

Environmental Sustainability

Smart Applications to support future growth and care for the environment



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THE CHANGING BUSINESS LANDSCAPE

Demand for energy is rising—

8.5 billion

Projected global population in 2035,
up 1.8 billion from 2007¹

49%

Forecasted rise in energy
consumption by 2035¹

43%

Estimated increase in CO₂ emissions
from energy use by 2035¹

—creating opportunities to use IT to increase energy efficiency
and deliver low-carbon solutions.

7 in 10

Worldwide, 69% of IT leaders cite
reducing energy costs as the top
motivation for pursuing green IT²

\$3.7 billion

Annual cost of wasted energy by idle
and underused servers worldwide³

1M cars off the road

The comparable impact on reducing emissions
if large US and UK companies use telepresence
meeting solutions by 2020⁴

1: *International Energy Outlook 2010*, U.S. Energy Information Administration (EIA), June 2010.

2: "Market Overview: The Recession Dents Green IT's Global Momentum," Forrester, July 16, 2009.

3: "US Green Data Center Market To Hit \$13.81 Billion By 2015," Environmental Leader, August 17, 2010.

4: Carbon Disclosure Project Study 2010: The Telepresence Revolution, 2010.

BUSINESS DRIVERS BEHIND SUSTAINABILITY

IT can help enterprises respond to a broad range of risks and opportunities

RISKS

- Higher costs
- Supply chain disruptions
- Operational inefficiencies
- Tighter regulations
- Weakened brand

OPPORTUNITIES

- Top-line growth
- Higher productivity
- Greater innovation
- Competitive differentiation
- Investor and stakeholder trust

CHALLENGES AND OPPORTUNITIES

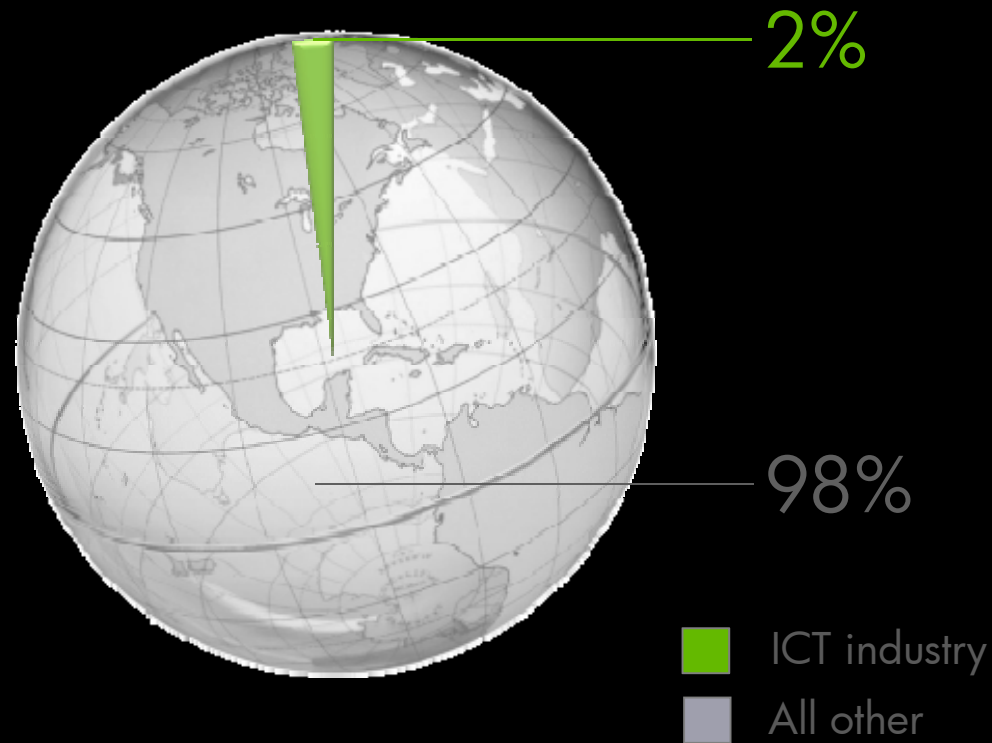
How can you manage what you can't measure?

And how can you optimize what you can't manage?



Beyond Technology's Footprint

Reducing technology's impact while responding to the larger opportunity



Energy is everywhere—but hidden from view

Do you know where energy most effects your business?



Energy is everywhere—but hidden from view.

Do you know where energy most effects your business?

Facilities

How many facilities does your organization have spread around the world? Buying power from how many utilities?

