

## Environment



**We are committed to reducing the environmental impact of our products, services and operations worldwide.**

- We have been a leader in adopting energy-saving technologies, recycling used products, and encouraging environmental responsibility among customers and suppliers
- Our products and services improve efficiency and reduce waste throughout the communications life cycle, from market analytics to document production and delivery
- We advocate in a variety of forums to correct misperceptions about the environmental impact of mail, particularly in comparison with other consumer activities
- We collaborate with other companies, industry organizations and postal services to advance environmental research and promote best practices

### **Sustainable Communications**

Our business is dedicated to helping companies grow through more effective customer communications. We offer a broad array of products and services that optimize the use of mail as a communication channel, minimize undeliverable mail, reduce paper consumption, and integrate physical mail with digital media into multichannel communication solutions. We also design our products to be energy-efficient and to have a minimal environmental impact at every stage from manufacturing and distribution to eventual return and recovery.

### **Energy Conservation**

We work continuously to improve energy efficiency in our facilities and operations. We measure our carbon footprint and seek ways to reduce it. We promote environmentally responsible practices in paper procurement and print production.

### **Performance 2009**

We report our carbon emissions, product stewardship and recycling tonnage.

## Sustainable Communications

For 90 years Pitney Bowes has been dedicated to helping companies grow through more effective customer communications – primarily through the mail, but increasingly through multiple channels including onsite, online and mobile communications as well. In recent years environmental sustainability has emerged as an important success factor for companies everywhere, and we have helped customers meet their environmental responsibilities through a growing range of innovative products and services that optimize the use of mail and integrate it with broader communication strategies.

Our products help customers identify their best prospects, streamline the development and production of mail pieces, increase yields, manage expenses, minimize undeliverable mail and reduce overall paper consumption. We have also pioneered the development of systems that integrate physical mail with digital media, facilitate secure online transactions, reduce document storage requirements and enable paperless workflow in organizations of all sizes.

Our 2009 Annual Report highlighted several recently introduced products that serve business and environmental goals simultaneously. Among them:

- Our **IntelliJet™ Printing System**, created in alliance with HP, enables customers to print targeted, personalized marketing messages directly on transaction statements, eliminating the need for inserts. It also integrates with Pitney Bowes mailing systems to reduce the combined footprint of separate print and mail operations.
- Our **AddressRightNow™** online list management service, updates addresses in real time to minimize undeliverable mail and help ensure that mailings reach the right people.
- Our **Imaging and Workflow Solution** utilizes Kodak technology to help companies reduce paper volume and boost productivity by digitizing content. It is part of a comprehensive Pitney Bowes records and information management offering that expedites access to data, helps secure intellectual property and reduces the environmental impact of information archives.
- Our **Location Intelligence Solutions** combine geographic and demographic information with predictive analytics so companies can align product development, marketing and store locations with the needs and interests of their best prospects.

## Design for Environmental Quality

Whatever the application, we design our products to have a minimal environmental impact at every stage from manufacturing and distribution to eventual return and recovery. Environmental considerations are incorporated as early as possible in the product design process under our Design for Environmental Quality (DfEQ) program, established in 1991.

## Educating Marketers

We use a variety of means to educate business, government and consumer audiences about environmentally responsible marketing and mailing practices. This brochure from Pitney Bowes Australia offers practical tips to help businesses market more effectively while minimizing related environmental impact.



## Clean Up Australia Day

Every year, hundreds of thousands of Australians get together to pick up litter and clean up the environment on Clean Up Australia Day. This year's volunteers included teams from Pitney Bowes Business Insight offices in Sydney and Brisbane as well as the Melbourne group shown in the photo. Over the past 20 years, the program has devoted more than 24 million hours and collected more than 200,000 tons of trash.



Since we approached the EPA to create a new Energy Star category for Imaging Equipment in 1996, Pitney Bowes has offered a range of Energy Star-rated mailing systems. The EPA raised the standards in 2009, and we have incorporated the new requirements into new product designs including the recently launched Pitney Bowes Connect+.

