



*Connecticut Summit on Business Sustainability  
December 7, 2010  
Sustainability Initiative Highlights*



**Business Name:** CNC Software, Inc.  
**Contact:** Mark Summers  
**Website:** www.mastercam.com  
**Primary business:** Cad CAM Software for manufacturing

**Environmental objectives or summary of sustainability mission statement:**

At CNC Software we keep our environmental awareness at a high level and regularly research and act on ideas to keep our energy and waste profile low.

**Sustainability Initiative:**

Our 50,000 sq. ft building is heated and cooled with a geothermal system. We generate approximately 25% of our own electricity with a 72kw solar PV system. A recent building addition included the use of radiant floor heating, FSC lumber, foam insulation and low VOC paint and carpeting.

**Major Goals:**

To generate 50% of our power in the next five years and to continue searching for ideas to be less wasteful without a negative effect on our product, services or employee satisfaction.

**Major Accomplishments:**

- 46 wells provide all of the heating and cooling for the building.
- Solar PV provides some of our electricity.
- Radiant floor heating in the addition is an efficient and comfortable way to distribute heat.
- Insulation under the concrete slab keeps the heat in.
- FSC certified lumber and FSC paper for printing helps with responsible forestry.
- Energy efficient T8 lighting uses less electricity and a lot of windows reduce the need for lighting.

**Lesson(s) Learned:**

- We are heating too much domestic hot water with the geothermal system compared to how much we actually use – not enough thought put into our usage when we had the system designed.
- Spending more on the building envelope would have reduced the heating/cooling load.
- Could have taken better advantage of passive solar opportunity.



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**Business Name:** Curtis Packaging  
**Contact:** Beth Scherer, Director of Sustainability  
**Website:** [www.curtispackaging.com](http://www.curtispackaging.com)  
**Primary business:** Folding Carton Manufacturing

**Environmental objectives or summary of sustainability mission statement:**

At Curtis, we treasure the natural environment. We produce eye-catching custom folding cartons that are sourced from sustainably managed forests, responsibly manufactured, and easily recyclable.

**Sustainability Initiative:**

We strive to follow a triple bottom line accounting system. This means that we hope to incorporate planet, people, and profit into our entire decision making process.

**Major Goals:**

Our major goal is to continuously improve our processes to enhance our environmental performance. Quantitative goals and targets for specific projects are set based on solid data that we collect during the planning process. In the future, we will:

- Decrease our fossil fuel consumption.
- Try to increase the amount of recycled content in our packaging.
- Decrease our overall carbon footprint.

**Major Accomplishments:**

- Our facility is powered using 100% renewable electricity, purchased through Renewable Energy Credits.
- In 2007, we became the first carbon neutral packaging company in North America. We offset all unavoidable greenhouse gas emissions by investing in domestic clean energy projects.
- We offer paperboard that is certified by the Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI). We also offer stock with up to 100% post-consumer recycled content.
- We created several proprietary printing processes that cost less to produce and make cartons that previously needed to be landfilled recyclable. We won a Connecticut Innovation Award for a process called CurtCHROME™.

**Lesson(s) Learned:**

- Education is key. We needed to educate our customers about the value of sustainability and our staff about our sustainability goals. Attaining corporate wide buy-in on our sustainability goals allowed us to identify many opportunities for improvement.
- There is no sustainability playbook; there are shades of gray in most environmental decisions and educating yourself about the environmental aspects of your business takes time. The important thing is to strive for continuous improvement.
- Partnerships and strategic alliances can be immensely helpful. We aligned ourselves with the Sustainable Packaging Coalition and CERES, both of which bring together a diverse group of professionals with great ideas about sustainability.



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**Business Name:** Eastern Bag & Paper Co.  
**Contact:** Derek Wallace, Director of Marketing  
**Website:** [www.easternbag.com](http://www.easternbag.com)  
**Primary business:** Distributor of paper, janitorial and foodservice disposables primarily servicing the education, healthcare and business & industry markets

**Environmental objectives or summary of sustainability mission statement:**

- **Operational:** To reduce our carbon footprint by a specific amount on an annual basis. Currently that amount is undetermined.
- **Customer Objective:** To provide our customers the most comprehensive green/sustainability program which includes products, procedures, quality assurance tools to help them meet their sustainability goals.

