

# Xerox and the Environment: Our Sustainability Commitment

Briefing Paper for Xerox Customers



# Executive Summary

## What is Sustainability?

Sustainability is balancing the social, environmental, and economic needs of business today without compromising the ability of future generations to meet theirs. At Xerox, we do this by simplifying the way work gets done. Sustainability is also about valuing our employees and communities, preserving our environment, and returning value to our shareholders... now and for the future.

## The Triple Bottom Line at Xerox

**Social:** We provide customers with simplified processes that bring cost, quality and productivity benefits, and a greener way of operating. We strive to take a leadership role in local communities as well as in the global community. This work is supported by the volunteer efforts of Xerox employees and the Xerox Foundation.

**Financial:** Xerox is a profit-making enterprise that creates value for shareholders and strives to be a positive force in the world around us. Our products and services provide cost-effective solutions for our customers.

**Environmental:** Attaining our goals for sustainability means going beyond what we can control directly. We engage our suppliers, customers, employees, and other important stakeholders to extend our reach and magnify our impact. Our goals focus on areas where we can have the most impact on our own operations and in workplaces, communities, and cities around the world.

**With Xerox® technology, products, and services we help our customers reach their sustainability goals.**



At Xerox, sustainability is a way of doing business, rather than a cost of doing business. Our annual [Report on Global Citizenship](#) provides a comprehensive report of our sustainability efforts.

Goal	Enablers - Xerox® Products and Services
<b>Carbon Neutral</b> Invest and use technologies that reduce the energy and carbon footprint of operations and processes.	<ul style="list-style-type: none"> <li>• <a href="#">Energy Star Certified equipment, multifunctional devices, EA toner</a></li> <li>• <a href="#">Business Process Outsourcing</a></li> <li>• <a href="#">Managed Print Services (MPS)</a></li> <li>• <a href="#">Transportation Solutions</a></li> </ul>
<b>Resource Conservation</b> Helping customers reduce consumption through business process improvement tools.	<ul style="list-style-type: none"> <li>• <a href="#">Xerox® Digital Alternatives</a></li> <li>• <a href="#">Managed Print Services</a></li> <li>• <a href="#">Xerox® Print Awareness Tool</a></li> <li>• <a href="#">Packaging Solutions</a></li> </ul>
<b>Reduced Use of Toxics &amp; Heavy Metals</b> Eliminate the use of persistent, bio-accumulative, and toxic, materials throughout the supply chain.	<ul style="list-style-type: none"> <li>• <a href="#">Governing Chemical Use in Design</a></li> <li>• <a href="#">FDA approved inks for packaging</a></li> <li>• <a href="#">EPEAT - registered devices</a></li> </ul>
<b>Waste Free Products &amp; Workplaces</b> Design and use products, packaging and supplies that make efficient use of resources, minimize waste, reuse material where feasible, and beneficially recycle what cannot be reused.	<ul style="list-style-type: none"> <li>• <a href="#">Xerox® “Green World Alliance” reuse/recycling program</a></li> <li>• <a href="#">Cartridge-free technologies (solid ink)</a></li> <li>• <a href="#">Digital Production Equipment</a></li> </ul>

# Our Way of Doing Business

**Xerox focused on environmental performance and sustainability long before it was popular to do so in order to positively impact our operations, offerings, customers, and communities.**

- In the 1980s, we were the first company to introduce power-down features in our equipment to save energy, and the first to make two-sided printing a standard on our systems, significantly reducing paper waste.
- We were the first in our industry to evaluate the health effects of toner and conclude that there are no issues when used as intended.
- In the 1990s, Xerox pioneered remanufacturing for office equipment and helped shape the EPA's ENERGY STAR® program for imaging equipment. Established in 1991, our Environmental Policy and its principles still guide us today.
- All of our major manufacturing sites were certified to ISO 14001 in 1997, within one year of that standard's development.

**We continue to use innovation and leadership to drive environmental performance through our value chain.**

- Carbon emissions: In 2003, Xerox was among the first technology companies to set a company-wide target for reducing greenhouse gas emissions. In 2012, at the conclusion of our 10-year Energy Challenge program, emissions were cut by 42 percent and energy consumption was reduced by 31 percent. Our new goal is to reduce energy consumption by 10 percent by 2017, from a 2012 baseline.
- Paper: Xerox has shown leadership in advancing responsible use of paper. In the 2000's, we were among the first to issue comprehensive environmental requirements to our paper suppliers. In 2006, we began a partnership with The Nature Conservancy to advance forest management practices and improve sustainable forest management programs. This partnership continues today.
- In 2008, we introduced the Xerox Sustainability Calculator for Managed Print Services to estimate the environmental impacts across the product lifecycle.
- In 2009, Xerox launched the ColorQube® series, which uses 9 percent less lifecycle energy and produces 10 percent fewer greenhouse gases. Solid ink technology can reduce waste by 90 percent compared to a laser printer using toner cartridges.
- In 2010, Xerox joined the EPA SmartWay Partnership. Its purpose is to improve fuel efficiency for reduced greenhouse gas emissions and air pollution associated with product transport.
- In 2011, we established corporate short term (2015) and long term (2020) "waste-free" goals.
- In 2012, we were one of the first companies to have EPEAT-registered imaging products.
- In 2013, we introduced ConnectKey®, an award-winning software system embedded in Xerox® multifunction printers (MFPs) that reduces toner and ink spend while reducing wasteful printing through default settings like printing multiple pages on a single page.
- In 2014, we introduced the Xerox® Print Awareness Tool, which uses gamification to change print behaviors and engage employees in sustainability efforts.



Learn more about environmental sustainability:

[www.xerox.com/environment](http://www.xerox.com/environment)

# Recognition and Partnerships

## Recognition in 2014

- Achieved a score of 95 (A-) on the CDP S&P 500 Climate Change Report
- Included in Ethisphere Institute's list of the World's Most Ethical Companies
- Included in the FTSE4Good Index for the 7th consecutive year
- Included on the Dow Jones Sustainability Index North America
- Ranked in Corporate Responsibility Magazine's "100 Best Corporate Citizens List"
- Ranked in FORTUNE's World's Most Admired Companies
- Ranked in Interbrand's Top 50 Best Global "Green" Brands
- Received Green Supply Chain Award from *Supply & Demand Chain Executive*
- Received Johnson & Johnson's Sustainability Supplier of the Year Award (IT category)
- Recognized as a Natural Capital Decoupling Index Leader by The Green Biz Group and Trucost

## Partnerships

### Business Consortiums

- Business Roundtable (BR)
- Business for Social Responsibility (BSR)
- Conflict Free Sourcing Initiative (CFSI)
- Corporate EcoForum
- EcoPatent Commons
- Electronics Industry Citizenship Coalition (EICC)
- Sustainability Innovators Working Group
- Sustainable Business & Enterprise Roundtable (SBER)
- Sustainable Electronics Recycling International (SERI)
- The Conference Board (U.S. and Canada)
- The Corporate Social Responsibility Newswire
- Wharton Initiative for Global Environmental Leadership (IGEL)

### Non-Governmental Organizations

- New York Regional Economic Development Councils
- Second Nature (Higher Education)
- The Nature Conservancy
- The Prince's May Day Network

### Government Organizations

- U.S. EPA ENERGY STAR®
- U.S. EPA Green Power Partnership
- U.S. EPA SmartWay Transport Partnership
- U.S. EPA WasteWise

