We gain ground by going green.

Energy Efficiency

Maintaining our focus on energy conservation as an ENERGY STAR® Partner, U.S. Bank continues to look into opportunities to employ renewable energy that make strong business and environmental sense. In 2012, our branch in Clayton, Missouri, became our first solar installation with a 25-kWh solar photovoltaic rooftop system, projected to save approximately 860,000 kWh of energy over the life of the system (around $70,000 in energy cost savings). A kiosk was installed inside the branch showing in “real time” the power being produced by the panels.

Looking forward to 2013, we are preparing to install solar arrays at several branches in Southern California that will include solar canopies over the parking spaces, providing our customers shaded parking while also generating energy. We recognize that as a financial institution, the majority of our greenhouse gas (GHG) emissions are a result of our energy consumption and we track and publicly report this information, as well as our reduction plans, via the Carbon Disclosure Project.

Recycling

In an effort to provide environmentally and financially effective recycling options to employees at our smaller facilities, we worked with our waste management vendor to create a solution specifically designed for U.S. Bank: the Eco2Go portable recycling program.

The Eco2Go recycling containers are placed in employee break rooms to collect plastic and metal recyclables. Once the container is full, it is sent on the next regularly scheduled UPS pickup to a local recycling facility. We estimate more than five pounds of material will be kept from the landfill for each box returned. A full lifecycle analysis was done on the project to ensure that the impact of the materials was more than offset by the positive environmental benefit of the recyclables. More than 1,100 facilities participated in the Eco2Go program in 2012.
Inspiring Small Businesses

An innovative new seminar designed by U.S. Bank to help small businesses increase their bottom line through sustainability, brought together a panel of experts from local utility and green technology companies to share their knowledge. U.S. Bank provided attendees with a discounted rate on one of our key small business loan products if they chose to implement any of the ideas they learned about in the half-day session.

Collaboration

As a follow-up to an initial survey of our top 100 suppliers, U.S. Bank invited 20 of those key suppliers to a Sustainability Summit to better understand their sustainability policies and practices and share U.S. Bank’s priorities and focus areas for sustainability. Best practices were discussed and knowledge shared among industries. Our goal is to encourage ongoing dialogue between U.S. Bank and our suppliers as well as discussion among our suppliers.

Residential Solar Shines

U.S. Bank has steadily been building its presence in the renewable energy arena, particularly in residential solar financing. Since 2008, USBCDC has funded 310 megawatts of residential solar—enough to fully power approximately 52,000 homes across the country. Affordable homeowner financing options like solar leases and power purchase agreements allow customers to switch to clean, solar power with minimal up-front cost and low monthly payments. Solar power also supports energy independence and minimizes our environmental impact.

The Future Branch

How can U.S. Bank provide best-in-class customer service in a way that also supports our sustainability initiatives? One of our first commitments was to build all newly constructed retail branches to LEED-certified standards, knowing that this designation tangibly recognizes the positive environmental and energy-efficiency aspects of the building.

Upgrading branch technology to more energy-efficient equipment also allows for faster customer service. As part of this effort, we installed e-signature technology and new multifunction print devices in our facilities to provide for more efficient printing, scanning and faxing capabilities, decreasing the number of pages printed while also significantly reducing the paper transported between facilities.

Our next major initiative gives branch employees a single, web-based platform for performing their sales and service roles, eliminating much of the paper previously required. The system now allows for electronic signature for deposit product applications and enables our branch staff to perform more account servicing “on the spot,” increasing customer satisfaction. Streamlined access to online support tools and resources guarantees that our employees always have the latest applicable information at their fingertips.

Employee Engagement

Our approach to environmental sustainability involves educational programs and initiatives to engage our employees. Our employee-led Green Teams are a key component to outreach throughout our company.