

Project Title: Corporate Sustainability Reporting – Stakeholder Communications Best Practice

Full Scale Implementation OR Pilot Scale/Study

1. Description of the project: What is the issue and how did you fix it?

Metalcasting industry stakeholders including community members near foundry locations as well as potential customers often desire/require information from a metalcasting facility of interest. Such parties seeking this information may resort to unreliable or incomplete internet information sources. Alternatively, accurate information detailing emissions released to air or water, waste generation and recycling, carbon reduction programs and other relevant Environmental, Social and Governance (ESG) topics may be summarized and presented within an annual corporate sustainability report (CSR). The report is designed to contain this information and more, allowing stakeholders to access accurate information readily and allow a starting point for information exchange.

Traditionally, this can be confusing for stakeholders as it is sometimes difficult to understand what to ask for. Waupaca Foundry assembled a multidisciplinary sustainability team to develop and publish a CSR. The CSR (<https://waupacafoundry.com/Corporate-Responsibility/Environmental>) discloses relevant ESG data in a format that is easy to understand which provides an accounting of organizational objectives and targets to achieve ESG improvement, including the successes and trials along the way. Ultimately, the initial (2014) and annual publications of the CSR have proven to be valuable tools to help stakeholders understand how Waupaca Foundry, Inc. supports continual improvement in these areas and the organization's vision of the Green Foundry of the future.

2. Environmental Benefits: Conservation of raw materials or energy, reduction or elimination of emissions, wastes, toxics, water discharges, etc.

One of the main goals of the CSR is to inform stakeholders (public or otherwise) on the materiality of the organization's activities on ESG categories such as emissions of all media types, labor practices, energy efficiency, procurement practices, etc. The Waupaca Foundry CSR communicates environmental goals for the company that

include energy use reduction, lowering emissions, and other sustainability activities that extend beyond regulatory compliance. With an initial report published in 2014, ensuing years' reports have demonstrated progress toward achieving these goals. Making this information available promotes wider knowledge of the foundry instead of outside groups generating negative opinions as a result of misinformation (or a lack of reliable information). Waupaca Foundry's experience with this program has confirmed the value of the effort in the results achieved by proactive communications, stakeholder engagement, and providing focus on the organization's objectives and targets to work towards ESG excellence.

3. Other Benefits: Productivity, health and safety, employee morale, etc.

The CSR details any relevant measures that were taken during the reporting year. These include segments that highlight team members' accomplishments in improving the workplace. For example, the 2021 report includes a section regarding the replacement of grinder wheels with ones that offer significant safety improvements. Other sections note accomplishments from employee positive impacts that help raise morale through sharing case studies on how employees can contribute within the organization to make a difference. These personal stories promote a culture that empowers team members to succeed in the important aspects of career growth and workplace improvement.

4. Cost Savings: Capital cost, operating cost, ROI or other pertinent cost information.

Direct cost savings are difficult to define but "soft" benefits have been recognized through the application of this reporting program. The CSR by definition is a proactive activity with the intent of sharing information that may be needed by stakeholders. With metalcasting customer ESG information requests expanding in recent years, the CSR acts as a platform to satisfy these inquiries within one pre-planned format (which expedites the organization's response and level of effort vs. responding to dozens or more separate requests independently). Due to the public broadcasting of the CSR, third party awareness of improvement projects has occurred where historically there may have been a public assumption that no such efforts were underway. These stories of improvement, when communicated, often fuel continued interest and momentum to maintain continual ESG improvements. These improvements decrease operating costs, increase efficiency and help shape public opinion.

More than ever, metalcasting customers look to their foundry supply chain to help with their own organizational ESG goals. The CSR and resulting benefits

communicate this to current and potential foundry customers and can be leveraged as a potent tool for casting sales account managers. Casting customers may be aware of the quality of parts that a given foundry produces, however the CSR provides the deeper story of the manufacturing process and how their casting supplier reaches above and beyond ESG expectations.

5. Additional Comments

Sustainability reporting is an organizational-wide effort. The culmination of salient ESG information can be instrumental in avoiding negative opinions of foundry facilities by proactively publishing improvements achieved and underway as an alternative to the incomplete information available within the media. The wider application of CSR within the metalcasting industry is a highly recommended tool to raise the image of AFS member foundries.

6. Applicable Environmental Categories and Foundry Processes. Select all that apply.

Environmental Categories

- Carbon (GHG) Emissions Measurement and Reduction
- Air Quality Water Use and Discharge Waste Management
- Beneficial Use Stormwater Material and Resource Conservation
- Community Engagement

Foundry Process(es) Impacted

- Melt Pour Mold Core sand system/reclaim
- Shakeout Heat Treat Quench Finishing Shipping
- Maintenance Pattern Shop Casting Design
- Management Systems and Metrics
- Other, explain:

Green Foundry Project

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7. Add photos to enhance your application, if applicable.

