




# Business Creating Shared Value

2015 Waste ReForum

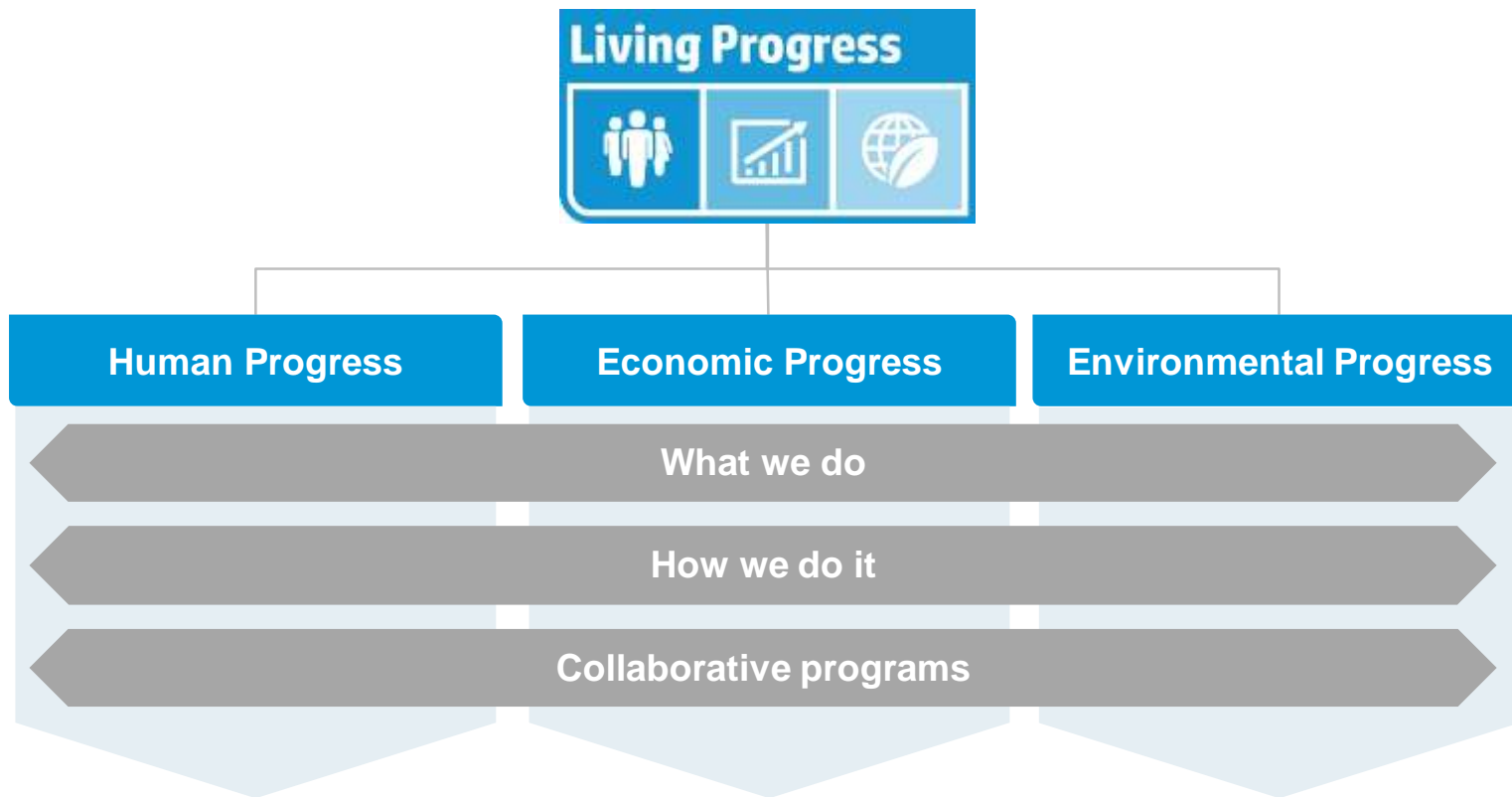
Glen Hoffman, HP Canada / April 23, 2015



**Business as usual  
is not an option**

# HP Living Progress

Creating a better future for everyone through our actions and innovations



# Why does HP exist?

**“I think many people assume, wrongly, that a company exists simply to make money. While this is an important result of a company’s existence, we have to go deeper to find our real reason for being...A group of people get together and exist as an institution that we call a company...to do something worthwhile – they make a contribution to society”**

-Dave Packard

# HP's Journey to become Canada's most environmentally responsible IT company



Only IT company listed on the **Canada's Greenest Employers** List in 2014.