IT

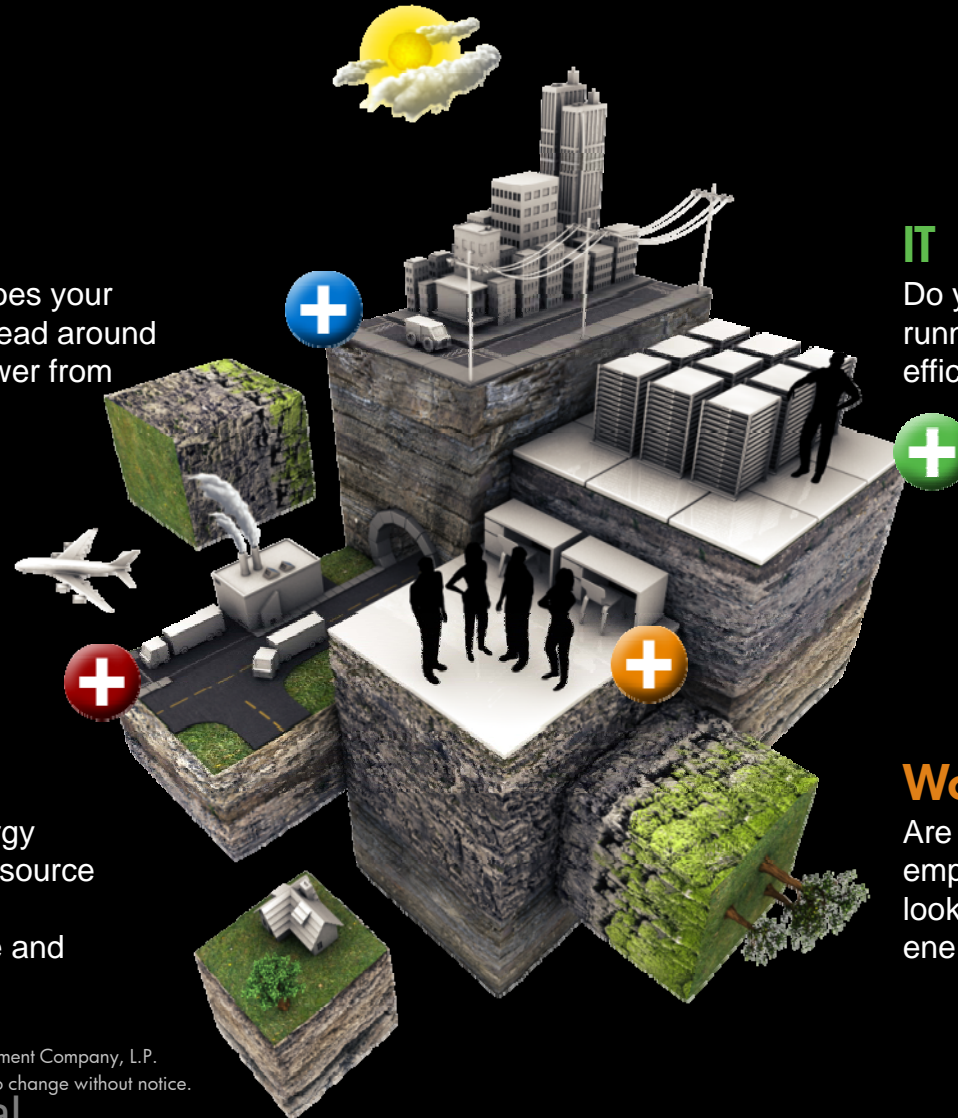
Do you know if your IT is running at maximum efficiency?

Supply Chain

Do you know the energy embedded in your outsource products? Have you optimized every mode and node of your logistics network?

Workforce

Are you empowering your employees at all levels to look for ways to save energy?



How much could you gain from better visibility and insight?

Leaders have begun to realize opportunities in parts of their businesses.

Supply Chain



\$200 million

Walmart's annual energy savings

Facilities



\$4.4 million

Annual energy bill savings for the Empire State Building after its recent renovation.

IT



90 percent

Reduction in energy use in IT by Fiat Powertrain Technologies

Workforce



20,000 trips

Avoided annually through internal use of HP Visual Collaboration

Imagine the
enterprise
opportunity.

Thrive In the Low-Carbon Economy

Technology creates efficiencies, increases productivity and drives transformation

Portfolio

More than 1 billion people rely on HP every day

Operations

300,000+ employees, 170 countries

Supply chain

Largest in the IT industry

Partnerships

Advance industry standards and educate the public

OPTIMIZE RESOURCES

Choosing IT that increases efficiency and reduces waste.

BUILD INTELLIGENT INFRASTRUCTURE

Applying IT to maximize performance and make better decisions faster.

DRIVE SUSTAINABLE TRANSFORMATION

Shifting IT to more productive and sustainable technology solutions.



