

The Business Value of Green

Deb Nelson

Sales, Marketing and Strategy

Enterprise Business

Agenda

Global trends

Why green is good for business

What you can do



Mega Trends









Mega Trends



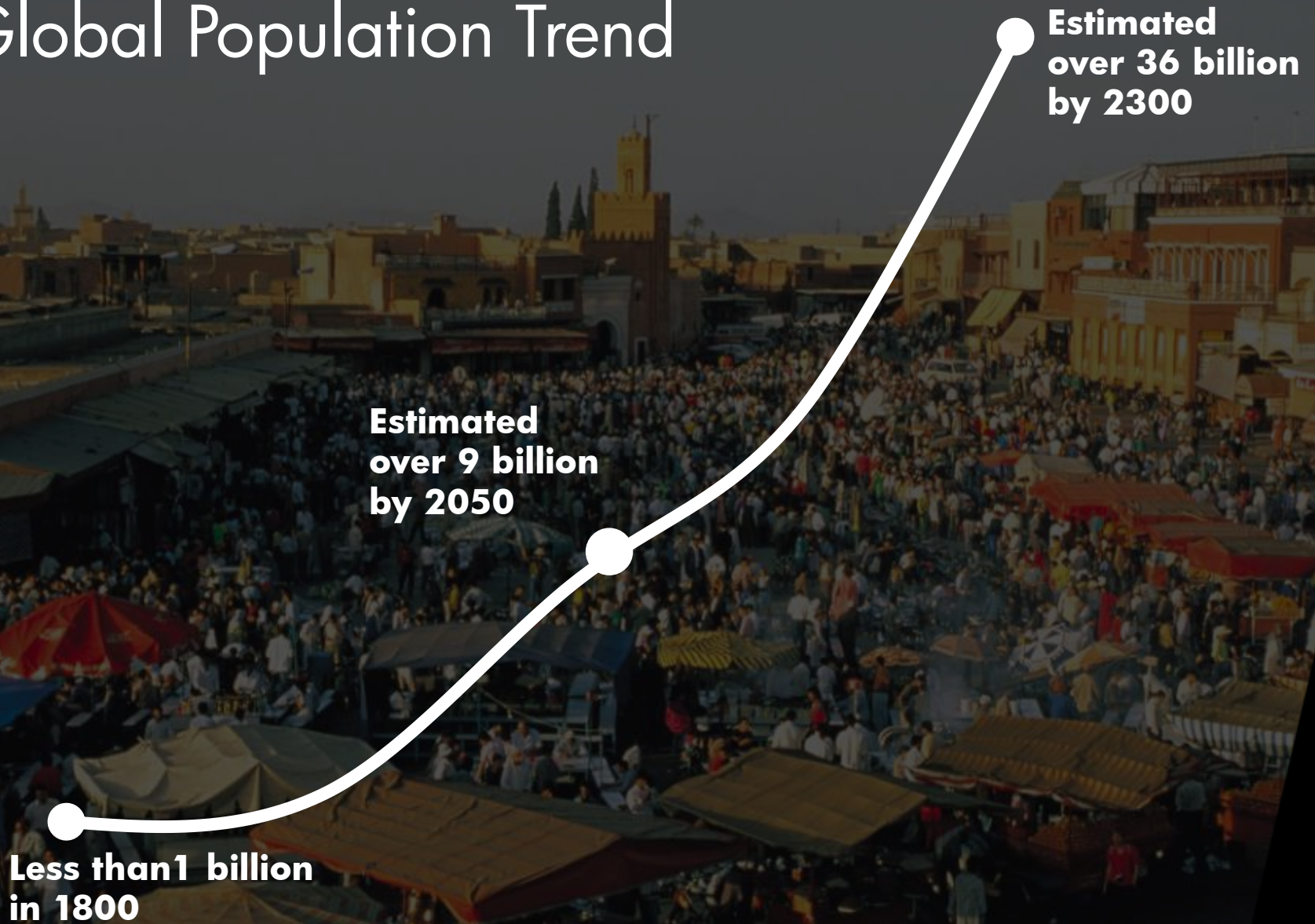


Globalization

By 2040,
the global middle class is
projected to swell from
440M to 1.2B



Global Population Trend



Data source: Human Footprint, *The National Geographic*
<http://www.nationalgeographic.com/xpeditions/lessons/14/g68/HumanFootprint.pdf>