Only IT company to win 2 **Clean 16** awards for leadership.



Only IT company to win 3 **Top Projects** awards for contributions to clean capitalism.



Listed globally as the 2<sup>nd</sup> greenest IT company by **Greenpeace** on their **Guide to Greener Electronics**.

Only IT company globally **to disclose our full carbon footprint** with reduction goals in all three areas of business – supply chain, operations, and customer use. Published in the 2013 Living Progress Report on [hp.ca/environment](http://hp.ca/environment).



Won an award for how we manage our corporate grounds: **The Greening Corporate Grounds** program with Credit Valley Conservation celebrates ecological landscaping and education.



Numerous awards at the **Environmental Print Awards** for our products (like our commercial printing products).



We have the most **comprehensive environmental education program** in Canada's IT industry- spanning from Kindergarten to companies that aren't even our customers.



HP named to **Dow Jones Sustainability** World Index and North America Index in 2014.



For a multi-year view of the highlights of our achievements see the **Environmental Citizenship Milestones Document** on [hp.ca/environment](http://hp.ca/environment)



HP ships 100% of our products in North America using SmartWay-approved road transportation carriers.

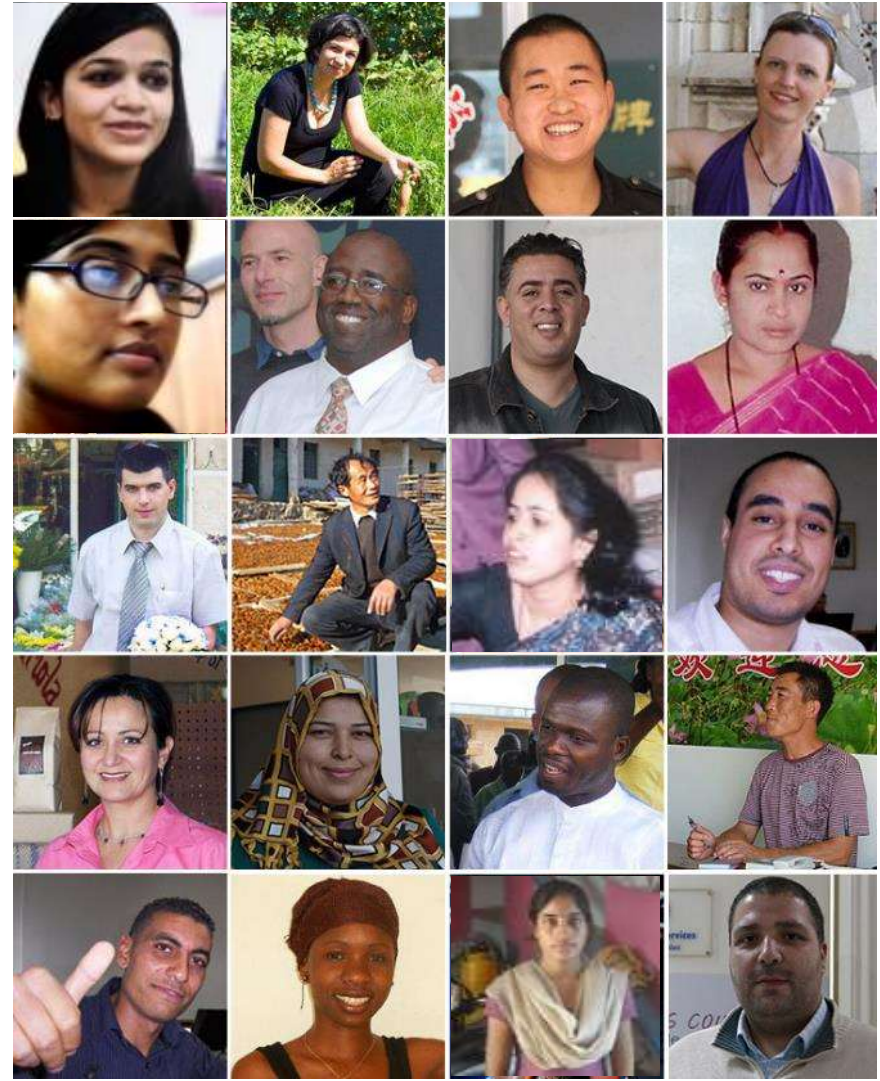
(U.S. EPA. SmartWay trucks consume about 18% less fuel than conventional class 8 freight trucks).





