

HP: Innovating Towards A Low Carbon Economy

It's no secret that HP is a leader in Corporate Social Responsibility (CSR). The concept of corporate citizenship was ingrained in the DNA of the company's two founders, David Packard and William Hewlett, since the 1950s. Today, HP continues to raise the bar through a commitment to a higher standard of integrity, transparency and accountability in the 21st century.



HP recently won a Wal-Mart competition showcasing environmental innovation. The contest winner was the HP Pavilion dv6929wm Entertainment Notebook PC, an energy-efficient notebook computer with virtually no packaging, sold in a messenger bag comprised of 100 percent recycled fabrics.

Perhaps the best examples of HP's most recent work in CSR are its efforts to shrink the world's carbon footprint. "The IT sector is responsible for two percent of the world's carbon footprint, and HP is leading the effort to reduce those emissions," said John Frey, HP's senior sustainability executive. "HP provides industry leading solutions to reduce the remaining 98 percent of the global economy's carbon footprint. We see this as a huge opportunity." Frey highlighted innovative examples of ways HP limits environmental impact:

- By consolidating its 85 data centers and optimizing servers and cooling systems in the remaining six, HP expects to reduce energy consumption by up to 350 million kWh annually, saving up to \$25 million each year.
- The HP Eco Highlights label helps customers identify environmental attributes of HP products and services.
- HP's Halo telepresence solution allows conferencing between participants globally, reducing necessary business air travel by 25 percent in one HP application.
- New HP Labs research initiatives aimed at developing new technologies and business models help customers reduce environmental impact.

"At HP, we've fostered so much innovation within our own walls," concluded Frey. "We are now sharing our experience and solutions with customers and suppliers so they can reduce their carbon footprints and address social inequities, while boosting our collective bottom lines."

HP's commitment to sustainability is also reflected in its supply chain.

As the world's largest IT company, HP operates the largest supply chain in the technology industry. Suppliers must comply with HP's stringent social and environmental responsibility (SER) expectations, wherever they operate.

HP has reported its own emissions since 2003 and began reporting its product transportation emissions in 2007. HP was first in the industry to announce emissions data associated with its largest suppliers and to disclose its largest suppliers, advancing supply chain transparency standards industry-wide.

Extending supply chain SER efforts, HP is addressing women's health needs at two HP supplier factories in Mexico through HERproject (Health Enables Returns project), in partnership with Business for Social Responsibility (BSR). HP hopes to expand the program to China and other companies in its supply chain.

"HP's continued leadership in supply chain SER helps achieve sustained improvement by building our suppliers' social and environmental capabilities, and also encourages others in the industry to advance supply chain responsibility," observed Tony Prophet, senior vice president, Worldwide Supply Chain Operations, Personal Systems Group, HP.

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