Instant-on World

Anywhere

Anytime

Any way



Over an average lifetime, each American will
discard **64** tons of garbage



Data source: Human Footprint, *The National Geographic*





Burn
31,350
gallons of gasoline

Data source: Human Footprint, *The National Geographic*




Read

5,054 newspapers

= 43 trees

Data source: Human Footprint, *The National Geographic*





Used **1.8 million**
gallons of water

Data source: Human Footprint, The National Geographic



Photographer Chris Jordan depicts
2.4 million pieces of plastic, the
estimated amount of plastic pollution
that enter the world's oceans
every hour

Source: Chris Jordan, "Running the Numbers: An American Self-Portrait"
www.chrisjordan.com





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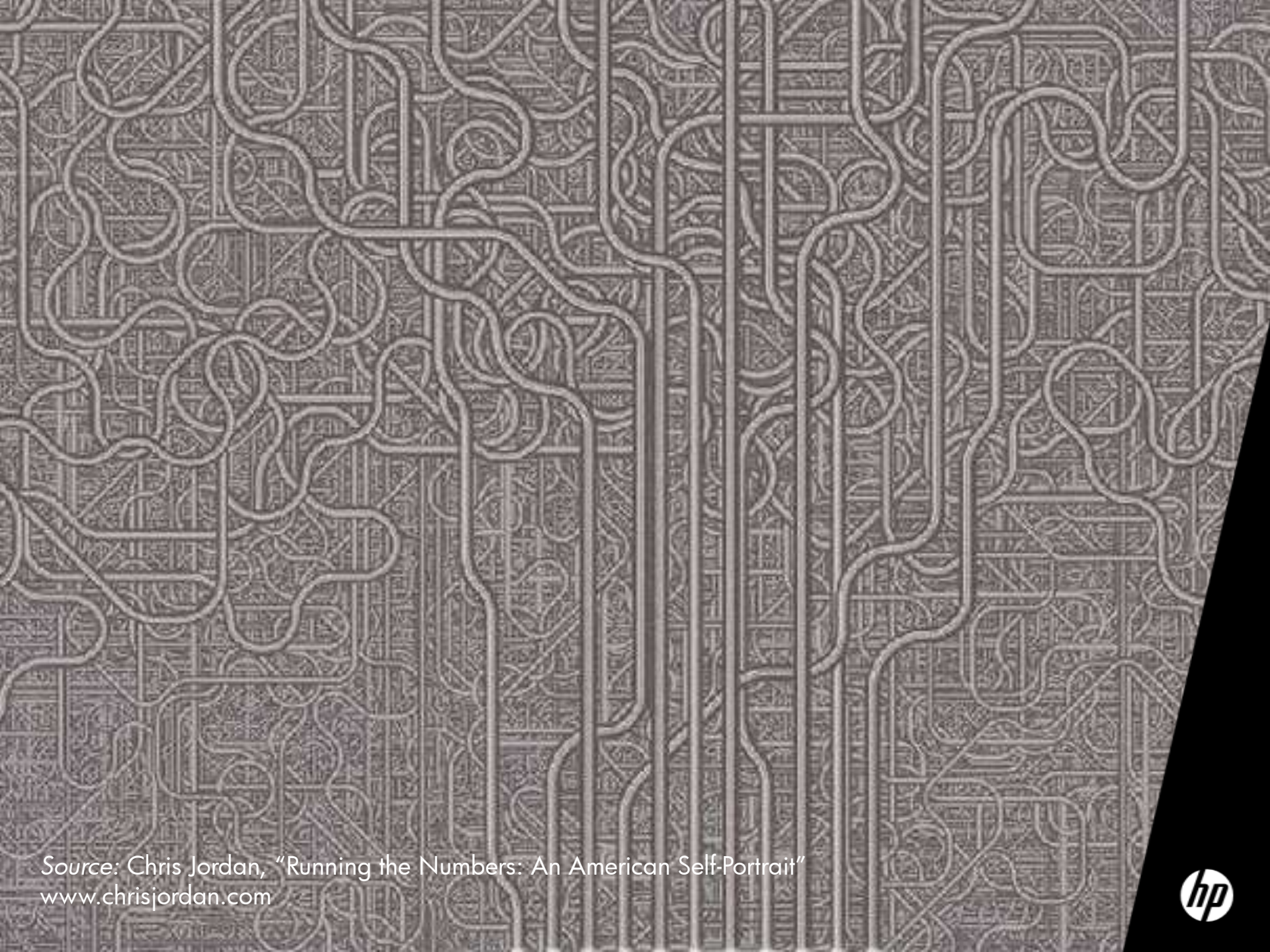


