Communicating Sustainability
Best Practices

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IBM: Smarter Planet

IBM provides clients with smarter systems to achieve growth, efficiency, sustainability, and solve societal challenges.

IBM can’t sell sustainability solutions without walking its own talk.

**Sustainable practices begin at home**

IBM believes that sustainability is more than a worthy goal, and has proven that energy efficiency, conservation and other environmentally protective practices make good business sense.

**Newsweek magazine**

In its 2012 Green Rankings of big companies’ sustainability measures, Newsweek magazine rated IBM first of 500 in the United States. Criteria included environmental footprints, management (policies, programs, initiatives, controversies) and transparency (reporting practices).

As Newsweek notes, IBM has been “measuring, managing and voluntarily reporting on its environmental impact for more than 20 years,” conserving 5.4 million kilowatt-hours of electricity, cutting CO₂ emissions and saving more than US$400 million in the process.

**The European Union**

In January 2012, the European Union recognized 27 IBM data centers in the EU for their energy efficiency—the largest group of data centers from a single company to receive this award.

**World Environment Center**

Only one company has **twice received the Gold Medal** for International Corporate Achievement in Sustainable Development in the 28-year history of the World Environment Center’s annual award.

IBM’s long-term commitment to integrating sustainable development into business strategy and operations were cited in 1990, and again in 2012 both for business practices and for specific efforts toward developing IT products and services for sustainable cities as part of the Smarter Planet initiative.
IBM: Legendary Leader

IBM conveys a deep commitment to sustainability and evidence of its performance against its goals.

IBM proves it is walking its talk.

### Sustainability Leadership
- **Energy Conservation and Climate Protection**: Long history of setting goals, adopting a smart strategy and advocating for solutions. IBM data centers are central focus.
- **Product Stewardship**: Designing with environment in mind since 1991. Focus on energy efficiency, use of recycled plastic and end-of-life solutions.

### Performance Achievements
- **Beat 2012 goal of 12% reduction in energy-related emissions**
  - Reduced 15.7% over 2005 baseline
  - Deployed “Smarter Building” technology in IBM facilities
- **Only 0.3% of 36.1 metric tons of EOL waste went to landfill or incineration**
  - Goal was 3 percent to landfills or incineration

### Communication
- Smarter everything
- Interactive website with robust case studies
- Annual reporting on CSR performance
- Thought leadership
- Engagement & collaboration
- Annual investor webcasts
- Active blog and Twitter
IBM has *Smarter* Sustainability Solutions

Sustainability on a smarter planet

- Overview
- Industry segments
- Case studies
- Solutions

Smart grid
From power plant to plug, energy is changing. Consumers want more

Green government
From transportation to water management to services, the pressure is on for public

Green retail
What began as a movement to restore the planet to good health has evolved into a

Green electronics
The next wave of electronics products will be greener than ever—devices that contain
Johnson Controls: Sustainability Baked-In

A global leader providing products, services and solutions to optimize energy and operational efficiencies of buildings, and batteries for hybrid and electric vehicles.

Its commitment to sustainability dates back to 1885.
Johnson Controls: Going for Global Impact

Johnson Controls is an active leader in sustainable practices and initiatives that have a broader impact on the world.
Johnson Controls

Sustainability and energy efficiency has been core to Johnson Controls’ business since its inception in 1885 with the invention of the first electric room thermostat.

Strong focus on driving its own sustainable operations.

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<thead>
<tr>
<th>Environmental Goals</th>
<th>Performance &amp; Achievements</th>
<th>Communication</th>
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<tbody>
<tr>
<td>• Set 2018 goals against 2008 baseline</td>
<td>• Energy: 11.7% reduction achieved by 2012</td>
<td>• Sustainability theme front and center on corporate website</td>
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<tr>
<td>• Energy: Reduce intensity by 30%</td>
<td>• Waste: 8.3% reduction</td>
<td>• Annual reporting:</td>
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<tr>
<td>• Waste: Reduce intensity by 20%</td>
<td>• GHG Emissions: 13.0% reduction</td>
<td>- 2012 Business and Sustainability Report</td>
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<tr>
<td>• GHG Emissions: Reduce intensity by 30%</td>
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<td>- 2012 GRI Report</td>
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<td></td>
<td>- One of World’s Most Ethical Companies in 2013 by Ethisphere Magazine</td>
<td>- UN Global Compact report</td>
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<td></td>
<td>- Ranked #5 on 100 Best Corporate Citizens list in 2012; #14 in 2013</td>
<td>- Philanthropic Report</td>
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<td></td>
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<td>• Active use of traditional and social media</td>
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Using Twitter to Engage

With 13 unique Twitter handles, 8 Facebook properties, use of YouTube, Instagram and Pinterest; Johnson Controls is connecting and engaging in multiple ways.

Social media drives followers to Virtual Tour

LEED Campus Virtual Tour
Johnson Controls, Glendale, WI

We invite you to take a virtual tour of the Johnson Controls headquarters campus, which was designed and built to achieve LEED Platinum certification. The over 250,000 square feet of new and renovated space serves as a showcase for the energy efficient and sustainable building and facility products and services Johnson Controls provides to customers around the world. More importantly, our campus is a shining example of our commitment to environmental stewardship and social responsibility.

Learn More
Using Media to Reach Audiences

Effective media outreach isn’t about mass reach, but targeted reach.

IBM, Johnson Controls Eye Smart Buildings

Vendors combine facilities management and IT systems to help customers reduce energy costs by as much as 35%.

IBM has teamed up with environmental management specialist Johnson Controls to develop systems designed to make office buildings and other facilities more energy efficient.

Under the plan, IBM will integrate its business analytics software and middleware with Johnson’s building control technology. The companies will also offer a range of services options around the offerings.

The aim is to create smart systems that can automatically turn off lights when a building is unoccupied, identify pockets of heat loss, shut off and power up cooling systems as needed, and perform other energy-saving tasks without human intervention.

Sustainability is not only good business – it's a growth strategy

Consumers are willing, but confused about what they can do for the planet. That's an opportunity, says IBM's UK chief executive

However there is no one recipe for a successful sustainability initiative and no quick fix to enlighten the masses. To discuss new ways that businesses can empower consumers to achieve sustainable behaviour change, IBM recently held a sustainability summit bringing together some of the biggest companies in the UK including P&G, Marks & Spencer, Eurostar, Asda, British Gas and Thames Water.
Key Takeaways

- Communicating your sustainability commitments and performance to external audiences is important, especially as the environmental impacts and long-term sustainability of healthcare continues to raise concerns.

- Dedicate a section of your website to communicate sustainability commitments and progress updates. Make it obvious on the home page how to find this information.

- Report key performance indicators on a regular basis using internationally-accepted metrics.

- Expand your reach by communicating sustainability achievements across all available channels, including traditional and social media.

- Don’t be afraid to start a dialogue – leverage social media, blogs and other tools to engage stakeholders and open up the discussion.
Thank You

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