**Major Accomplishments:**

- **Reduce our electricity usage in each warehouse, approximately 450,000 square feet**
  - Replacement of all light fixtures with new, more efficient fluorescent lights that consume less energy
  - Installed motion sensors throughout entire building that automatically shuts off lights when not needed
  - Invited by UI to partner with them on Business Sustainability Challenge, we receive free consultant work from energy experts to reduce our power demands.
  - Results: 22% reduction of electricity usage, amounts to 121 Metric Tons of CO2 removed from the atmosphere, equivalent to saving 20,000 gallons of gasoline or planting 147 acres of pine trees.
- **Develop Materials Recycling Program**
  - Stretch Wrap – purchased a baling machine that bales all wrap into tight bundles and then is sent to a recycler.
  - Cardboard – purchased a second baling machine to recycle all cardboard, with similar procedure as Stretch Wrap.
  - Pallets – developed a policy of only using recycled wood pallets, any broken pallets are sent to our vendor who re-uses the wood. We are a user of thousands of pallets per year.
  - Recycle fluorescent light bulbs, Nickel-Cadmium batteries and CRT's
- **Reduce Fuel Consumption**
  - Use software that routes our delivery trucks in the most efficient manor
  - Acquired 15 new trucks utilizing new diesel technology resulting in a 16% reduction in fuel consumption and a 90% reduction in exhaust emissions
- **"Trees for the Future"** - based upon the number of annual deliveries we make with our truck fleet , a new tree is planted, approximately 14,500 trees per year.
- **Customer Objectives:**
  - Developed a "Building a Sustainable Future Program" that we offer to our customers; schools, colleges, hospitals, nursing homes, and independent businesses that helps them achieve their sustainability goals including LEED Certification. Program includes Green Certified and EPP products such as chemicals, paper, liners, disposables, and equipment. We continually train cleaning staffs on correct product usage and procedures along with quality assurance programs to evaluate cleaning effectiveness, to reduce waste and uncover areas that need improvement. The goal is to protect the health of building occupants and reduce the environmental impact of cleaning products and disposables.



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**Business Name:** ESPN, Inc.

**Contact:** Gerard Arrotti, Senior Director of Safety and Sustainability

**Website:** [www.espn.com](http://www.espn.com)

**Primary Business:** Sports television, radio, web production

**Environmental objectives or summary of sustainability mission statement:**

ESPN strives to create and sustain an environmentally friendly workplace through global policies focusing on sustainability, reducing use of finite resources and minimizing its impact on the environment at offices and remote events. Employees are empowered and encouraged to suggest and implement ideas to achieve the company's goals.

**Sustainability Initiative:**

Reduce solid waste and improve waste diversion rate. Reduce direct and indirect greenhouse gas emissions. Inspire our employees and fans to reduce waste.

**Major Goals:**

- To constantly improve our waste diversion rate by focusing on individual waste streams and inspire employees/fans/partners to do the same
- To construct all new buildings to LEED Silver standards and encourage conservation

**Major Accomplishments:**

- Our waste diversion rate is 69%
- We compost all of our food waste and all of our food packaging is biodegradable. We also stress the use of china in our cafeteria.
- Provide reusable water bottles and eliminate water bottles during catering.
- Use of Enmotion paper towel dispensers to reduce paper waste, and we compost our paper towels in our restrooms.
- Reuse-a-mug program eliminated disposable cups and saves \$6,000/month.
- Duplex printing.
- We have educated our employee base and recycle over 11,000 pounds of electronics during electronics recycling drives.
- Reuse-a-shoe drives turn old shoes into playgrounds.
- Energy conservation through the use of motion sensors, visual reminders, lighting design changes.
- Newest building 13 was designed to LEED Silver standards and incorporated daylight harvesting, waterless urinals, premium efficiency motors, etc.
- New childcare center is also designed to LEED Silver standards and has a 30 kw solar PV system, water efficiency landscaping, heat recovery system, among others.

**Lesson(s) Learned:**

- Employee involvement and engagement is the key to success.
- Creative education and outreach are the most effective tools.
- Competition spurs participation.
- Giveaways and contests go a long way.



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**Business Name:** GG2g, LLC

**Contact:** Dayan (Day) Moore Owner, Designer

**Website:** [www.gg2g.com](http://www.gg2g.com)

**Primary business:** Eco & Animal Friendly Accessories, Made in the USA

**Environmental objectives or summary of sustainability mission statement:**

The foundational premise of GG2g is sustainability. Our mission is to keep viable materials from entering the landfill and to repurpose them with little additional energy expenditure. Our desire to “physically” keep our supply chain short has had significant impact in how we do business. Using suppliers in the community around us is a necessity. Sourcing material and production locally is woven into the fabric of our business, and has played a major role in constraining and guiding how we’ve moved forward.

