

## **Briggs & Stratton – Employee Sustainability Weeks**

### **Challenge**

Briggs & Stratton Corporation, headquartered in Milwaukee, is the world's largest producer of air-cooled gasoline engines for outdoor power equipment. Its brands include Brute, Snapper, Simplicity, Ferris and Murray.

The company wanted to educate employees about sustainability and to promote sustainable behavior. Management decided that dedicating a week to sustainability would be the most effective way to encourage this type of behavior change.

### **Strategy**

In 2009, Briggs & Stratton held its inaugural Sustainability Week. Activities included the collection of clothes and other items to be donated to Goodwill, a Sustainability Fair, employee computer/electronic and household hazardous waste collection events, and an organized green space cleanup.

The Sustainability Fair, taking place during one full day of the Sustainability Week, provided an opportunity for employees to interact with local organizations/companies to get informed about sustainable initiatives, pick up free goodies, and enter to win prizes. Some of the organizations present were Goodwill Industries, Keep Greater Milwaukee Beautiful (KGMB), We Energies, Tim O'Brien Homes, and others.

Based on the success of the inaugural Sustainability Week, Briggs & Stratton decided to continue the endeavor and expand the activities for subsequent years.

The theme of Sustainability Week changes each year: in 2009 it focused on the Environment; in 2010 it was "Giving Back," with various charitable organizations involved; and in 2011 it was "Technology and Sustainability," with organizations such as Lowe's and We Energies showing examples of efficient appliances and household efficiency technologies.

The company partnered with [Feeding America](http://feedingamerica.org) to collect food donations. In 2010 and 2011, employees were encouraged to donate food items during the month leading up to Sustainability Week and at all the events during Sustainability Week.

### **Results**

Although hard to quantify in terms of financial impacts, results of the Sustainability Weeks have been positive. The events have undoubtedly raised awareness among employees and have encouraged more sustainable behavior, both in and out of the workplace.

Over the past three years, Briggs & Stratton has collected just over 26,000 pounds of computer and electronics waste from its employees that was sent for proper recycling and disposal through its Sustainability Week collection events.

Laura Timm, Briggs & Stratton, Director of Corporate Communications, [Timm.Laura@basco.com](mailto:Timm.Laura@basco.com)

Jennifer Misiewicz, Briggs & Stratton, Divisional Environmental Manager, [Misiewicz.Jennifer@basco.com](mailto:Misiewicz.Jennifer@basco.com)

Feeding America: <http://feedingamerica.org>