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SAN FRANCISCO, CA. RL | A ECO Communications Wraps “Be the Change You’d Like to See” Green Business Presentation for Bank of America and Wachovia.

RL | A worked with Bank of America to create a change management presentation on green business practices and incentives for employees, managers and executives. Delivered by top executives of Bank of America and Wachovia Bank to an industry wide conference, the presentation visualizes ways to create environmental benefits by using less paper, recycling, using public transportation, and taking advantage of B of A programs, like one subsidizing employee purchases of hybrid vehicles at \$3000/ea.

The presentation also highlights Bank of America and Wachovia green building commitments. Each company is building advanced green headquarters buildings, in the case of B of A, that’s a platinum LEED certified skyscraper in the middle of New York City. Wachovia’s new eco friendly digs will be in Charlotte, NC, with LEED certified branches across the country.

“When we began the project, there was a lot of information, of course,” remembers Robert Lundahl, project producer and RL | A principal, “but, I wondered, what are we really telling people? If we sincerely want their ‘buy in,’ how do we frame that request?” Then our client, Len Heckwolf, tells a story. He says, ‘My father will never use an ATM. My son will never write a check.’ The world changes and we change with it. That’s our perspective; and that’s why the presentation we created is motivational to audiences. It’s about getting everybody on the same page. And when ‘everybody’ is hundreds of thousands of employees, you can really make an impact.”

“Be the Change You Want to See,” a 72 slide PowerPoint presentation on adopting and supporting green business practices at Bank of America, is in use around the world by the company.

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