Wynyard Data Center



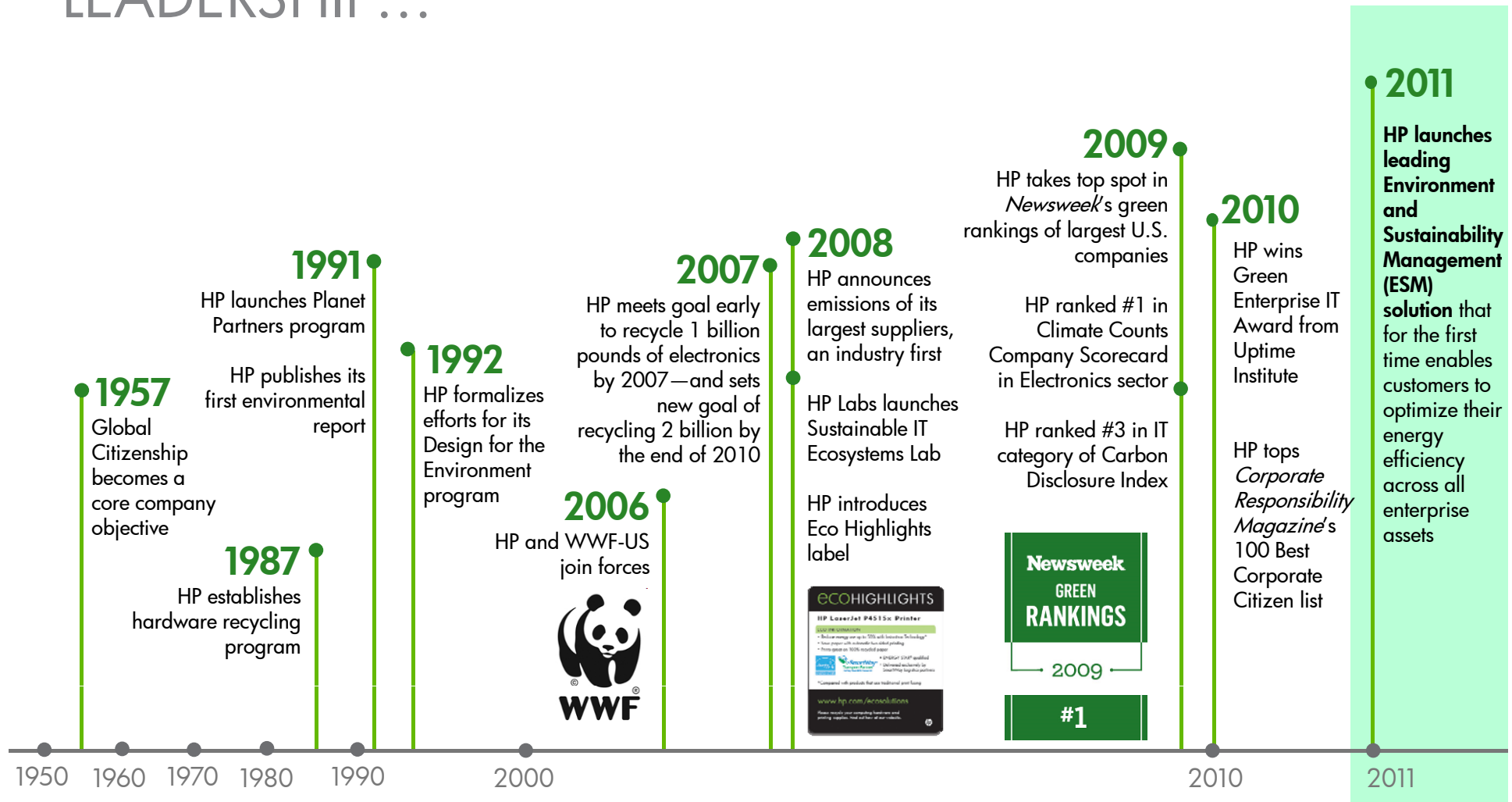
Central Nervous System for the Earth (CeNSE)



HP 240a EcoPOD



ESM BUILDS ON HP'S LEGACY OF ENVIRONMENTAL LEADERSHIP...



RAISING THE BAR BY REDUCING OUR IMPACT

HP is applying our own solutions and best practices to limit our footprint

Portfolio

- In 2009, we set a goal to reduce the energy consumption of our products by 40% from 2005 levels by the end of 2011. We achieved that goal 9 months ahead of schedule, and today HP products are on average 50% more energy efficient than they were in 2005.
- By 2011 we used more than 100 million pounds of recycled plastic in HP printing products – achieving our goal 1 year early.
- HP offers the largest selection of ENERGY STAR®-qualified, EPEAT® and other ecolabel guidelines electronic products in the industry

Supply chain

- In 2008 HP became the first in the IT industry to report its supply chain emissions.
- We've conducted nearly 600 audits to ensure our suppliers meet HP's stringent environmental standards.

