Beyond Corporate Sustainability:
A health insurer’s plan to combat climate change and advance health equity
INTEGRATED ACTION

1. OUR OWN RESPONSIBILITY
2. OUR WORK TO ADVANCE ENVIRONMENTAL JUSTICE
3. OUR ROLE AS A TRUSTED COMMUNICATOR
STEP 1:

Our environmental responsibility
Environmental Sustainability
Since 2010, we have reduced our company’s impact on the environment in meaningful ways.

- Improve GHG accounting practices to account for scope 3 emissions
- Work towards carbon neutrality and zero waste
- Develop best in class environmentally responsible procurement program
- Help our associates bring sustainability home

58% Reduced electricity
76% Reduced waste
85% Reduced paper
31% Reduced water
Goal 2
ZERO HUNGER
Committed nearly $600,000 to not-for-profits addressing the rising rate of food insecurity in communities across the state due to COVID-19.

Launched a Community and Employee Meal Program in partnership with our food service provider, FLIK, that brought back furloughed cafeteria staff while offices were closed to prepare nearly 140,000 healthy meals for families in need, valued at $2.5M.

Utilized our company gardens to donate 3,000 lbs. of fresh, local produce to be used in our Community and Employee Meal Programs.

Partnered with Project Bread and their COVID-19 response efforts with the Department of Elementary and Secondary Education, schools and community partners to provide families with access to school meals while schools were closed during the pandemic.

Committed to locally sourcing 75% of the food served in our offices.

Goal 3
GOOD HEALTH AND WELL-BEING
Waived cost share for all COVID-19 tests and treatment.

Provided a grant that allowed Health Care for All to hire two multi-lingual HelpLine Counselors, providing vital assistance to non-English speakers disproportionately affected by the COVID-19 pandemic.

Funded a 5-year study with Massachusetts General Hospital to support research for a promising treatment of diabetes.

Creating a national model with East Boston Air Coalition to improve air quality in communities with high levels of ultrafine particles (UFPs).

Goal 12
RESPONSIBLE CONSUMPTION AND PRODUCTION
Reduced our waste to landfill by 76% and paper consumption by 85% since 2010.

Committed to becoming a zero-waste organization.

Converted our food service ware to compostable and recyclable.

Hosted a company-wide electronic waste drive that enabled employees to safely recycle 727 lbs. of unwanted personal and home electronics.
## NEW GOALS & TARGETS

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>2.1</strong></td>
<td>Universal access to safe &amp; nutritious food</td>
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<td><strong>2.4</strong></td>
<td>Sustainable food production &amp; resilient agricultural practices</td>
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<td><strong>3.5</strong></td>
<td>Prevent &amp; treat substance abuse</td>
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<td><strong>3.8</strong></td>
<td>Achieve universal health coverage</td>
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<td><strong>3.9</strong></td>
<td>Reduce illnesses &amp; death from hazardous chemicals &amp; pollution</td>
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<td><strong>10.2</strong></td>
<td>Promote universal social, economic and political inclusion</td>
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<td><strong>10.3</strong></td>
<td>Ensure equal opportunities and end discrimination</td>
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<td><strong>11.2</strong></td>
<td>Affordable and safe transport systems</td>
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<td><strong>11.6</strong></td>
<td>Reduce the environmental impact on cities</td>
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<td><strong>11.7</strong></td>
<td>Provide access to safe and inclusive green and public spaces</td>
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<td><strong>12.2</strong></td>
<td>Sustainable management &amp; use of natural resources</td>
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<tr>
<td><strong>12.5</strong></td>
<td>Substantially reduce waste generation</td>
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<td><strong>12.8</strong></td>
<td>Promote universal understanding of sustainable lifestyles</td>
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<td><strong>13.1</strong></td>
<td>Strengthen resilience and adaptive capacity to climate related disasters</td>
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<td><strong>13.2</strong></td>
<td>Integrate climate change measures into policies and planning</td>
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<td><strong>13.3</strong></td>
<td>Build knowledge and capacity to meet climate change</td>
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STEP 2:

ADVANCE ENVIRONMENTAL JUSTICE
(A PILLAR OF OUR HEALTH JUSTICE STRATEGY)
MAKING IT EASIER TO BE HEALTHY

A healthy lifestyle should be accessible to everyone. See what we’re doing to make it a reality.