DfEQ has also guided us in complying with other U.S. and international regulations, and in removing hazardous substances from our products. Under DfEQ, electrical components must comply with the European Union's Directives on the Restriction on Hazardous Substances (RoHS) and the Waste Electrical and Electronics Equipment (WEEE). And since 2008, we have communicated with suppliers and customers to achieve compliance with the Registration, Evaluation & Authorization of Chemicals (REACH) Directive.

### **Product Return and Recovery**

Pitney Bowes has a long legacy of product remanufacturing and recycling. Over 95 percent of all components of our mailing equipment are designed to be recyclable, and we recover nearly all of our postal meters and approximately 85 percent of mailing products. In 2009, we recycled over 6.5 million pounds of materials including copper, aluminum, steel, plastic, cardboard and paper through our product take-back program (U.S. and Canada). Returned equipment that cannot be reused is sent to approved recycling partners for resource recovery.

### **Industry Leadership**

We are widely recognized as an environmental leader in the mail industry. We work with other companies, industry organizations and postal services to advance environmental research and establish and promote best practices. We regularly publish studies and participate in forums to educate customers and consumers about the environmental impact of mail, addressing misperceptions about how mail compares to other consumer activities.

#### **Our publications include:**

- *The Truth About Green, a report highlighting ways mailers can protect the environment and their industry*
- *The Environmental Impact of Mail: A Baseline*
- *The Greening of Government White Paper*

We have also played a leading role in recent industry activities, including the USPS Greening of the Mail Task Force, Direct Marketing Association Committee for Environment and Social Responsibility mail forums and postal customer councils.

### **Energy Conservation**

We design our products to be energy-efficient and to have a minimal environmental impact at every stage from manufacturing and distribution to eventual return and recovery. We also work continuously to improve energy efficiency in our facilities and operations. We measure our carbon footprint and seek ways to reduce it. We promote environmentally responsible practices in paper procurement and print production.

### **Carbon Footprint**

In 2007, we established our baseline carbon footprint using the World Resources Institute standard. We publicly report our carbon footprint through the international Carbon Disclosure Project (CDP). We are also working with a third-party consultant to review and validate our methodology for the collection and reporting of carbon emissions. We expect to complete this process in the third quarter of 2010.

### **Pitney Bowes Helps Earthsense Rank Greenest States**

*Using analytical tools from Pitney Bowes Business Insight, Syracuse, New York-based Earthsense has established an annual ranking of the top 10 states in the United States in terms of residents' green behavior. Earthsense says its Eco-Insights Survey can help companies sharpen their focus in product development and more effectively market green products and services.*

### **Pitney Bowes Environmental Innovation Timeline**

- 1944 – Asset Return Program
- 1991 – Design for Environmental Quality
- 2000 – Green Power Market Development Group
- 2007 – WasteWise Hall of Fame, Carbon Disclosure Project
- 2008 – Eco-Patent Commons, WHQ green renovation
- 2009 – Corporate Responsibility Report & Metrics

### **Coalition for Energy and Environmental Leadership in Leased Space**

*Early in 2010 Pitney Bowes formed a coalition with DuPont, IBM, Fluor and the Switzer Group to drive greater availability of competitively priced leased space that is also energy-efficient and environmentally appropriate. The group has established an environmental checklist and agreed to use it as a standard part of future lease and lease renewal negotiations. Collectively, coalition members account for more than 25 million square feet of commercial space in the United States alone.*

### *Reducing Consumption*

Pitney Bowes is committed to making all its operations greener and more efficient. Our cross-functional Energy Task Force has raised employee awareness about energy conservation and led to significant reductions in electricity consumption. Through the end of 2009 we reduced our electricity consumption by more than 8 million kilowatt hours from our 2007 baseline, saving \$1.4 million and reducing our carbon footprint by 4,862 metric tons of CO<sub>2</sub>. Energy-saving initiatives have included better lighting systems, improved heating, ventilation and air conditioning controls, more efficient chillers, conveyors and computer monitors, and the use of motion sensors to shut off lights in unused spaces.

We are a founding member of the Green Power Market Development Group, an industry partnership with the U.S. Environmental Protection Agency (EPA) to promote the development and purchase of alternative energy. Since 2003 we have purchased renewable energy credits (RECs) to support green power projects using technologies such as solar, wind and biomass. So far, our RECs have resulted in over 16,500 metric tons of CO<sub>2</sub> emission reductions. In 2009, our purchases of Green-e® certified RECs helped reduce CO<sub>2</sub> by 5,070 metric tons.