**Major Goals:**

- Establish a Green/Eco brand of “Made in USA” high-end fashion products based on the innovative reuse of used materials.
- Act as a role model for sustainability for other businesses.
- Grow our success so that we may further our philanthropic reach to our community and environment.
- Keep manufacturing in Connecticut.

**Major Accomplishments:**

- We recycled 98% of the construction materials.
- We have appeared in a number of domestic and one international magazine.
- Appeared in a pilot episode for the series All Shades of Green, a documentary style show for PBS which features all aspects of the green movement.
- Received a prestigious grant from the Eileen Fisher Foundation- Women’s Business Grant.
- To date we estimate that we have prevented over 10,000 pounds (and counting) of billboards and other salvaged materials from ending up in the landfill.
- All repurposed materials are obtained locally thus further reducing our carbon footprint.

**Lesson(s) Learned:**

Manufacturing in the USA is much more difficult than we could have anticipated.



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**Business Name:** ING

**Contact:** Ron Falkner, Head of Corporate Real Estate

**Website:** [www.ing.us](http://www.ing.us)

**Primary business:** Financial Services/Insurance

**Environmental objectives or summary of sustainability mission statement:**

ING's approach is to prevent, manage and where possible, reduce the environmental impact caused by its operations. We are committed to raising employee awareness of environmental issues and encourage environmentally responsible behavior.

**Major Goals:**

Our comprehensive environmental program focuses on 4 key areas:

- Increase Energy Efficiency
- Invest in Green Energy
- Reduce, Re-use, Recycle
- Awareness Programs

**Major Accomplishments:**

- **Increase Energy Efficiency**
  - 17% energy reduction since 2007, 10.1 kWh, and \$850k annually.
  - Power management on computer equipment and monitors.
  - Raised building temperatures during summer months to 75 degrees.
- **Invest in Green Energy**
  - 100% wind REC purchase.
- **Reduce, Re-use, Recycle**
  - 38% reduction in paper use since 2007, 211 tons and \$295,000 annually.
  - 54% reduction in waste volumes since 2007, 582 tons.
  - 61% of total waste generated is recycled.
  - Bring Your Own Mug program.
  - Paper must be manufactured with a minimum of 30% recycled paper.
  - Use of remanufactured furniture.
  - Changed settings to default duplex print on 38% of networked printers (831).
- **Awareness Programs**
  - Orange Goes Green teams at all locations.
  - Green Leaders Council created to identify and implement additional opportunities to expand U.S. sustainability strategy, goals and metrics.
  - Conducted Work at Home (WAH) / Orange Goes Green survey with findings about green transportation indicating 22% of our employees use public transportation, carpool, or other mode, i.e., walk, or bike, to work.

**Lesson(s) Learned:**

A strong environmental sustainability program requires active involvement of numerous functions within the organization. Measure, manage and awareness are key to successful implementation of any program.



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**Business Name:** Rockville Bank

**Contact:** Christopher E. Buchholz, Executive Vice President, Rockville Bank

**Website:** [www.rockvillebank.com](http://www.rockvillebank.com)

**Primary business:** Banking and Financial Services

**Environmental objectives or summary of sustainability mission statement:**

Rockville Bank is a leader in Community Banking...helping customers save money and providing educational programs to help manage their finances. Now they are leading the way to help Connecticut save energy and improve efficiency to protect the environment. It all adds up to a healthier place for their customers, employees, community and our planet.

**Sustainability Initiatives:**

- Construction of the state's first "all *green*" bank branch built in 2009 is a model for other businesses – and not just those in financial services. The Bank took every opportunity as a responsible company to ensure the new branch would be as environmentally friendly as possible.
- Rockville Bank has partnered with Sunlight Construction with financing for a model cutting-edge, low-technology residential home construction in Avon. This is non-traditional financing on non-traditional construction.
- All Rockville Bank branches are Eco-Smart and Eco-Friendly.
- They offer RockEZ<sup>SM</sup> Checking and electronic banking services.

**Major Goals:**

- To construct the state's first bank branch with its entire property utilizing *green* technology and engineering – indoors and out.
- To integrate into more new homes the energy technologies and techniques similarly employed by Sunlight Construction.
- To have each Rockville Bank branch be Eco-Smart and Eco-Friendly. Their goal is to recycle 80% of all waste material.
- To encourage customers to use RockEZ<sup>SM</sup> Checking and electronic banking services, reducing paper statements and helping customers save gasoline and automobile expenses from trips to the Bank.