**HP LIFE e-Learning**  
**Innovative cloud-  
based online training  
program that teaches  
business and IT skills**

**[www.life-global.org](http://www.life-global.org)**



# eHealth Centers

Rapidly deployable cloud-enabled healthcare infrastructure







**HP Earth Insights**

**Apply technology to  
protect our planet**

**Early warning system for  
threatened species**



Photos courtesy of Conservation International



# HP Earth Insights—Wildlife Picture Index System







## Generating new analysis and insights

- Analyzing data nine times faster than before
- Helping scientists assess the impacts of climate, people, and land use
- Improving accuracy and time to results
- Responding proactively to environmental threats as they emerge

# HP Canada: Environmental Education Partnerships



## JK- Grade 12

By partnering with Learning For a Sustainable future HP helps to provide free peer-reviewed resources for Canadian teachers.



## Undergraduate

7 years of support for U of Waterloo's Environment & Business program through co-op placements & project work.



## Post Graduate

Established in 2003, the HP Chair in Corporate Social Responsibility at Schulich educates the next generation of business leaders.



## Customers

Through our industry leading Eco Advocate program we educate our sales team to help our customers reduce their footprint.



## Partners

We financially incent our channel partners' employees to take environmental training.



## General Businesses in Canada

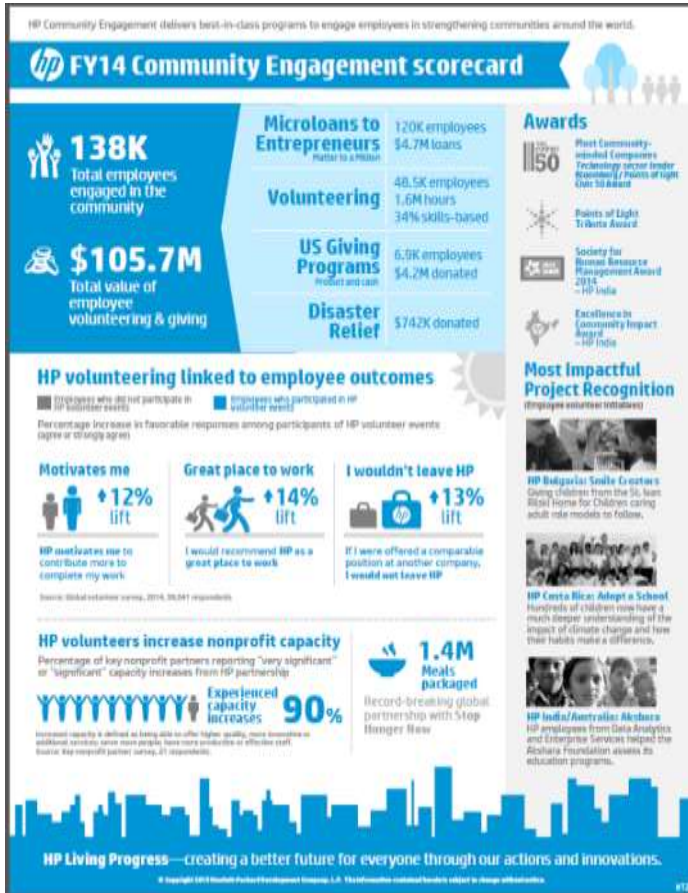
WWF Living planet@work championed by HP

This free program enables all businesses to learn about sustainability.





# Goal: Getting over 300,000 people involved







# HP Sustainable IT Purchasing Guidance

White paper

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- Examines some general principles for developing environmental procurement criteria for IT products & services.
- Recommends broad principles to ensure that procurement guidelines are useful, fair, understandable, and environmentally and economically viable for suppliers

Full document:

[http://www.hp.com/hpinfo/globalcitizenship/environment/education/green\\_procurement\\_guide.pdf](http://www.hp.com/hpinfo/globalcitizenship/environment/education/green_procurement_guide.pdf)