Source: Chris Jordan, "Running the Numbers: An American Self-Portrait"
www.chrisjordan.com

**One million plastic cups
are used on flights in
the US every six hours.**

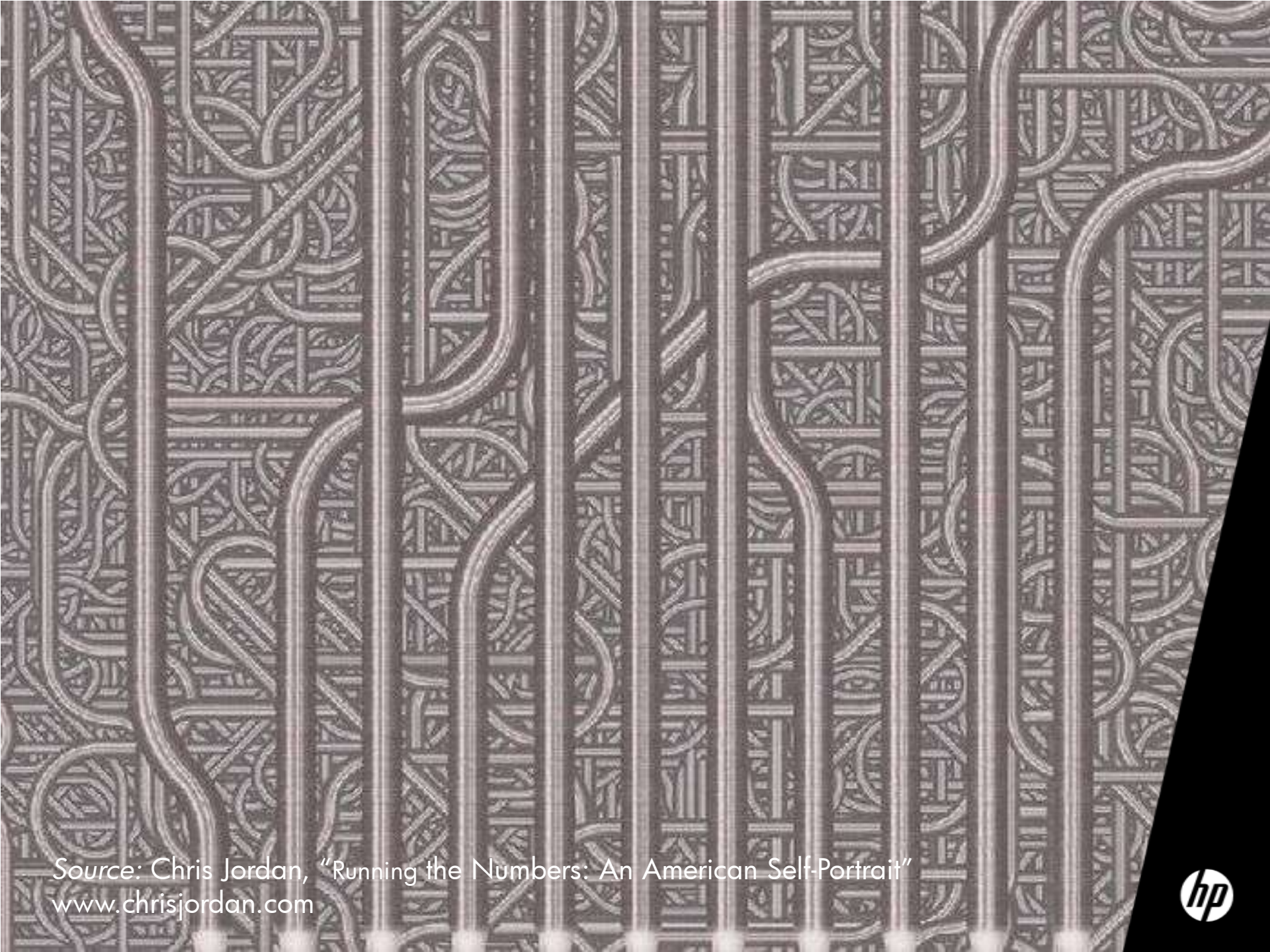