**Major Accomplishments:**

- The new *green* branch receives environmentally friendly energy through Community Energy, Inc.'s voluntary CTCleanEnergyOptions program. The Bank was honored with the Connecticut Quality Improvement Award.
- Sunlight Construction's prototype home incorporates a wide variety of sophisticated, new cost-effective technology and techniques that conserve energy or utilize alternate energy strategies.
- The Bank's efforts to be Eco-Smart and Eco-Friendly include purchasing all equipment that meets the "Energy Star" rating.
- Their electronic banking services have been well received by their customers and have complimented them on their efforts to offer alternative *green* technologies.

**Lesson(s) Learned:**

- *Green* banking makes good business sense. There is no doubt the investment in *green* technology will be recouped.
- Awareness of their *green* branch and their other *green* initiatives has encouraged others to take steps to conserve energy and help improve our environment.



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**Business Name:** Saybrook Point Inn, Marina and Spa  
**Contact:** Stephen Tagliatela, Principal  
**Website:** www.saybrook.com  
**Primary business:** Inn, Spa and Marina

**Environmental objectives or summary of sustainability mission statement:**

Saybrook Point Inn & Spa is committed to being the most sustainable lodging establishment, while maintaining the most comfortable environment for our guests. Our pristine location at the mouth of the CT River inspires us to be good stewards.

**Sustainability Initiative:**

Saybrook Point Inn & Spa has established a Green Team, involving all departments, which meets monthly to explore and implement new initiatives. All employees are encouraged to contribute their ideas.

**Major Goals:**

- Convert the entire facility from heating oil and propane to natural gas
- Add solar thermal panels to provide hot water for the Inn
- Become a carbon neutral establishment

**Major Accomplishments:**

- Saybrook Point Inn & Spa was the first full service hotel in Connecticut to receive the Energy Star rating, in 2007.
- On site waste treatment (system provided by GeoMatrix, a CT company) utilizing air and UV light.
- Saybrook Point Marina was the first DEP designated Clean Marina in 2003.
- Saybrook Point has reduced its carbon footprint by 180 metric tons since 2006.
- Maximizing the heat recycling system to capture and recycle the waste heat generated by the hotel.
- The swimming pools convert salt for chlorination.
- Restaurant cooking grease is recycled for biofuel.
- The Inncom (a Connecticut company) energy system will sense if someone is in the room or not and modify the temperature accordingly.
- CFL and LED lighting is used throughout the building.
- Saybrook Point Inn and Marina has received 12 DEP GreenCircle Awards.
- PV Solar Panels help provide electricity for the Inn.
- 500 KW bio fuel capable low emission generator allows us to participate in the ISO demand response program.
- Low impact laundry implements ozone to reduce energy and chemical use.
- Rain sensor sprinklers and organic lawn care are used.
- Recycled soap is sent to Haiti and other countries in need, through Clean World.
- A chemical free cooling tower (by Dolphin, a CT company) is used at the Inn.

**Lesson(s) Learned:**

- Owners, employees and guests all benefit from a sustainable approach, which has also reduced costs and attracted new business.



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**Business Name:** The Siemon Company

**Contact:** Carl Siemon, President and CEO

**Website:** www.siemon.com

**Primary business:** Development and manufacture of high-performance IT cabling solutions

**Environmental objectives or summary of sustainability mission statement:**

By cultivating a culture of continuous improvement, leadership, and community responsibility, the Siemon Company provides its employees a progressively safe and environmentally responsible workplace, provides its customers innovative and environmentally responsible products and services, and encourages its suppliers to utilize effective environmental management systems. Siemon's Environmental Management System has been certified to the ISO 14001 Standard since 1998 and serves as an operating framework.

**Sustainability Initiatives:**

Programs include numerous energy efficiency and lean manufacturing/waste elimination initiatives, aggressive material safety policies, ROHS (reduction of hazardous substances) program compliance, active support of community greenway development, renewable energy implementation, progressive recycling and waste management, forestland conservation and others.

