



Photo credit: First National Bank of Omaha



First National Bank of Omaha

Omaha, Nebraska

Sustainability master plan spurs organizational consensus

Project Summary

In 2020, First National Bank of Omaha (FNBO) selected Verdis Group to develop a Sustainability Master Plan, building on our earlier work designing their active commuting program. With over 100 buildings across eight states, FNBO's facilities significantly impact its carbon footprint. We created a Net Zero Pathway that measured greenhouse gas emissions and prioritized sustainability strategies based on impact, cost, and feasibility. Informed by a detailed GHG inventory and waste audit, the 2021 plan also included recommendations to strengthen FNBO's environmental corporate social responsibility efforts. Since then, FNBO has made substantial progress with our support: improving waste management by adding composting and Hefty EnergyBags, engaging employees in sustainability goals, and continuing to track GHG emissions, waste diversion, and water use through our Premium Dashboard. FNBO continues to make significant strides to reduce the emissions impact of its operations. As of 2025, the bank is now over 50% of the way to its goal of Net Zero by 2035.

SERVICES PROVIDED

- Sustainability Master Plan
- Active Commuting Program
- GHG Inventory
- Net Zero Pathway
- Implementation Planning
- Corporate Social Responsibility Expertise
- Premium Dashboard
- Employee Engagement
- Renewable Energy Procurement Advising
- Waste Audit Advising

PROJECT DETAILS

Date: 06/2019 – present

Relevant Links:

[2023 Impact Report](#)

[Sustainability Dashboard](#)

Challenges

- FNBO needed help defining its emissions reduction goal and clarity on what resources it would take to significantly reduce emissions.
- There was an opportunity to better align on the organizational definition of sustainability, its relevance to the company's mission, and how it could incorporate sustainability into its larger corporate social responsibility strategy.

Solutions

- Our Net Zero Pathway model gave FNBO the clarity to set aggressive, science-based targets, as well as understand the cost and impact of potential strategies.
- Our data analytics enabled the Buildings Team to prioritize investments to optimize energy savings and emissions reductions.
- We worked closely with leadership to help them understand how sustainability can be integrated into different departments and how it fits into their larger efforts in corporate social responsibility. We shared banking industry research to demonstrate what opportunities exist and facilitated healthy discussions on how sustainability can support FNBO's mission and business strategy.

“ Verdis Group has been and continues to be an essential partner in our sustainability journey. They have been instrumental in helping design our corporate sustainability strategy, clarifying how we will achieve our Net Zero emissions goal with the Net Zero Pathway, and reaching organizational consensus in the process. ”

- Tim Malik, Senior Director, Property Management, First National Bank of Omaha

Impact

The Net Zero Pathway gave FNBO a clear understanding of what it will take to achieve its Net Zero emissions goal. Not only do they have a solid plan, but they are able to continually update that plan as they implement significant changes. This has resulted in a 50% emissions reduction since the pathway was established.

The bank has also achieved leadership consensus on why sustainability is important to their mission, as well as organizational alignment on sustainability goals.

Because we were able to provide clarity on a number of strategies, FNBO is implementing strategies such as overhauling its waste management program, is pursuing technology upgrades for increased efficiencies, and has completed a solar feasibility study.

Our Expertise in the Finance Industry

The financial services industry is setting ambitious goals to lower greenhouse gas emissions. For example, financial firms collectively managing \$130 trillion pledged to achieve Net Zero emissions by 2050 at COP26. These firms understand their employees and customers care deeply about climate change and want to support sustainable businesses.

Our clients include Mutual of Omaha, First National Bank of Omaha, Tokio Marine HCC, PURE Insurance, and others who we have helped improve organizational alignment and employee engagement while lowering emissions. In doing so, we utilize best practices from both the financial services industry and the Greenhouse Gas Protocol.

To learn more, visit verdisgroup.com or connect with us at info@verdisgroup.com.