



John R. Platko II Managing Partner

Education

MS – Environmental Science, Florida
Institute of Technology, Melbourne, FL

BS – Aquatic Environments,
Allegheny College, Meadville, PA

Professional Registrations

BEAC Certified Professional

Environmental Auditor

Professional Associations

Return On Sustainability Investment
Model & NYU Stern Center For
Sustainable Business Partner

Participant, Circular Economy 100,
Ellen MacArthur Foundation

Languages

English

Linked 

Experience Summary

John Platko has more than 35 years of business, sustainability, environmental, health and safety leadership experience. His client engagements involve the development and implementation of strategies, plans, and programs that emphasize simultaneous creation of business, environmental, and social value for private sector clients, NGOs, and multilateral organizations operating domestically and internationally.

John has led projects in more than 40 countries in North America, Latin America, Europe, and APAC. He has been a thought leader and problem-solver on topics such as business sustainability/resilience, water security/water stewardship, climate change, circularity/waste management, environmental and social impact measurement/monitoring and operational EHS risk and performance management in developed and emerging economies. Additionally, John co-developed the Return On Sustainability Investment (ROSI) model with NYU Stern Center For Sustainable Business, which through business case and monetization tools enables better, more sustainable investment/resource allocation decisions.

Prior to consulting, John served on the corporate environmental staff for Scott Paper Company and Bristol-Myers Squibb and was a facility-level environmental engineer and safety director for a multi-site manufacturing operation. His current clients include Global 1000 organizations in the food/beverage, consumer products, energy and various business-to-business sectors.

Representative Projects

- **Managing Water Security Risk Through Process, Standardization & Simplification:** Since 2017, ALO's team has worked with one of the largest consumer products/retailing organizations in Latin America to address and mitigate business risks associated with water security in regions where the company sources, sells and operates. In summary, these efforts involved a thorough redesign/redeployment of past processes/practices working with the company and their partners (i.e., an NGO and multilateral institution) to standardize and streamline their approach to collective action and managing water security risks, including:
 - Defining relevant challenges (i.e, baselining the 'current state' and targeting key problems to be solved).
 - Inventorying changes required to address these challenges and clarifying how/why such changes would result in improved risk management.

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- Envisioning success and formulating appropriate interventions with associated objectives, goals, targets, and KPIs to create a clear picture of the 'desired state'.
- Redesigning processes, reducing complexity, field-testing/validating, refining and developing a streamlined approach and reference cases for achieving the desired state.
- Assisting in the development of a broad roll-out plan, including addressing deployment priorities, completing readiness assessments, testing for necessary capabilities/capacities, establishing performance measures and monitoring protocols along with developing a multi-phase implementation schedule.
- Supporting the deployment and continuous improvement efforts associated with these efforts across the company's priority geographies.
- Directed and participated in numerous sustainability strategy formulation engagements with multinational organizations. These multi-phase engagements have involved establishing executive literacy on relevant sustainability topics: peer, competitor and customer sustainability benchmarking, materiality analyses, and sustainability visioning, along with objective, strategy and initiative development activities. Participants typically include members of the client's executive staff and broad cross-functional leaders in EHS; legal; finance; marketing; human resources; IT; R&D/new product development and operations. Engagements have resulted in comprehensive, multi-year sustainability strategies and action plans that emphasize simultaneous delivery of benefits to the business, environment and society.
- Over a period of more the 5 years ALO has assisted a large consumer products company in addressing increasing accidents/incidents which triggered company leaders to call for change in how environment, health and safety was managed across its 100+ operations worldwide. Specifically, the engagement has involved working with organization's corporate and regional business units to define and implement a globally harmonized approach to improving compliance, reducing risk and elevating each facility's overall EHS program maturity. This assignment remains an ongoing effort as ALO supports implementation of these changes with the ultimate goal of achieving world class performance and program maturity across all the company's facilities/operations.
- Economically justifying the business case has long been an obstacle to greater investment and progress in sustainability. In 2018, ALO partnered with NYU Stern's Center For Sustainable Business and co-developed the ROSI (Return on Sustainability Investment) methodology to directly address this challenge. Since that time, ALO, NYU and our partners have helped corporations in the energy, consumer products, food/beverage, pharma and other sectors monetize both the tangible and (previously) intangible benefits of more sustainable decisions. These efforts have contributed directly to unlocking capital and other resources to fund initiatives which have created positive environmental and social impacts and helped make these clients businesses more sustainable and resilient.
- Managed and participated in a series of engagements to support the definition, selection, and formulation of sustainability metrics for an international manufacturing organization. The project included selection of relevant measures that would effectively gauge sustainability performance along with relevant economic parameters. Efforts to date have culminated in the development of various scorecards/dashboards that allow management of sustainability performance and the publication of the organization's first external sustainability report.
- Participated in the design, development, and implementation of a corporate initiative to enhance the social and workplace conditions for waste scavengers in the recycled materials supply chain in Latin America. The engagement included a baseline evaluation of conditions within the supply chain, creation of programs to align selected suppliers with globally recognized workplace standards, implementation and monitoring of these programs at a number of local suppliers along with achievement and maintenance of certification to SA 8000. Plans are underway to expand this program to other emerging economies, particularly with suppliers of recycled materials in Eastern Europe.

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- Designed, developed, and executed a survey to establish a baseline characterization of the EHS and sustainability 'culture' of a multinational nutritional foods business. The engagement involved deployment of a broad survey that quantified: 1) leadership; 2) line management; and 3) workforce opinions on the company performance against more than a dozen world-class EHS and sustainability benchmarks. The results of the survey highlighted the differences in perception among the various levels in the organization as it pertained to the efficacy of the company's current EHS and sustainability programs and resulted in actionable improvements that advanced the company's progress towards world-class performance.

Publications

- Using the Return on Sustainability Investment (ROSI) Framework to Value Accelerated Decarbonization, *Journal of Applied Corporate Finance*, Columbia Business School Spring 2020 .
- 'Monetizing Sustainability Investments for Business Decision Making', *Environmental Leader*, May 2014.

Presentations

- Water Risks – Strengthening Supply Chain Resilience, with Arca Continental. NYU Stern CSB Practice Forum, New York, March 2022.
- Why Sustainability Matters, SAMA, May 2021.
- Building the Business Case for Sustainability, NYU Stern CSB Practice Forum, New York, March 2020.
- Scenarios: The Future of Sustainability in the Beverage Industry in 2025, Beverage Industry Env. Roundtable, May 2016.
- Scenario Planning Tool', DrinkTec, Munich, Germany, September 2013.
- 'Sustainability Valuation Tool: Enhancements and Future Planning Workshop', Mexico City, Mexico, September 2013.
- 'Project Phoenix', Consumer Goods Forum Waste Subcommittee Workshop hosted by Johnson & Johnson, São José dos Campos, Brazil, September 2012.
- 'Sustainable Packaging Transformation: Cost Modeling Scenarios', Brussels, Belgium, August 2012.