

# Xerox Sustainable Roots



How does Xerox implement its environmental sustainability strategies? Start counting.

One: In our operations

Two: Throughout our supply chain

Three: In products, solutions, and services for our customers

2014-2015

- Named to FTSE4Good Index and Dow Jones Sustainability Index for North America
- Ranked in Interbrand's Top 50 Best Global Green Brands
- Introduced the Xerox® Print Awareness Tool, which uses gamification to change print behaviours and engage employees in sustainability efforts
- Ranked in Ethisphere Institute's World's Most Ethical Companies for 9 consecutive years
- Selected as one of Canada's Greenest Employers

2010-2013

- Achieved GHG reduction goal with a 42% reduction between 2002-2012
- Established corporate short term (2015) and long term (2020) "waste-free" goals
- The Xerox® Research Center of Canada is the recipient of the Chemical Institute of Canada's Ontario Green Chemistry and Engineering Award
- One of the top three companies to receive the German Sustainability Award

2000-2009

- Developed the Xerox® Sustainability Calculator
- Launched the Xerox® ColorQube™ series with 90% less waste in comparison to comparable laser printers
- Developed Emulsion Aggregation (EA) Toner, an innovative, sustainable toner design
- Among the first technology companies to set a company-wide target for reducing greenhouse gas emissions

1980-1999

- First company to introduce 'Power Down' features in office equipment
- Charter partner of the ENERGY STAR program for office equipment
- Launched the first consumables take-back program ("Green World Alliance")
- Pioneered remanufacturing and reuse for office equipment and toner
- All manufacturing sites worldwide certified to ISO 14001 with a corporate Environmental Policy established

1960-1979

- Introduced the first recycled grade of cut sheet paper
- Invented two-sided copying
- PARC debuts the first graphical user interface (GUI), an innovation that dramatically influenced PC interface design