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P3 UTAH CASE STUDY

Of US Synthetic

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Introduction

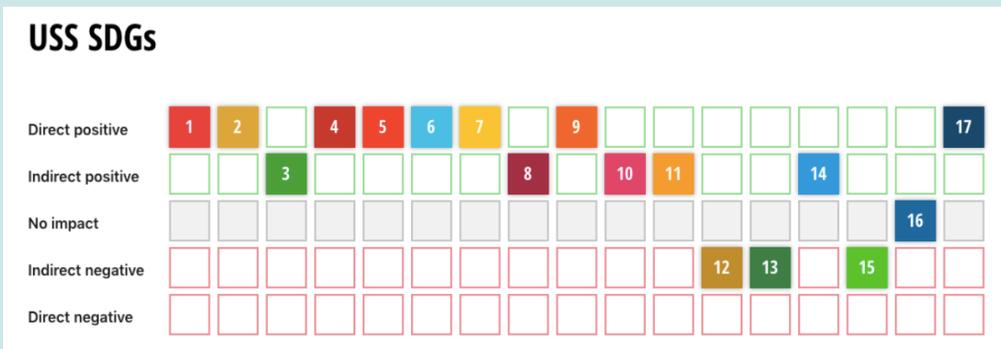
US Synthetic's company culture is dedicated to the idea of progress, a concept called "Kaizen." This was evident in their willingness to undertake assessments and ask honest questions of themselves and of their methods. The concept of continual process improvement was clear in the team's work with Landen Garner, Director of Engineering Good and other employees at the firm. Each was trying to improve the workplace and do good in the world. The core values of US Synthetic are not just words in a motto- they are a living part of the company. Our BYU Ballard Center consulting team worked with Landen to evaluate the company's current corporate sustainability efforts and make recommendations to increase positive triple bottom line impact.

Highlights

- USS's Kaizen workplace culture makes it extremely **well-positioned to advance positive impact** in society and the environment.
- Survey results indicate **employees feel very strongly of the importance of doing good in the world**, doing well for society, doing better for the environment, and maintaining a strong focus on quality production.
- **UN Sustainable Development Goals (UN SDGs) impact is already highly positive**, and scoring can easily be doubled with minimal effort.
- The few SDG areas requiring improvement are largely environmentally oriented and a group of **effective nonprofit organizations stand ready to help** USS shift those few lower performing SDG areas into positive impact.
- **Comprehensive triple bottom line sustainability management is already well underway** with a top official designated to continuous process improvement and a soon to be launched Engineering Good Committee perfectly positioned to lead sustained improvement efforts.
- **An Impact Center showcasing activities generating positive impacts is underway**, having already received top management commitment and support and the employee leadership is in place to implement this Center to spur additional innovation and growth in positive impact as well as inform key company stakeholders and the wider community.
- **USS can easily obtain a coveted Silver Rating in new P3 Utah sustainable business ranking.**

UN SDG's

The table indicates that US Synthetic has had a direct or indirect **positive** all of the UN SDG's but four. The UN SDG Score that was found is a 32.4/100, but we believe US Synthetic can improve their score and get at least a **70/100** after implementing our recommendations. <https://unsdg.un.org>



P3 Evaluation

Using the P3 Utah evaluation tool, we determined that US Synthetic is a bronze on the cusp of a silver (gold being the highest). The chart to the right is a list of recommendations based on the P3 Matrix. We believe that if US Synthetic implements these recommendations, they can be a silver by the end of the year.

As US Synthetic implements these recommendations, they should keep the following three objectives in mind.

1. Provide evidence of managements ability to reach and adjust goals.
2. Collect data about operations in order to compare industry benchmarks.
3. Improve reporting on your process and outcomes to your stake holders.

	Inward Impact	Outward Impact
People	Workplace Establish an Engineering Good Committee to meet at least quarterly to discuss ways to improve commitment to the triple bottom line.	Community Conduct research of US Synthetic's impact on other stakeholders.
Planet	Resources Commit to converting manufacturing to 100% renewable energy and biodegradable resources and to develop plans to reach this goal.	Ecology Commit to taking responsibility for environmental stewardship and creating a net positive environmental impact.
Profit	Production Conduct research on customer and USS impact through various means (market research surveys, etc)	Marketplace USS uses its industry leadership to inspire both its stakeholders and other manufacturing companies by producing an annual report of ways it has committed to the triple bottom line

Employee Survey Key Responses

- **96.1%** state that USS workplace **culture** has impacted them either extremely positive or moderately positive.
- **84.7%** believe that minimizing **waste production** is either extremely important or very important.
- **84.6%** state that improving **product** quality is a high priority for USS
- **80.8%** believe that **sustainability** at USS is important
- **76.9%** feel that their suggestions for **improvement** are given full consideration
- **73.1%** agree that it is important to have a physical place for employees to see the **impact** they are having in the world
- **42.2%** believe that US Synthetic has positively impacted the **environment**

Impact Center

The Impact Center should be managed by the Engineering Good Committee, composed of leading impact-oriented line employees and managers. Goals and features of the Impact Center:

- High employee engagement;
- Good physical location, such as immediately outside the Cafeteria; and
- Suggestion box and sign-up sheet for developing future activities.