Source: Chris Jordan, "Running the Numbers: An American Self-Portrait"
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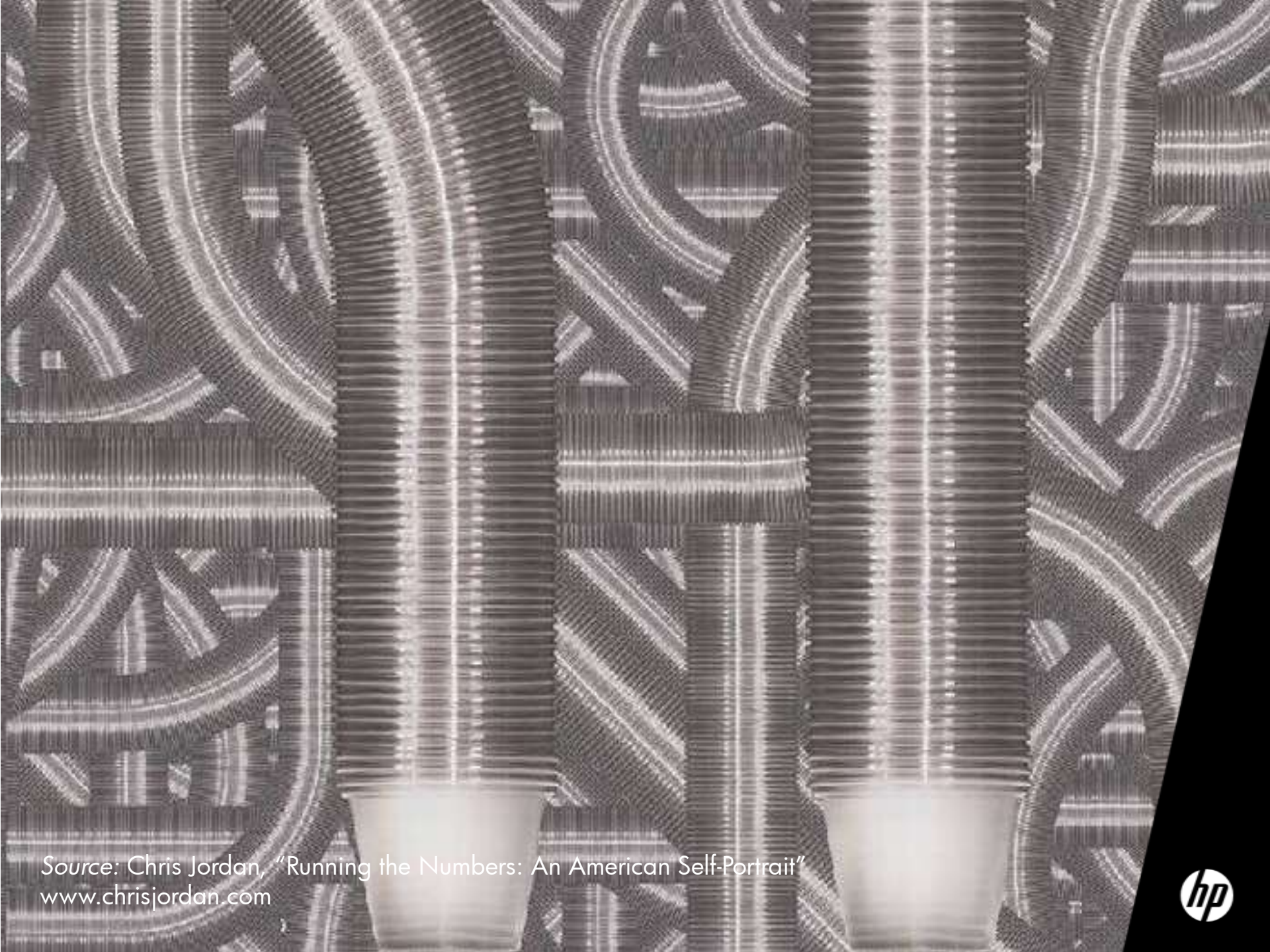
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How can we be part of the solution?