Partnerships

- We're working NGOs such as the Climate Group, World Wildlife Fund and National Resources Defense Council to address environmental issues with HP technologies, education programs and public policy efforts.
- HP is co-leading a working group in the Electronic Industry Citizenship Coalition to develop an online carbon reporting system to help suppliers to measure and disclose greenhouse gas emissions.

Operations

- We're committed to reducing our greenhouse gas emissions 20% below 2005 levels by 2013.
- We've consolidated 85 data centers to six energy-efficient facilities, helping reduce costs by 60%.
- With HP Visual Collaboration, we avoid 20,000 business trips annually, reducing CO₂ emissions by 35,000 tonnes and saving millions of dollars.



Optimize Resources

OPTIMIZE
RESOURCES

BUILD INTELLIGENT
INFRASTRUCTURE

DRIVE SUSTAINABLE
TRANSFORMATION

Choose technology that increases efficiency and reduces waste.

Opportunities

- Save energy and money without sacrificing IT performance
- Reduce costs and risks associated with your carbon footprint
- Conserve paper and other resources
- Lower demand for natural resources by purchasing IT made from recycled materials
- Maximize reuse and recycling of old IT and supplies
- Implement and manage green procurement guidelines



Build Intelligent Infrastructure

OPTIMIZE
RESOURCES

BUILD INTELLIGENT
INFRASTRUCTURE

DRIVE SUSTAINABLE
TRANSFORMATION

Apply IT to maximize performance and make better decisions faster.

Opportunities

- Integrate IT management to deploy energy-efficiency measures across the network
- Reduce waste by more accurately anticipating and responding to resource needs
- Use IT to increase transparency and drive more informed decision making



Drive Sustainable Transformation

OPTIMIZE
RESOURCES

BUILD INTELLIGENT
INFRASTRUCTURE

DRIVE SUSTAINABLE
TRANSFORMATION

Shift to more productive and sustainable technology solutions

Opportunities

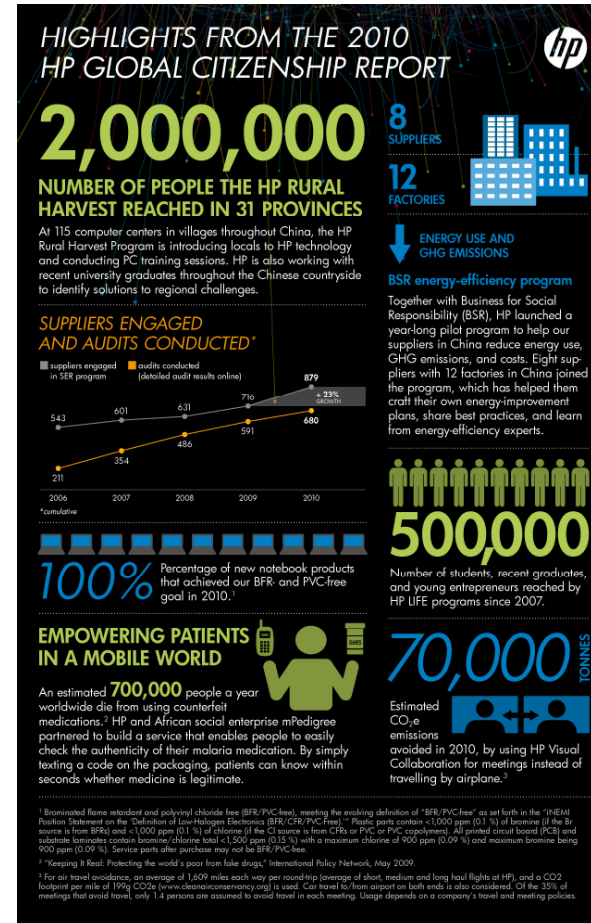
- Replace energy-intensive, carbon-heavy processes with more efficient alternatives
- Redefine how people, businesses and industries work
- Shift priority from reducing costs and risks to creating platforms for top-line growth



Take the Next Step

Learn more and get tools to reduce your impact and grow your business

- Visit hp.com/earth
- Shop the [HP EcoSolutions Online Store](#)
- Get an [HP white paper on green procurement](#)
- Download the [Green IT Action Plan for Printing and Imaging](#)
- Use the [HP Carbon Footprint Calculator](#) for printers, PCs and monitors
- View the 2010 HP Global Citizenship Report and Video: [Citizenship in a Changing World](#)



Thank you



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Optimize Resources, Power Business Results

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