**Major Goals:**

- Introduce "green" initiatives into all Siemon operation locations outside the US
- Add environmental management system practice to supplier certification criteria
- Launch new product and service offering that will enable data center operators to achieve higher power usage effectiveness

**Major Accomplishments:**

- **Carbon Negativity** - Carbon reductions and offsets at Siemon's American Operations exceed actual emissions by over 330%.
  - Actual emissions: 4880 Metric tons
  - Offsets and reductions: - 16,330 metric tons
  - Total footprint: **negative** 11,450 metric tons
- **Zero-Landfill** - Over 99% of the waste material at Siemon's Watertown, CT campus is recycled, reused or repurposed in an environmentally sustainable manner. Over 900 tons of waste materials were reused in 2009 alone.
- **Clean Solar Energy** - 217KW, 15,600 square-foot solar power system at Siemon's Dynamic Manufacturing Facility generated 216,000 kWh in 2009 and provides yearly greenhouse gas reduction of 373,000 lbs - equivalent to over 19,000 gallons of gasoline.

**Lesson(s) Learned:**

Long term systematic investment in environmental improvement initiatives results in operating cost reductions and sales and marketing differentiation that is valued by customers.



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**Business Name:** Specialty Printing  
**Contact:** Francis Poirier, Sr. Vice President /Operations at Specialty Printing  
**Website:** [www.specialtyprinting.net](http://www.specialtyprinting.net)  
**Primary business:** Labels, Tags, Medical Devices, Printed Electronics

**Environmental objectives or summary of sustainability mission statement:**

Specialty Printing is committed to excellence and leadership in protecting the environment. In keeping with this policy, our objective is to reduce waste wherever possible. We strive to minimize adverse impact on the air, water and land through pollution prevention, paper recycling and energy conservation. By successfully preventing pollution at its source, we can achieve cost savings, maintain a safe and healthy workplace for our employees and improve the environment.

**Sustainability Initiative:**

To systematically eliminate all waste in our company and train our people to eliminate their waste at home. (Waste is not just trash, it is anything that is non-productive.)

**Major Goals:**

- Recycle our heat off the presses and use it to heat and cool the building by using a heat exchanger.
- Continue to purchase energy efficient equipment.
- Compost all compostable waste.
- Become an Energy Star rated plant.

**Major Accomplishments:**

- Became a Zero to Landfill plant
- Our material went to a landfill and we now send it to IPP and they have it made into fuel bricks to be used in place of coal or oil.
- Reduced total waste by 25% or 716,731 lbs
- Reduced total down time by 67% or 760 hrs by utilization of our TPM program
- Reduced the set-up time of our equipment by 1400 hrs per month
- Reduced internal quality issues by 76% or \$150,000
- Recycled 1,829,975 lbs of pressure sensitive waste
- Reduced water consumption 50% by installing a parts washer
- Heat the warehouse with the air compressor reduced natural gas 42%
- Installed a chemical recycler that eliminates the need to send things out to be reclaimed
- Installed motion sensors throughout the building to turn the lights on and off
- Participated in the Business Sustainability Challenge by North East Utilities
- Eliminated 98% of all disposable cups and we now use reusable cups and mugs
- Painted the roof with an aluminum paint to reflect the heat from the sun during the summer

**Lesson(s) Learned:**

- The definition of Lean is the elimination of all waste. What better way could there be to be green?
- Need to educate everyone in the company on how and what to recycle and why this is important.
- To help get everyone onboard with recycling all cans, bottles, metals and wires that we recycle, we used the money for a company cookout.
- 80% of what is in a landfill could be used for waste to energy



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**Business Name:** United Technologies Corporation

**Contact:** Paul Vitello, Director, Environmental Sustainability

**Website:** [www.utc.com/Corporate+Responsibility](http://www.utc.com/Corporate+Responsibility)

**Primary business:** Aerospace and building energy efficiency products

**Environmental objectives or summary of sustainability mission statement:**

UTC's environment, health and safety policy was created in 1991 and states that "United Technologies Corporation will not be satisfied until its workplace is safe from hazards, its employees are injury free, its products and services are safe, and its commitment to and record in protecting the natural environment are unmatched. UTC will make environment, health and safety (EH&S) integral components of all business processes that impact the products, services, and operations of UTC worldwide."

**Sustainability Initiative:**

UTC approach to sustainability has five essential themes: energy efficiency of our products in service; environment, health and safety impacts in our own operations; productivity in its conventional sense (more broadly doing more with less) in our operations and our supply chains; opportunities for employees to develop themselves; and legal compliance and high ethical standards.

**Major Goals:**

UTC established quantified safety, operations and product goals for 1995-2006. For 2007-2010, these goals were expanded to include additional product goals, a new supplier goal, and a switch from normalized to absolute impact reductions. For 2011-2015, the prior reduction targets are significantly increased, and new goals are added for safety, suppliers and product design.