Let the Clean
Economy Begin



Why is green
good business?



Innovation

Good press

Employee satisfaction

Risk reduction

Reputation

Market access

Build brand

Lower costs

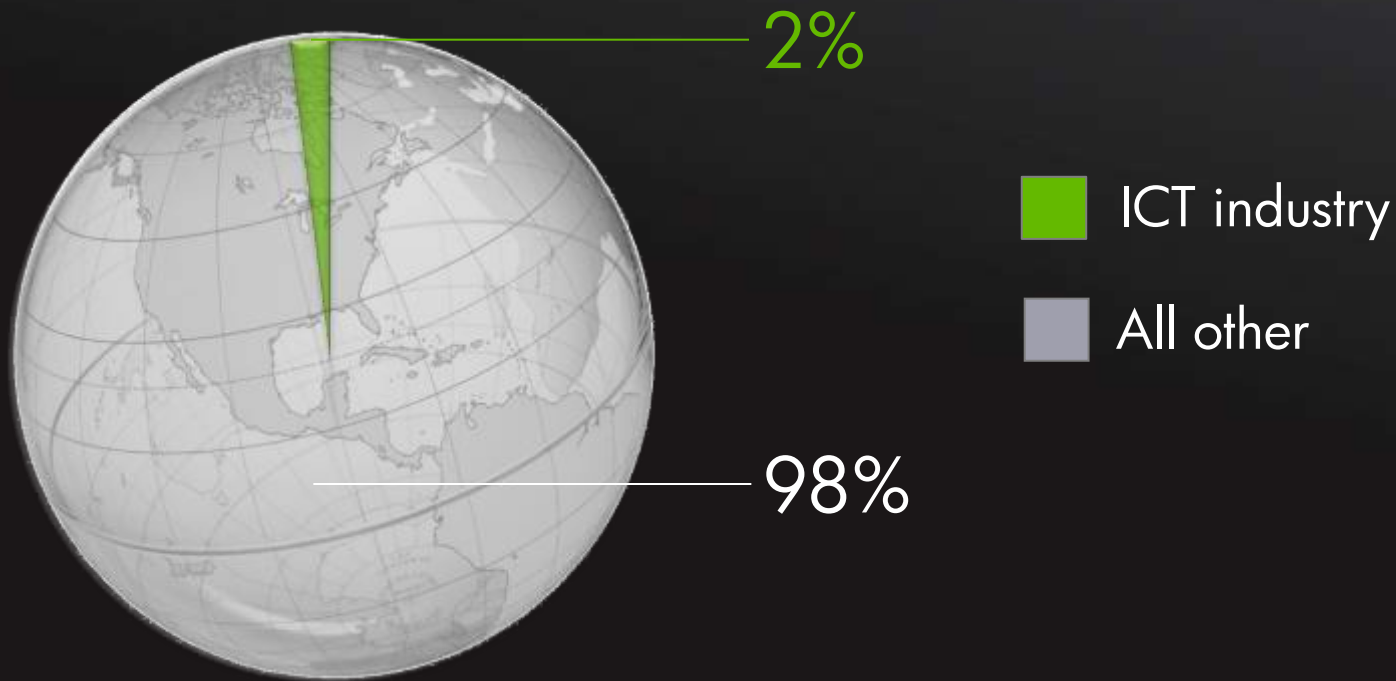
Customers care



What HP is doing



Addressing the 98% in carbon emissions





1957:
