

# Hubbell Canada LP Sustainability Initiative

CASE STUDY

## ABOUT HUBBELL CANADA LP

Hubbell Incorporated is an international manufacturer of quality electrical and electronic products for a broad range of non-residential and residential construction, industrial and utility applications. With 2011 revenues of \$2.9 billion, Hubbell

Incorporated operates manufacturing facilities in the United States, Canada, Switzerland, Puerto Rico, Mexico, the People's Republic of China, Italy, the United Kingdom, Brazil and Australia. Hubbell also participates in joint ventures in Taiwan and Hong Kong, and maintains sales offices in Singapore, the People's Republic of China, India, Mexico, South Korea, and the Middle East. The corporate headquarters is located in Shelton, CT. Hubbell Canada LP ("Hubbell Canada") is an affiliate of Hubbell Incorporated, which is headquartered in Pickering, Ontario Canada. It provides local inventory, shipping, sales and marketing and support to the local market for many of the Hubbell products sold in the US. Hubbell Canada employs 132 people at its 155,000 square foot distribution, manufacturing and office facility in the Brock Industrial Park. The company is a member of Canadian Manufacturers and Exporters, the Greater Toronto Marketing Alliance, and the Ajax-Pickering Board of Trade, and is a registered EcoBusiness with Durham Sustain Ability.



## LOCATION

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## HUBBELL SUSTAINABILITY INITIATIVE

The Hubbell Sustainability Initiative (HSI) is an enterprise-wide commitment to develop sustainable products and business practices that will guide Hubbell toward its vision of being a recognized leader in sustainability. The foundation of the initiative rests on the idea of creating a culture of shared values, where sustainability is integrated not only into the corporate culture but also embraced by their employees.



## Vision

Hubbell is committed to be a recognized leader in conserving natural resources to sustain our environment.

## Mission

Achieve an ongoing culture of environmental responsibility with our employees, customers, suppliers, communities and industry, implementing educational programs and sustainable practices.

## Values

Hubbell values sustainability throughout all aspects of its business. The HSI articulates this through a series of stated values:

- Environmental Responsibility
- Education/Communication
- Employee Engagement
- Operational Excellence
- Accountability
- Industry Leadership

### In practice, these values are adhered to through:

- an ongoing commitment to natural resource conservation and waste reduction;
- supporting efforts through enterprise-wide lean initiatives;
- engaging all employees in developing and implementing sustainable practices;
- communications, education and training for employees, customers, suppliers and the industry's we serve;
- measuring sustainability efforts and being accountable for the results; and
- being recognized for commitment and dedication to sustainable products and practices.

## SUSTAINABILITY FOCUS

The HSI identifies a number of sub-initiatives through which to focus sustainability efforts. Within each sub-initiative, the HSI formulates a sustainability objective and benefit, as well as the area(s) in which the company should focus. These sub-initiatives are briefly outlined below.



## Facilities Initiative

Within Hubbell's facilities, the company recognizes substantial opportunities to reduce waste, conserve resources, and improve operational facilities and lower facility costs. The facilities initiative focuses on developing a standardized audit protocol and conducting audits at every Hubbell facility to identify and implement cost and resource saving projects. These will take place at the company's offices, distribution centres and manufacturing plants.

## Operations Initiative

Operationally, Hubbell sees enormous potential to provide for further cost savings and reductions in natural resource consumption. The operations initiative addresses the factory floor from front office to shipping of final product through the use of Green Value Stream Mapping (GVSM). Using GVSM, Hubbell is able to review all activities in the value stream or operation of its business from an environmental perspective, with the goal of minimizing and ultimately eliminating the 7 green wastes. This initiative looks at energy and water use, materials, biodiversity, garbage, transportation, and emissions.

## Product Initiative

The product initiative looks at reducing environmental impact and life-cycle product costs while increasing Hubbell's brand preference and awareness. It focuses on implementing sustainable design strategies throughout product development stages and manufacturing processes. The scope of the product initiative includes sustainable product design guide and strategies, product case studies, product life cycle impact assessments, and integration into marketing and sales. As the company learns how to manufacture products in a more sustainable way, it plans to apply those lessons to other products.

## Information Technology (IT) Initiative

The objective of the IT initiative is to eliminate waste related to energy and paper consumption. Through this initiative, Hubbell evaluates IT activities from an environmental perspective, including looking at energy efficient computing standards and expanding e-commerce with customers and suppliers. Actions taken under this initiative have included conversion to Energy Star PCs, consolidating file servers, implementing PC power management, reducing/eliminating inefficient personal computers, and expanding electronic invoicing to customers.

## Marketing Initiative

The marketing initiative seeks to promote and maximize visibility and awareness of Hubbell's sustainable processes, practices and products. Communicating Hubbell's efforts and achievements in sustainability is seen as an important part of this initiative. Marketing tools include employee communications, banners, posters, reinforcement materials, a dedicated website, and communicating metrics.



## Education Initiative

Closely related to the marketing initiative is the education initiative, which aims to create awareness, develop employee commitment and position Hubbell as the green vendor of choice of customers. The focus is on developing a green educational curriculum for employees and customers for presentation internally and by the company's sales organization externally. The education program includes an employee call to action to support sustainability at work and home, and communication of plans and accomplishments. In time, the initiative will expand to customers, suppliers, industry and communities.