**Major Accomplishments:**

- Compared to a 2006 baseline, at year end 2009 UTC reduced:
  - Water use by 24%/>520 million gallons
  - GHG emissions 23%/>550,000 metric tons CO<sub>2e</sub>
  - Industrial process waste 39%/>140 million lbs.
  - Process chemical air emissions 63%/>2.2 million lbs.
- 100% of UTC critical suppliers met UTC EH&S expectations
- UTC invested \$116 million in site energy efficiency projects, including cogeneration facilities in Middletown, Newington, Stratford and Windsor Locks, CT
- Implemented Sustainable Facilities policy requiring all new buildings to be LEED Certified and target LEED Gold
- 63% reduction in Lost Workday Incident Rate

**Lesson(s) Learned:**

Sustainability is embraced not only in products and operations, but in operating with the highest ethical standards and contributing to the communities where we conduct business. Sustainability is a continuous drive to identify and capture opportunities- both large and small- throughout the organization. It requires a strong partnership between EH&S, Engineering, Supply Management and operations, and needs to be considered an integral dimension of business-as-usual.



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**Business Name:** Xerox Corporation, World Headquarters, Norwalk, CT

**Contact:** C Yvonne Hickey

**Website:** [www.xerox.com/environment](http://www.xerox.com/environment) & [www.twitter.com/yvonne\\_hickey](http://www.twitter.com/yvonne_hickey)

**Primary business:** Xerox provides the industry's broadest portfolio of document technology, services and software; and the most diverse array of business process and IT outsourcing support.

**Environmental objectives or summary of sustainability mission statement:**

Sustainability can no longer be viewed as a cost of doing business, but as a way of doing business. Our responsibility to the environment focuses on four areas where we can have the most impact: Climate protection; preserving biodiversity and the world's forests; preserving clean air and water; preventing and managing waste.

**Sustainability Initiative:**

With the help of our suppliers, customers and other stakeholders, our policy is to integrate these global environmental challenges into our core business strategies and practices.

**Major Goals:**

- **Climate protection.** Because our aim is to be carbon-neutral, we invest in technologies that reduce the carbon footprint of our operations and the document-management solutions that we offer to our customers.
- **Preserving biodiversity and the world's forests.** We work with our customers, suppliers and other stakeholders to support the development of a sustainable paper cycle through paper-sourcing guidelines, recycled paper offerings and business process services that decrease offices' dependence on paper.
- **Preserving clean air and water.** We strive to eliminate the use of persistent, bioaccumulative and toxic materials throughout the supply chain.
- **Preventing and managing waste.** Our goal is to produce waste-free products in waste-free facilities to promote waste-free workplaces for our customers.

**Major Accomplishments:**

- Our proprietary SOLID INK color printing technology uses compact, "cartridge-free" ink sticks with no plastic casings, reducing print related waste by up to 90% vs. comparable color laser printers. (Xerox ColorQube)
- Xerox reduced company-wide greenhouse gas emissions by 25% by 2012 from 2002 levels. From 2002 to 2009, we reduced greenhouse gas emissions by 31%. 2008 Climate Protection Award.
- Through the Xerox Green World Alliance®, our customers are encouraged to return toner cartridges and containers for recycling. More than 2.2 million cartridges and containers are returned every year. We process for reuse 1.3 million pounds of post-consumer waste toner.
- Xerox named a Corporate Leader by the US EPA in 2008. Xerox is the first technology company and fifth company overall to receive this distinction for decades of environmental achievement, a sustained compliance record and superior level of commitment to reducing its environmental footprint.
- By replacing single-function devices like printers and copiers with Xerox® multifunction systems, our customers reduce energy use from their document technology by up to 50%. Xerox ENERGY STAR offerings.
- Xerox launched the industry's first Sustainability Calculator to help our customers measure environmental benefits.
- Our document services like imaging and Web-based collaboration decrease office workers' dependency on paper. Software products such as DocuShare®, SMARTsend® and FreeFlow® Digital Workflow Collection help Xerox customers reduce paper consumption by facilitating electronic data management, scan to e-mail, print-on-demand and distribute-then print workflows.
- Xerox partners with The Nature Conservancy to advance forest management practices and improve sustainable forest management programs.

**Lesson(s) Learned:**

Xerox focused on environmental performance and sustainability long before it was popular to do so. Innovations are built upon an environmental conscious framework. Sustainability calculator, EA toner, solid ink printing, and erasable/reusable paper are examples of continuous learning.