Global Citizenship Objective





1987:
Recycling Program Started





Recycling efforts have kept approximately

160 million HP ink cartridges

out of landfills, enough to stretch nearly the length of Africa from north to south if laid end to end

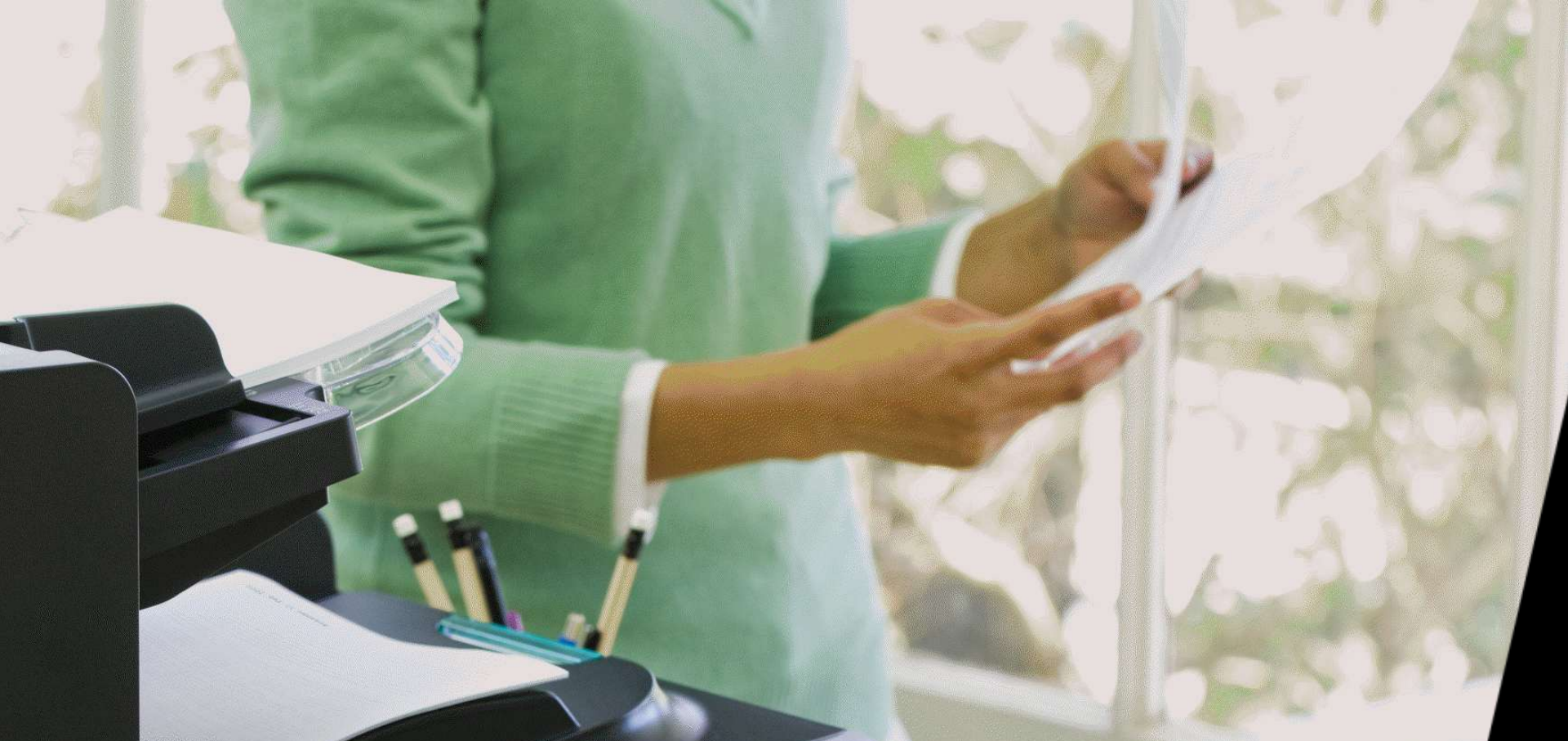




2007:


