



Carbon Reduction Challenge



Overview

Recommendations

- Institute WFH one day per week for the entire HubSpot office
- Provide an optional 2-day a week WFH option to all employees

Carbon Emission Reductions

- 770,000 kg CO₂/year

Co-benefits

- Less money spent on HVAC, catering, and disposable items
- Address nearly unanimous employee desire for more WFH
- All with no cost to the company



About HubSpot



HubSpot

- A marketing, sales, and services software company
- Mid-sized with ~3,800 employees across two main offices (9 total)
- Very strong focus on company culture
- Overall progressive and ecologically conscious employees



EcoSpot

- An internal affinity group focused on making HubSpot more environmentally sustainable
- Almost 300 members
- Mostly active in Dublin office
- Mostly focused on efforts of individual HubSpotters



My Project



My Project

Make Working From Home (WFH) a common and consistent practice at HubSpot

- Institute WFH one day per week for the entire HubSpot office
- Provide an optional 2 day a week WFH option to all employees

Carbon Emission Reductions

Calculations

- Determined the percentages of HubSpotters who used single operated vehicles (SOV), low emission transportation, and 0 emission transportation
- Calculated average daily commute distances
 - **15 miles/day**
- Using U.S. governmental agency statistics for CO2 emissions by transportation mode, determined average carbon emissions per day per HubSpotter (non-WFH)
 - **~3 kg CO2/day**

Calculations (Cont.)

- Calculated number of non-WFH working days per year
 - Before changes: **182 days/year**
 - After changes: **114 days/year**
- Calculated overall carbon emissions per year given 3,800 employees
 - Before changes: **2,070,000 kg CO2/year**
 - After changes: **1,300,000 kg CO2/year**

So, how much would we save?



~770,000 kg CO₂/year

That's pretty good!





Limitations

Limitations of the data/calculations

- The data is skewed to overrepresent Dublin and EcoSpot.
- When calculating emissions, it is probable that people with longer commutes are more likely to use SOV, while people with short commutes are likely to use zero emission transportation; however, we do not take this into account, leading to lower estimated emissions and emission reductions
- Used U.S. metrics for CO2 output



Cost Savings

- 0 upfront cost
- Less catering needed
- Less disposable objects/utensils needed
- Reduction in HVAC costs due to less people in the office (particularly if the whole office gets a WFH day)



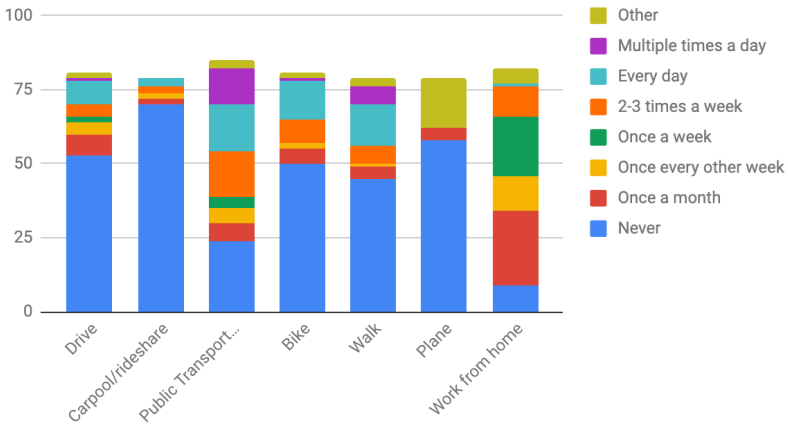
Co-benefits

- End the feeling that WFH is an inconvenience
- Estimated 68 more WFH days per HubSpotter per year
 - More time with family
- Time-savings for employees
 - ~50 minutes in commute time saved per day WFH
 - Each HubSpotter would save about 57 hours per year
 - Total commute time savings: **216,000 hours/year**

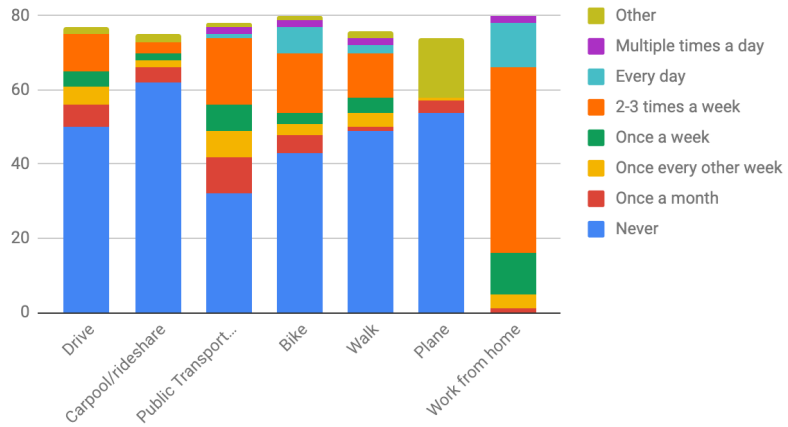
Co-benefits (Cont.)

HubSpotters want more WFH

Responses by Commute Pre-Covid



Commute Preference Post-COVID





Next Steps



Next Steps

- Transfer data, analysis, and recommendations to HubSpot Culture Team and EcoSpot
- Roadblocks
 - The Culture Team already has plans to have discussions about WFH in midAugust, after I will be back at Georgia Tech

Thanks!

ANY QUESTIONS?

Find me at: adachille15@gmail.com

