

Hartz & Minds 12: The Best Kept Secret in Atlanta...Maybe the World

This issue of Hartz and Minds will, for the first time, showcase a Corporate Hartz client. This company was ideally situated to benefit from the Firm's expertise:

- Mission and vision were well defined
- Goals included continued growth
- Executives actively endorsed our work
- Engagement leaders were ready to give time and resources
- Donations were issued at most locations
- Volunteers participated in a variety of community projects
- The identified need was a cohesive CSR strategy linked to business goals

Novelis, a nearly \$11 billion corporation, is the world's largest producer of rolled aluminum and the leader in beverage can recycling. The company was created in a 2005 spinoff from AlCan Inc. and is now a wholly owned subsidiary of Hindalco Industries Limited, part of the Aditya Birla Group, based in Mumbai. Their products are sold to companies in automotive, packaging, electronics, and architecture and building industries. Novelis's 11,000 employees work in 11 countries on 4 continents.

Its global headquarters is in a LEED gold certified building in Atlanta which also houses a marvelous display of products made from Novelis materials. There, CEO Philip Martens and an interesting international Board of Directors have led an incredible period of top and bottom line growth. This year, the leadership team raised the bar on environmental sustainability with a goal of 80% recycled input and reduced carbon footprint of company and customers. In parallel, Novelis turned strategic attention to its CSR strategy.

The Novelis business vision is "to make the world Lighter, Brighter, Better." Ergo, the new Corporate Social Responsibility program, Novelis Neighbor, mirrors that aspiration. As the company achieves economic, environmental, and quality of life goals, its investment of time, talent and treasure will focus on:

- Lighter Living – safety, always priority #1 at Novelis, will make communities safer
- Brighter Futures – math and science, critical to the future success of Novelis and its clients, will be supported through multi-faceted educational partnerships at all levels
- Better Environment – recycling is a key component of sustainability at Novelis; volunteers will improve communities through recycling education programs and localized Cans for Causes activities.

Already, the new strategy, program, and policies are approved, messages are incorporated into internal communications, employees are seeking civic leadership roles, and Atlanta ran a Novelis Neighbor branded employee giving campaign of three weeks – first with lighter, then brighter, then better activities to encourage participation and donation.

Further, Novelis does not rest on its laurels. Program leaders are looking to rebuild the global network of site champions for Novelis Neighbor, provide a toolkit for volunteers, formalize the recognition program, increase the CSR budget, expand partnerships with customers and suppliers, and measure community impact. Novelis is a model for all!