficient trucks in the arsenal can greatly reduce a company's overall yearly emissions. So, too, can choosing efficient routes that cut down on time in the vehicle.
- **Using sustainable packing and moving materials:** For a 1,500-square-foot house, experts suggest using anywhere from around 60 to 90 boxes, depending on the number of items involved in the move. Regardless of where any given move nets out, there is potential for significant waste if cardboard boxes are not properly handled and recycled. To cut down on unneeded waste from packing and moving materials, moving companies can provide plastic or other reusable packing boxes in advance of the move—or offer recycling services for excess boxes thereafter. Companies can also provide other sustainable packing materials—staying away from Styrofoam and instead opting for biodegradable packing peanuts or recyclable plastics.
- **Collaborating with partners to make sure food and other items don't go to waste:** Finally, moving companies can play an important role in providing options for clients who would discard food or other items they don't want to move to their new location. By partnering with local food shelters or charities, companies can often find ready homes for items that would otherwise head to a landfill.

Just like all businesses, moving companies should approach sustainability topics with a wide-angle lens. Those who think comprehensively about the topic—analyzing everything from their supply chain, to their employees, to the end customer—will ultimately have the biggest impact.

The Impact Of Moving Companies By The Numbers²

15.3 million

households in America, with an average size of 2.3 family members, move annually.

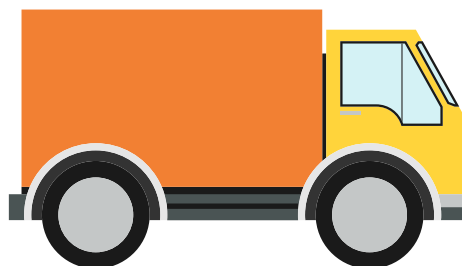


9.8%

of Americans move annually.

50 thousand

approximate number of moving trucks in the US.



2. (January 19, 2022). What Moved America: 2021 Moving Industry Statistics You Should Know. Shyft Moving. Retrieved from <https://www.shyftmoving.com/blog/moving-industry-statistics>

Allied's Focus on Sustainability

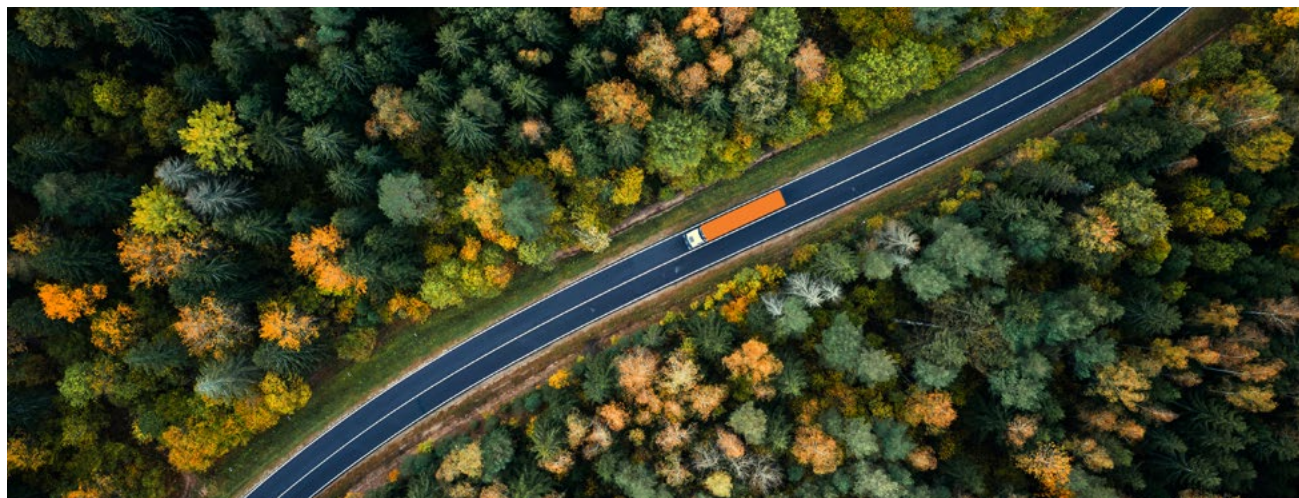
Allied Van Lines has committed to being a leader in sustainability. Leveraging some of the tactics above, we undertake initiatives to:

- **Reduce our own operational environmental impact. That means thinking proactively about ways to downsize our carbon footprint.**
- **Provide advice and support to clients. We help clients both manage their own environmental impacts and assess and respond to climate-related risks and opportunities.**

Yet we know that these initiatives are only as effective as we can quantifiably demonstrate them to be. That's why we've long been committed to calculating our carbon footprint. Through our partnership with the Climate Neutral Group (CNG), we were able to come to a total yearly CO2 output. We then offset that total with a payment to CNG, which invests the revenues in projects that make a measurable contribution to sustainable development.

Now, we're taking that tracking to the next level by engaging in the Big Mile program. **Big Mile** sets the standard for CO2 emissions analysis, and by utilizing their methods, we'll be able to gain deep insights that will allow us to further optimize our environmental practices. With implementation in early 2022, Big Mile will also offer integrated tooling in the international reduction program, "Lean & Green."

Our efforts don't stop there. For office and industrial moves, we're rolling out the CommercialConnect app, providing carbon footprint reporting and analysis that can help those clients grant their customers with valuable transparency. Clients will be able to track, for instance, the year-to-date savings through recycling that comes from various business supplies, such as office furniture, IT equipment, or lab equipment.



We're also making sure that all clients are able to seamlessly connect with charities to discard unwanted belongings or food during their move. As much as 30% to 40% of the food supply is wasted each year in the U.S., equating to an estimated \$161 billion worth of food in 2010, [according to estimates](#) from the USDA's Economic Research Service. Furniture and clothing are also substantial contributors of waste, with the EPA [estimating](#) that 9 million tons of furniture are tossed into landfills each year. That's why we've partnered with both the [Salvation Army](#) and [Move For Hunger](#), allowing clients to schedule pickups to give their unwanted items a second life. In 2020, a difficult year for many families due to the pandemic, Allied helped collect more than 5 million pounds of non-perishable food.

That's what's happening now, but there will be more to come. As we continue to strengthen our commitment to the UN's 17 SDGs, SIRVA Worldwide Inc.—parent company to Allied—has created a new global Environmental, Sustainability and Governance (ESG) committee. We are putting a particular focus on the following areas:

- **Environmental**
- **Health and Safety**
- **Information Security and Data Control**
- **Labor and Human Rights**
- **Legal, Risk and Compliance**
- **Operational Moving**
- **Supply Chain Management**

As we implement initiatives across all segments, we will continue to build a sustainable future that's guided by the UN's principles. To incorporate the Ten Principles, Allied is committed to promoting greater environmental responsibility through our sustainable practices, eliminating discrimination in the workplace and ensuring no human rights abuses occur in our business.

A More Sustainable Path Forward

Pick an industry, and you're likely to find plenty of examples of companies who are yet to grasp the significance of making real effort, with quantifiable results, toward a more sustainable future. The more customer opinion continues to shift, the more those companies will be left behind.

The modern consumer is simply too smart for lip service. They see right through so-called "greenwashing." They want real, measurable impact.

That's why Allied is so committed to showing our cards when it comes to the specific steps we're taking to improve the environmental practices of our company—while empowering our clients to do the same. Not only is it the right thing to do, but it empowers our clients to put their customers at ease, providing valuable transparency that builds trust.

For more information, visit www.allied.com or contact your local Allied agent.

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