True change happens when equity is at the center

Our Corporate Citizenship approach is rooted in health justice. We’re deeply committed to helping all Massachusetts residents lead healthy lives and ensuring equitable access to the environments, experiences, and education needed for good health.

Through our partnerships with civic and community leaders, we focus on overcoming the immediate barriers that prevent us from achieving physical, mental, and emotional wellness, and working to dismantle their root causes.

Food justice
Ensuring access to healthy, culturally relevant food and to build a sustainable food system

Environmental justice
Overcoming the disproportionate impact of pollution and environmental degradation on under-resourced communities

Racial justice
Striving to eliminate systemic, interpersonal, and institutional racism that contributes to disparate health outcomes
**OUR MISSION**

GreenRoots works to achieve environmental justice and greater quality of life through collective action, unity, education and youth leadership across neighborhoods and communities.

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**Mission**

Eastie Farm is dedicated to pursuing **climate justice**, improving **food access**, and fostering **community resilience** through the development of interactive urban **agricultural spaces** and environmental **education programs** in which residents of all ages and backgrounds are encouraged to learn and take part in the production of healthy, locally-grown, and culturally relevant foods.
STEP 3:

COMMUNICATE, EDUCATE, EMPOWER
United States

Interested: 74%
Not at all interested: 25%
<table>
<thead>
<tr>
<th>Topic</th>
<th>Interested</th>
<th>Not at all interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>The impacts of global warming on your local community</td>
<td>78%</td>
<td>21%</td>
</tr>
<tr>
<td>The impacts of global warming elsewhere in the United States</td>
<td>77%</td>
<td>21%</td>
</tr>
<tr>
<td>The impacts of global warming around the world</td>
<td>78%</td>
<td>21%</td>
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Original Investigation | Environmental Health

June 18, 2020

Association of Air Pollution and Heat Exposure With Preterm Birth, Low Birth Weight, and Stillbirth in the US
A Systematic Review

Bruce Bekkar, MD\textsuperscript{1}; Susan Pacheco, MD\textsuperscript{2}; Rupa Basu, PhD\textsuperscript{3,4}; et al
When ‘Do No Harm’ Means Evacuating Hospitals in California

Medical evacuees are the new refugees of climate change.

Nov. 1, 2019
COMMUNICATE AND EMPOWER

• PROVIDE OPPORTUNITIES FOR ASSOCIATES TO LEARN ABOUT CLIMATE AND ENVIRONMENTAL ISSUES

• EDUCATE ASSOCIATES, MEMBERS, PARTNERS ABOUT ENVIRONMENT AND HEALTH CONNECTIONS

• SUPPORT AND INCENTIVIZE ACTION

• WORK IN PARTNERSHIP WITH MUNICIPAL LEADERS AND LAWMAKERS TO ADVANCE HEALTHIER ENVIRONMENTS FOR HEALTHIER PEOPLE IN THE COMMUNITIES WE SERVE
Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association.

Our Members & Customers

- 2.8M Members
- 24K Employer customers

Our Customers Include

- 79% of MA cities and towns
- 112,487 federal employees

Participating Provider Network

- 67,138 Providers
- 74 Hospitals

The Power of Blue

The Blue Cross Blue Shield Association is a national association of 36 independent, community-based and locally operated Blue Cross Blue Shield companies.

- Insures 1 in 3 Americans
- 110M members in U.S. and Puerto Rico
- Committed to Local Communities
- $382M in charitable giving
- Largest Provider Network
- 96% of hospitals and 95% of providers

All data as of December 31, 2020

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association.
Green resolutions

A doctor's guide to health in a changing climate

DR. AARON BERNSTEIN
In a new Coverage series, a physician explores the ways health and health care are affected by climate change

A child’s right to breathe

DR. AARON BERNSTEIN
We can all take steps to address race and health disparities that contribute to asthma and other illnesses

'Blueprint for Boston' Symposium of Boston's teaching hospitals explores 'watershed moment' for climate crisis and medicine

BEVERLY FORD

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association.
Recruiting our 2022 BlueCrew Leadership Council

CORPORATE CITIZENSHIP 101
“We basically have three choices: mitigation, adaptation, and suffering. We’re going to do some of each. The question is what is the mix going to be. The more mitigation we do, the less adaptation will be required, and the less suffering there will be.”

- John Holdren, Climate Advisor to President Obama,
4th IPCC Launch, 2007