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Sustainability Strategies at Arkansas Electric Cooperative Corporation: Casey Shepard (AECC) Arkansas Environmental Federation Meeting Presentation

10/16/2018

Ms. Casey Shepard undertook a presentation at the Arkansas Environmental Federation (“AEF”) Convention titled:

Sustainability Strategies at AECC (“Presentation”)

Ms. Shepard serves as an Environmental Engineer III at the Arkansas Electric Cooperative Corporation (“AECC”).

The Presentation addressed a number of procedures and issues associated with AECC in its promotion of sustainability.

Ms. Shepard initially provided an overview of AECC, noting it:

- Is one of the top generation and transmission cooperatives in the United States
- Is owned by 17 distribution cooperatives
- Provides electricity to 500,000 homes, businesses, and farms in 74 Arkansas counties

AECC’s load capacity breakdown was cited, noting:

- Natural Gas – 47%
- Coal – 35.4%
- Hydropower – 8.4%
- Wind – 8.7%
- Solar/Bio – 0.5%

Sustainability is defined as:

... to create or maintain conditions under which humans and nature can exist in productive harmony to support present and future generations.

Citing the United States Environmental Protection Agency.

Examples referenced include:

- Solar power

- Recycling (citing paper, glass, plastic, and metal)
- Electric-powered vehicles

The Presentation includes a discussion of what is described as “Priority Sustainability Issues for the Electric Power Industry.” This is illustrated through a chart:

Air Emissions	Assets & Operations	Business Model	Climate Change
Community Vitality	Customer Relations	Cyber & Physical Security	Energy Reliability & Resiliency
Energy Affordability	Green House Gas Emissions	Habitat & Biodiversity	Job Satisfaction
Labor Relations	Public Policy Relations	Safety & Health	Skilled Workforce Availability
Supply Chain	Waste	Water	Workforce Diversity, Inclusion & Equal Opportunity

To initiate sustainability efforts the Presentation notes the need to obtain executive support and survey the company or facility to “gauge interest.”

Advice regarding building a “Sustainability Team” is provided referencing the need to “start small but aim big” and include multiple departments.

The agenda for the first meeting is suggested to include:

- Welcome, Introductions, Background, Current Status
- Sustainability Team Development
- Discuss Potential Initiatives
- Feedback: What Role Do You Want to Play?

The charter for the development of the strategy is addressed and is defined to include:

- Definition of a green team
- What is our purpose?

Suggested CGT “Smart” goals are noted. Smart is defined to equal Specific, Measurable, Attainable, Relevant, Timely. AECC examples are provided.

The Presentation also identified AECC 2018 community initiatives which included:

- The adoption of Wakefield Park
- Performed monthly cleanups
- Installed and maintained a pollinator-friendly garden

The Presentation addressed 2018 workplace initiatives, along with supplemental topics and events such as:

- World Water Day
- Earth Day
- E-waste recycling event
- KLRB Great Arkansas Cleanup
- Recruitment video

AECC received national recognition for its co-op pollinator education program.

Additional future initiatives are described and the Presentation ends with the “Keys to Succeed,” which are stated to include:

- Engage with your audience and survey their interests
- Be flexible
- Don't try to do too much too quickly
- Keep it simple and clear
- Provide positive reinforcement
- Keep going

A copy of the slides from the Presentation can be found [here](#).