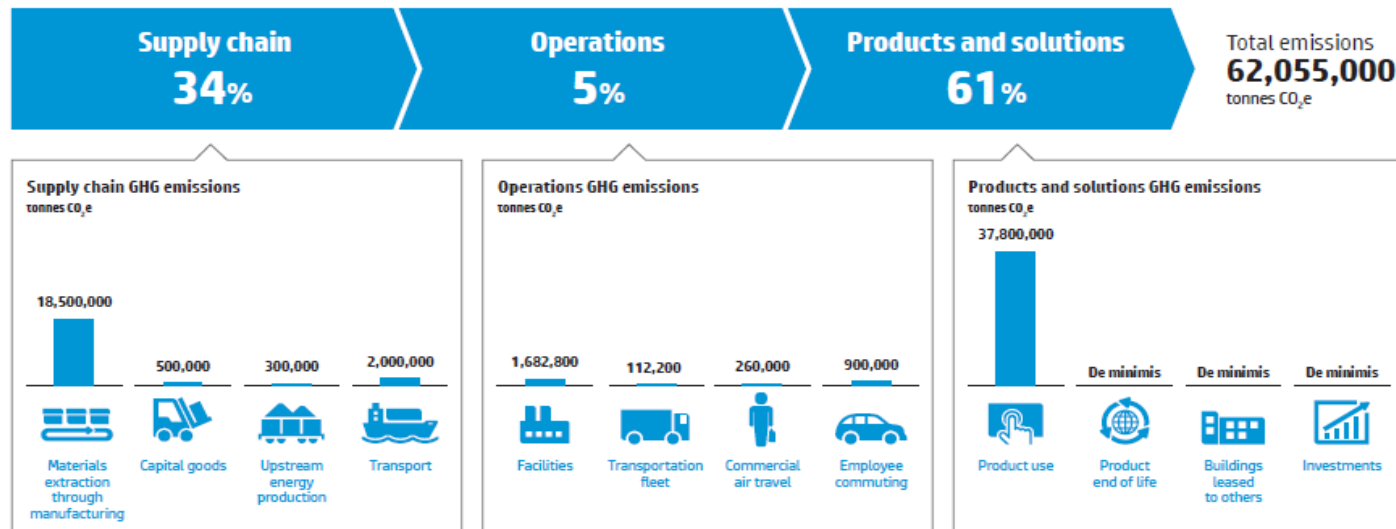
# Quick Facts about Environmentally Sustainable Printing

Using duplex	Smart Print	Pull printing	Original HP print cartridges	HP Planet Partners return & recycling program
Save up to 50% of paper waste	Save up to 25% of paper waste	Save 10% to 30% of paper waste	Original HP inkjet print cartridges produce 133% more pages per cartridge than tested refilled	Ensure the highest quality recycling by returning your used electronic products
HP Auto-On/Auto-Off technology	Energy Efficiency	Digitizing	Using the right paper	ENERGY STAR® qualification
Reduce power consumption by up to 44%	Reduce power consumption by up to 44%	HP multifunction printers make it easy to scan, store and share documents digitally	Ensure the paper you buy bears a responsible forestry practice certification logo	Prevent GHG emissions by meeting strict energy efficiency guidelines.

Full document here: <http://www.hp.com/canada/corporate/fin/info/environment/pdf/quickfacts-march-2013.pdf>



# Our carbon footprint, 2013



# Our carbon goals, 2020



# The Smart Office Challenge





# Case study: WWF Canada

## HP collaboration helps drive down environmental impact and printing costs

### IT matters

- Reduce quantity of local printers by approximately 50%
- Deploy ENERGY STAR® qualified printers
- Establish default duplex, and monochrome print policies
- Reach cost saving and accountability goals with FollowMe document output management

### Business matters

- Saved approximately 116,000 pages of paper or nearly 14 trees
- Cut costs and greenhouse gas emissions while saving an estimated 4,000 KWh in energy annually
- Developed the Smart Office Challenge to inspire and empower the WWF Living Planet @ Work community of over 600 companies to learn about and make a shift towards greener IT



**“HP technology and expertise helps us to drive waste out of our internal operations and enables us to provide tools and resources for other companies to do so as well.”**

Scott Liffen, director, IT, WWF-Canada

# HP Living Progress - Environmental Leadership

From our products to our core business values



HP named one of Canada's Greenest Employers in 2014 for the seventh year in a row.

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In 2012, HP Canada won Gold in Most Environmentally Progressive Vendor category at the Canadian Printing Awards.

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'Spring Things' joint project with the World Wildlife Fund recognized as one of Canada's top 15 projects by the Clean 50.

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Frances Edmonds and Lloyd Bryant jointly recognized as leaders in clean capitalism in the communication and IT industry.



HP Canada received a jade award for ecological landscaping at our Canadian headquarters.

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HP partnered with Learning for a Sustainable Future to build a database for Canadian teachers called Resources for Rethinking - over 1000 resources available.

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HP has championed the award winning WWF Living Planet @ Work Program – A multi year commitment to engage Canadian businesses with free, web-enabled programs.

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HP listed on CDP's Global and S&P 500 Disclosure and Performance Indexes for 2014 - HP received the highest possible disclosure score, 100 out of 100 points.





Thank you

Questions?