1B pounds of electronics recycled





1992:
Design for the Environment



A photograph of the Eiffel Tower in Paris, France, set against a clear blue sky. The tower is the central focus, with its intricate lattice structure clearly visible. In the foreground, there is a lush green lawn where many people are sitting and relaxing. There are several trees, some with bare branches and others with green leaves, scattered across the park. A black diagonal shape is present in the bottom right corner of the image.

Limiting the materials in HP
PCs saved enough metal
in 18 months to build
an Eiffel Tower.





HP Instant-on Technology has reduced emissions by over **5.25 million tons of CO2** – or taken **1.1 million cars off the road for a year.**





2003: Supplier Code of Conduct



Annual energy savings from HP's datacenter consolidation will **power Palo Alto homes for 1 year.**



HP Wynyard Data Center





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Data and goals

Environment

» Society

Data

Climate and energy

Operations »

Sustainable design

Product packaging »

Product reuse and recycling »

HP operations »

Goals

Climate and energy

Operations »

Product manufacturing »

Product transport »

Product use »

Sustainable design

Materials »

Paper »

Product reuse and recycling »

HP operations »

Operations^{1,2} »

	2005	2006	2007	2008	2009	Graph
+ Electricity use [million kWh]				3,972	3,653	
+ Natural gas use [million kWh]				468.7	393.3	
Energy use [million kWh]	4,730			4,441	4,046	
Voluntary purchases of renewable energy [million kWh energy and renewable energy credits, in addition to the renewable energy available by default in the power grid]				101.9	131.0	
+ Greenhouse gas emissions [tonnes CO ₂ e]	2,273,800			2,165,500	1,951,000	
+ PFC emissions [tonnes CO ₂ e] ³	13,605	15,337	13,489	11,627	3,114	
PFC emissions [as a % of 1995 emissions]	NA	59%	52%	45%	12%	
+ PFC emissions, by type [tonnes CO ₂ e] ³	13,605	15,337	13,489	11,627	3,114	
GHG emissions from HP employee business commercial air travel [tonnes CO ₂ e]	279,000	289,000	289,000	320,000	214,000	
GHG emissions from HP air fleet [tonnes CO ₂ e]	NA	NA	14,300	21,600	13,400	
GHG emissions from HP auto fleet [tonnes CO ₂ e]						
United States and Canada	86,600	89,400	87,200	81,900	73,900	
Europe, Middle East and Africa	70,600	85,400	71,400	85,000	63,700	
Asia Pacific and Japan ⁴	NA	NA	2,500	2,000	800	

COMMITMENT

GLOBAL ISSUES

ENVIRONMENT

SOCIETY

TAKE ACTION

NEWS



DOWNLOADS





2010:

UN Climate Change Conference

Citigroup



Scan and Deliver: Business Process Optimization



Your bridge called. A-OK.



What you can do

Volunteer

Vote

Vow



Download these at hp.com/environment

HP CARBON FOOTPRINT CALCULATOR

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Hewlett-Packard:
Sustainability as a Competitive Advantage

By Eric M. Lamm and Jim Grimes
May 2009

Institute for High Performance Case Study

» Consulting • Technology • Outsourcing

Making the Case for Environmental Sustainability

Introduction

This document follows a research project to determine the impact of the HP's environmental sustainability efforts on the company's financial performance. The project was conducted by Gartner, a leading research and advisory firm, and was published in May 2009.



What you can do

Volunteer

Vote

Vow



Thank you