## PICKERING FACILITY

Within the context of Hubbell's corporate HSI, Hubbell Canada's Pickering headquarters has reduced its environmental footprint while achieving cost savings in a number of areas, including electricity, natural gas, waste reduction, and emissions.

### Electricity

Hubbell Canada implemented several changes that have reduced energy use at the Pickering facility by approximately 40,000 kWh per month.

- All of the 400-Watt Metal Halide fixtures in the distribution centre were replaced with energy efficient fixtures. In total, 160 6-lamp high bay T5 fixtures and 185 4-lamp high bay T5 fixtures were installed. Over 300 of these fixtures were accompanied by ceiling mounted occupancy sensors. This retrofit resulted in approximately 30% reduction in kWh per month (34, 212 kWh/month). In addition, Hubbell Canada received a rebate through the Ontario Power Authority's saveONenergy program.
- The compressor was right-sized from a 70 HP to a 10 HP. The 70 HP unit was sent to a sister plant in Montreal rather than being sent to landfill.
- Occupancy sensors were added to all private offices, meeting rooms and the general office area.
- Fridges and the freezer in the cafeteria were replaced with Energy Star recognized units.
- Four 6-ton HVAC units were replaced with more efficient units, and one 20-ton unit was upgraded to a more efficient unit.
- Three Power factor correction units were applied to three different circuits of fluorescent fixtures, with a hope of reducing power consumption by 30%.
- Less energy efficient outdoor fixtures were replaced with LED outdoor fixtures.



## Natural Gas

Hubbell Canada implemented the following natural gas upgrades:

- 19 programmable thermostats were added to the office and distribution centre.
- The aged 80 gallon hot water tank was replaced by a 30 gallon efficient unit.
- The hot water tank supplying the shipping washrooms sinks was replaced by 2 tank-less electric hot water heaters.

## Waste Diversion

Over the past few years, Hubbell Canada has expanded its waste diversion programs to include recycling of plastics, shrink wrap, plastic stripping and electronic waste. Paper, bottles and cans are also collected for recycling from the office areas. Diversion of materials from landfill has increased from 66% to 84% since December, 2010.

## Emissions

Hubbell Canada encourages its staff to carpool and is a partnering company with Durham Region's Smart Commute program, which helps local employers and commuters explore different commute choices like carpooling, cycling and transit. The goal is to reduce traffic congestion, improve air quality and reduce greenhouse gas emissions while making commutes less expensive and more enjoyable.

## Employee Engagement

Employees at Hubbell Canada's Pickering location receive a quarterly EnerSave Newsletter that provides ideas for conserving energy both at work and at home. Employees are also invited to suggest energy saving ideas via a suggestion box. The company provides employees with an energy usage meter that they may borrow to determine whether their home appliances are efficient. Employees are also involved with the Town of Ajax Community Sustainability Team Meetings.

## Client Engagement

In addition to its internal efforts to reduce resource waste, Hubbell Canada works with its clients to help them conserve resources. As a lighting solutions provider, Hubbell Canada offers options that are Energy Star partners and can help with attaining Leadership in Energy and Environmental Design (LEED) credits. The company also offers lighting audits that evaluate existing lighting systems and suggests changes that can save energy and costs.

## Recognition

Hubbell Canada was recognized for its sustainability efforts in 2010 when it was awarded the City of Pickering's 2010 Sustainability Award for its contribution to the Sustainable Pickering Journey. Hubbell is also a registered EcoBusiness with Durham Sustain Ability, a non-profit organization that links local sustainable actions to larger global issues, and a partner with Durham Partners in Project Green.



## MOVING FORWARD

Moving forward, Hubbell Canada plans to continue to find creative ways to further the objectives of the HSI. Currently, the company is looking into the possibility of installing solar panels on the roof. Guided by the basic principal that prevention is better than cure, Hubbell will continue to be a sustainability leader.

## WHAT IS DURHAM PARTNERS IN PROJECT GREEN?

Durham Sustain Ability (DSA) and its partners have been developing Durham Partners in Project Green (DPPG) since mid-2011 in order to assist local companies to improve their environmental and financial performance. DPPG builds strong relationships with the business community, while providing tools and resources to assist local companies in improving their productivity and reducing their direct and indirect emissions of greenhouse gases and other pollutants.

Working with the Toronto and Region Conservation Authority (TRCA), the Region of Durham, local utilities and municipal governments, DSA is managing and delivering DPPG. The program is being modeled on, and is leveraging the resources and experience of the very successful Partners in Project Green: A Pearson Eco-Business Zone initiative that has been in operation around Toronto Pearson International Airport for the past three years.

DPPG acts as the interface for green business in the region of Durham. DPPG has its own programming, as well as acts as a clearinghouse that connects businesses to other green business related programming in the region. By taking this approach, it will become easier for companies looking to reduce their costs to contact a single organization who can then connect them to the various resources available throughout the region through this “one-window” approach.

**For more information about Durham Partners in Project Green, please visit:**

[www.partnersinprojectgreen.com/durham](http://www.partnersinprojectgreen.com/durham)

[info@sustain-ability.ca](mailto:info@sustain-ability.ca)

905.985.3279, ext. 12

Durham Partners in Project Green delivers programming that helps businesses reduce energy and resource costs, uncover new business opportunities, and address everyday operational challenges in a green and cost-effective manner.

[www.partnersinprojectgreen.com/durham](http://www.partnersinprojectgreen.com/durham)