### *Waste Management & Recycling*

Since 1996 Pitney Bowes has taken part in the EPA's WasteWise Initiative, a voluntary program to minimize the generation of wastes, increase recycling and promote the manufacture and purchase of products with recycled content. We now participate at all of our major sites in the U.S., our two largest sites in Canada and our main office complex in Harlow, U.K. Over the years we have received nine awards from the EPA, including designation as Program Champion and Partner of the Year. In 2008, we were named to the WasteWise Hall of Fame for our leadership in recycling.

### *Forest Products Purchasing and Sustainable Forestry*

As a leader in the mail and document management industry, we are committed to using paper and cardboard responsibly and preserving the world's natural resources. We promote sustainable forestry and certification programs such as those of the Forest Stewardship Council (FSC), Sustainable Forestry Institute (SFI), Canadian Standards Association and Programme for the Endorsement of Forest Certification (PEFC). Internally, we have completed a baseline analysis of our use of sustainable and recycled materials and are establishing metrics to drive increased sourcing of paper and cardboard from companies committed to responsible resource stewardship. Our public literature, catalogs and direct mailings include the "Recycle Please" logo.

### *Global Environmental, Health and Safety Management System*

We recognize that a robust Environment, Health and Safety (EHS) process requires a clearly defined policy based on our core values. In 2009, we issued a new integrated global EHS policy that strengthens accountability and moves beyond compliance to encourage leadership on EHS matters throughout the company. Our new policy outlines our commitment to minimizing the environmental impact of our products and actions, our expectation that all injuries are preventable, and our determination to hold each employee accountable for following appropriate health, safety and environmental practices. By the end of 2009, we had also released or updated 34 worldwide technical standards in support of the new policy.

### *Eco Lighthouse shines on Pitney Bowes Norway*

*Funded by the Norwegian Ministry of Environment, the Eco-Lighthouse Program is designed to help companies in Norway reduce their environmental impact, cut costs and benefit from their status as an environmentally responsible company through industry-specific certification and testing. In 2009 Pitney Bowes Norway won certification as an Eco Lighthouse in recognition of its commitment to practical, user-friendly and environmentally responsible solutions.*



## Performance 2009

	2007	2008	2009
Direct and Indirect Emissions of Carbon Dioxide MTCE	101,792	97,242	124,107 *
Direct Emissions of CO <sub>2</sub> e/ \$M Revenue	4.56	3.67	7.65 *
Indirect Emissions of CO <sub>2</sub> e/ \$M Revenue	12.12	11.8	14.6
GHG Emissions per Unit of Floorspace (Tons CO <sub>2</sub> /ft <sup>2</sup> )	0.01	0.01	0.02
Waste Recycled/Prevented - Annual Pounds (US Only)	10,955,442	13,686,766	15,020,146
Waste Recycled/Prevented - Annual MTCE Avoided	3,783.24	16,147	27,733 **
Waste Recycled/Prevented – Annual MTCE Avoided/\$M Revenue	0.62	2.58	4.98
Product Recycling - Cumulative Pounds (US and Canada only)	5,741,312	13,588,464	20,159,239

\* The improved collection of data from international sites has resulted in an increase in scope 1 and scope 2 carbon emissions for the Corporation. This data will be reconciled as part of the third party validation in process and to be completed by early October.

\*\* increase in MTCE avoided largely due to significant increase in paper recycled

(MTCE = metric tons of carbon equivalents)

(CO<sub>2</sub>e = carbon dioxide equivalents)

## Partnerships, Recognition and Awards

World Environmental Center

Eco-Patent Commons

Carbon Disclosure Project

Greening the Mail Task Force



World Business Council for Sustainable Development



## Connecticut Green Business Award

In January 2010 Connecticut Business News Journal named Pitney Bowes a Connecticut Green Business Award winner in the Corporate Achievement category, citing the company's longstanding commitment to environmental stewardship and dramatic reduction in electricity use under the guidance of its Energy Task Force.