



Photo credit: First National Bank of Omaha



# First National Bank of Omaha

OMAHA, NE

SUSTAINABILITY MASTER PLAN SPURS ORGANIZATIONAL CONSENSUS, ACTION



## Project Summary

First National Bank of Omaha (FNBO) hired Verdis to create a Sustainability Master Plan in 2020, following our work to design an active commuting program for the company. With over 100 buildings in eight states, FNBO's facilities are a large contributor to the bank's carbon footprint. Our Net Zero Pathway measured FNBO's greenhouse gas (GHG) emissions and recommended vetted sustainability strategies to prioritize based on impact, cost, and other important factors.

The Sustainability Master Plan, completed in 2021, was informed by the detailed GHG inventory and waste audit we conducted. Concurrently with the Plan, we assessed and recommended enhancements to the environmental pillar of FNBO's corporate social responsibility work. The final product charts a clear path forward and defines how sustainability can have a meaningful impact on the company's future.

FNBO is now making significant progress in implementing those strategies with our support. They moved quickly to enhance their waste management system by adding composting and Hefty EnergyBags, and they are engaging employees in the effort to achieve their newly formed sustainability goals. We are now developing an electric vehicle strategy, and continue to track the bank's GHG emissions, waste diversion rate, and water usage using our Premium Dashboard.

## SERVICES PROVIDED

- Sustainability Master Plan
- Active Commuting Program
- GHG Inventory
- Net Zero Pathway
- Implementation Planning
- Corporate Social Responsibility Expertise
- Premium Dashboard

## PROJECT DETAILS

Date: 06/2019 – present

Relevant Links: [FNBO's 2020 Community Impact Report](#)

## Challenges

1. FNBO needed help defining its emissions reduction goal and clarity on what resources it would take to significantly reduce emissions.
2. 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

1. 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.
2. 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.

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 Financial Services 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, Dundee Bank, 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](https://verdisgroup.com) or connect with us at [info@verdisgroup.com](mailto:info@verdisgroup.com).