

Majority of Canadians want a Green Workplace

WWF launches a new employee engagement program that will help companies help the planet

(Toronto – October 24, 2011) To help companies find greener ways of doing business, WWF is launching the Living Planet @ Work Program, championed by HP.

According to a recent poll done by Ipsos Reid on behalf of WWF, 86 per cent of Canadians want to work for an environmentally responsible company. The Living Planet @ Work Program addresses that desire by providing employees with the tools they need to create a more sustainable workplace.

Although a majority of Canadians identify that working for a sustainable company is important, poll results show that the majority of managers (56%) identify significant challenges to greening their business. The most significant challenges managers identified include lack of funds (17%), difficulty engaging employees (16%) and trouble gaining organizational support for change (14%). The Living Planet @ Work program will help address those challenges, making it easier for companies to engage employees and decision-makers in sustainability initiatives in the workplace.

After a two-year pilot, this employee engagement program launches today in full format with new and improved features. The Living Planet @ Work program is targeted to both front-line employees who want to take on an environmental leadership role and managers who want to instigate change. To preview the program and resources, hear from companies that have started the program or make the Living Planet @ Work commitment, visit <http://atwork.wwf.ca>.

Quotes

“WWF’s vision is a world in which the long-term success of corporations is also good for the long-term sustainability of the planet. To make that possible, with the support of HP, we’ve created the Living Planet @ Work, a program that will provide the strategic guidance, tools and support, that companies need, to find greener ways of doing business and engaging their employees.”

-Hadley Archer, VP of Strategic Partnerships, WWF

“We need change on a global scale and business is an ideal tool to take sustainability to the next level, We are championing the Living Planet @ Work program because it empowers Canadians to make a difference by providing them with effective tools to encourage employees, be successful and protect the environment at the same time.”

- Frances Edmonds, Director of Environmental Programs, HP Canada

- Frances Edmonds, Director of Environmental Programs, Hewlett-Packard Canada

Facts

- Companies that have made the Living Planet @ Work commitment: Accenture, Hydro One, LoyaltyOne, Ontario Lottery and Gaming, Ontario Power Authority, Procter & Gamble, Research in Motion, Sears Canada
- More than 16 million people make up the Canadian workforce, collectively making over a billion decisions at work every day
- Finding a more sustainable way to commute to work could lower the average Canadian's carbon footprint by as much as 60%
- One small office can produce 3 – 5 tonnes of CO₂ a year – the equivalent of driving a car more than halfway around the planet

About Living Planet @ Work

Living Planet @ work provides the strategic guidance; tools and support that companies need to find greener ways of doing business and show employees they care. HP is proud to be the champion of Living Planet @ Work, providing the funding and helping to build the capacity to bring this program to you.

About the Ipsos Reid Survey

These are some of the findings of an Ipsos Reid poll conducted between October 11 to 17, 2011. A sample of 1,019 working Canadians, and an addition 656 working managers and executives from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and political composition to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

About WWF

WWF is creating solutions to the most serious conservation challenges facing our planet, helping people and nature thrive. www.wwf.ca

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that

spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

Additionally, for more information about HP's environmental initiatives visit the Live Green section on HP Canada's Facebook page <http://www.facebook.com/HPCanada>.

For more information on the program or to view the full poll results, please contact:

Stephanie Morgan, WWF

smorgan@wwfcanada.org

416-484-7720

Natasha Parnanzone, Hill & Knowlton for HP Canada

natasha.parnanzone@hillandknowlton.ca

416-413-4740