

How Law Firms Are Pursuing Sustainability Strategically

American Bar Association Section of Environment, Energy, and Resources
Climate Change, Sustainable Development, and Ecosystems Committee
Cosponsored by Chicago-Kent College of Law

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Sustainability at Ballard Spahr

- **Ballard is one of only 10 designated pilot law firms participating in the ABA's Law Firm Sustainability Policy Project.**
 - **The model policy was designed to allow law firms to demonstrate in a meaningful way what they are doing to be good organizational citizens.**
 - **Three Ballard Spahr partners served on the drafting committee for the model ABA policy and the implementation checklist**
 - **Implemented through all our offices, Ballard is committed to meeting the goal of sustainable development, or "sustainability," by meeting the "Triple Bottom Line" of economic, social, and environmental responsibility.**
- **Ballard is also a subscriber to The Greater Philadelphia Green Business Commitment**
 - **Developed by Pennsylvania Environmental Council and promoted by Mayor Nutter to the business community**
 - **Includes substantive requirements**
 - **Ballard is a Gold level**

Ballard Spahr LLP

- **Twelve offices in eleven states and D.C.**
- **479 lawyers and 474 employees**

Ballard Spahr, Always Thinking Green!

- **Our Sustainability Committee of partners and support staff from the firm's 12 offices work to better every aspect of the organization, fostering respect for community while at the same time wisely using and managing environmental and economic resources.**
- **Key Sustainability Committee members – Staff enthusiasm:**

Anne Stowell
(Los Angeles)



Bob Fratantoni
(Philadelphia)



Peter Bulkley
(Philadelphia)



Lucy Darilek
(Los Angeles)



Karol Koepp
(Phoenix)



Vision – Largely Follows Model Policy

- **It is in the best interest of Ballard Spahr, its employees, and society as a whole that our firm move along the path to sustainability. To that end, we will strive to achieve the following objectives of economic, social, and environmental responsibility. To serve as an example in the legal and business communities, we will publicly communicate this commitment and periodically report on our progress and on the challenges we face in fulfilling it.**

Policy Includes all Three Legs of the Stool

- **Economic Responsibility**
 - Both Ballard's and the Community's, which often involves core business
- **Social Responsibility**
- **Environmental Responsibility**

Social Responsibility: Respecting People

- **Include Most Elements of Model Policy**
 - **Respect for Everyone.**
 - **Avenues for Communication.**
 - **Service to Clients. d**
 - **Awareness and Advice.**
 - **Responsible Governance and Professional Courtesy.**
- **EEO and Diversity Polices**
 - **Incorporated existing ABA Model Policy**
- **Community Involvement**
 - **Pro bono services and philanthropic efforts.**
 - **Our Pro Bono Policy is incorporated in the Sustainability Policy.**
- **Diversity and Pro Bono Coordinators are Enthusiastic Supporters**

Environmental Responsibility: Respecting the Planet

- **In Resource and Energy Conservation, Waste and Pollution Management, Climate Change Challenges and Supply Chain Impacts**
- **Climate Change Challenges.**
 - **Have completed a GHG inventory consistent with Philadelphia Policy**
 - **Have not yet subscribed to ABA Policy, but could qualify.**
- **Policies vary according to market and lease and impose constraints. Examples**
 - **Parking policies – need to meet market in some car-oriented offices**
 - **Performed energy audit in Philadelphia office, but implementation requires concurrence of building manager**

Benefits to Profitability – Cost Savings

- **Many policies implemented for economic purposes, either to save money or make our practice more efficient, satisfy environmental sustainability goals:**
 - **Electronic meetings – most partner meetings and many firm wide meetings**
 - **Use of digital media and reduction in paper**
 - **Two sided printing and copying**

Business Development Benefits

- **Over the past 24 months, we have responded to 32 requests for proposals (RFPs) asking for information regarding the firm’s sustainability policy.**
- **A growing number of companies are issuing RFPs that include questions regarding corporate responsibility as it relates to sustainability policies.**
- **“Walking the Walk” has helped us gain engagements with entities promoting sustainability**
 - **Variety of state, city and county engagements, particularly relating to sustainability utilities or sustainable energy utilities**
 - **Have advised corporate clients on sustainability**