

# **Strange Bedfellows:**

## **How Corporate Partnerships Create Environmental Results**

August 24, 2005

Air Innovations Conference

Chicago, Illinois

# Overview

- Organizational Background
- Partnership Model
- Successes

# Environmental Defense

Non-profit advocacy organization linking science, economics and law to create innovative solutions to environmental problems.



1967

Banned  
DDT

1990

CAA cap &  
trade for SO<sub>2</sub>

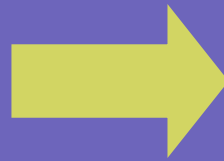
2000

Safe Harbors for  
endangered  
species

# Environmental Defense

## Early Focus:

- Litigation
- Regulation



## Current Focus:

- Collaboration
- Market Incentives

*“Sue the bastards”*

*“Finding the ways that work”*

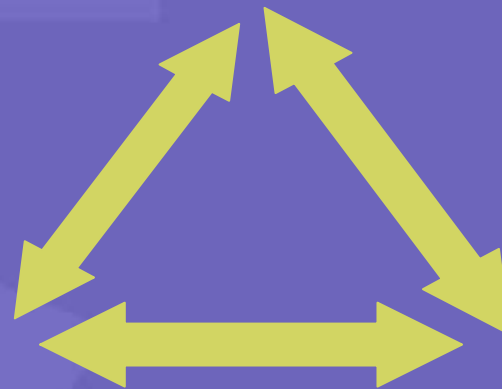
# Alliance for Environmental Innovation

Founded in 1994 to partner with market-leading companies on projects that:

Achieve environmental gains

Provide  
business benefits

Create  
industry change



## Project Characteristics

- **Results** - Environmental and business benefits
- **Commitment** - Senior management buy-in
- **Trust** - Written confidentiality agreement
- **Credibility** – Independent funding and reputation
- **Accountability** – Project results made public
- **Replicability** – Create new industry standard

# Examples of Partnerships



## UPS Partnership

Improved the environmental performance of overnight packaging.

We worked together to:

- reduce package weight.
- increase the recycled content.
- eliminate the use of bleached paper.



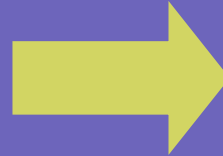
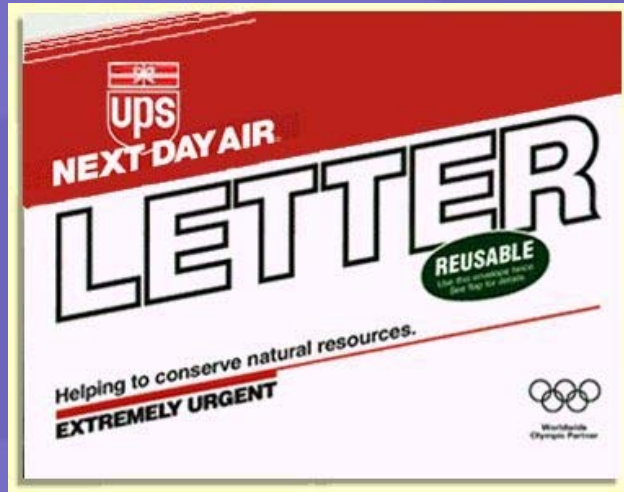


The environmental results :

- 12% reduction in air pollution
- 15% reduction in wastewater
- 12% reduction in energy use

The economic results:

UPS saves **\$1-million annually** on its overnight packaging.



## The Ripple Effect:

FedEx has adopted similar design changes for its overnight packaging.

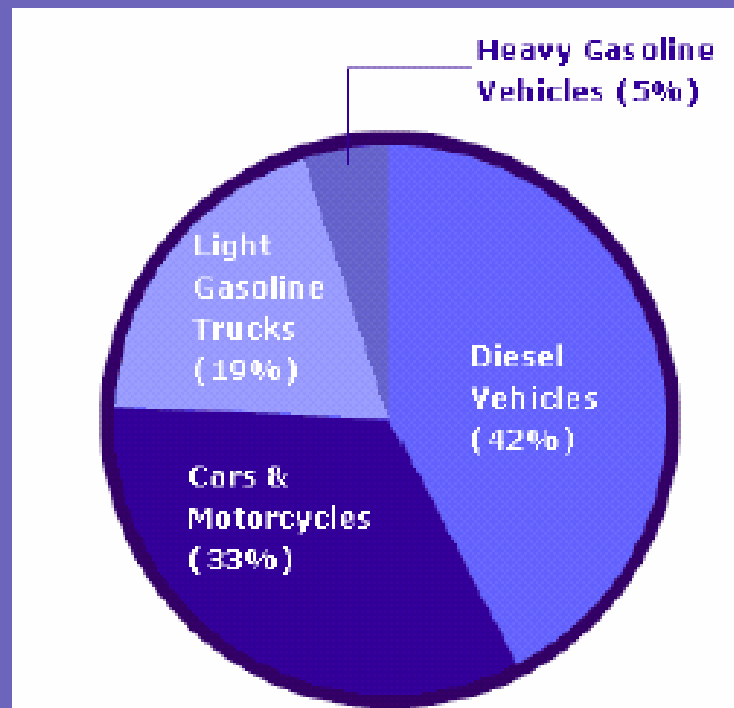
# FedEx Partnership

Creating the next generation delivery truck



Diesel exhaust contributes to smog, asthma and other lung diseases and global warming

Heavy-duty trucks are responsible for 70% of particulates—and airborne carcinogens—in California. Particulates cause 15,000 premature deaths per year in the U.S.



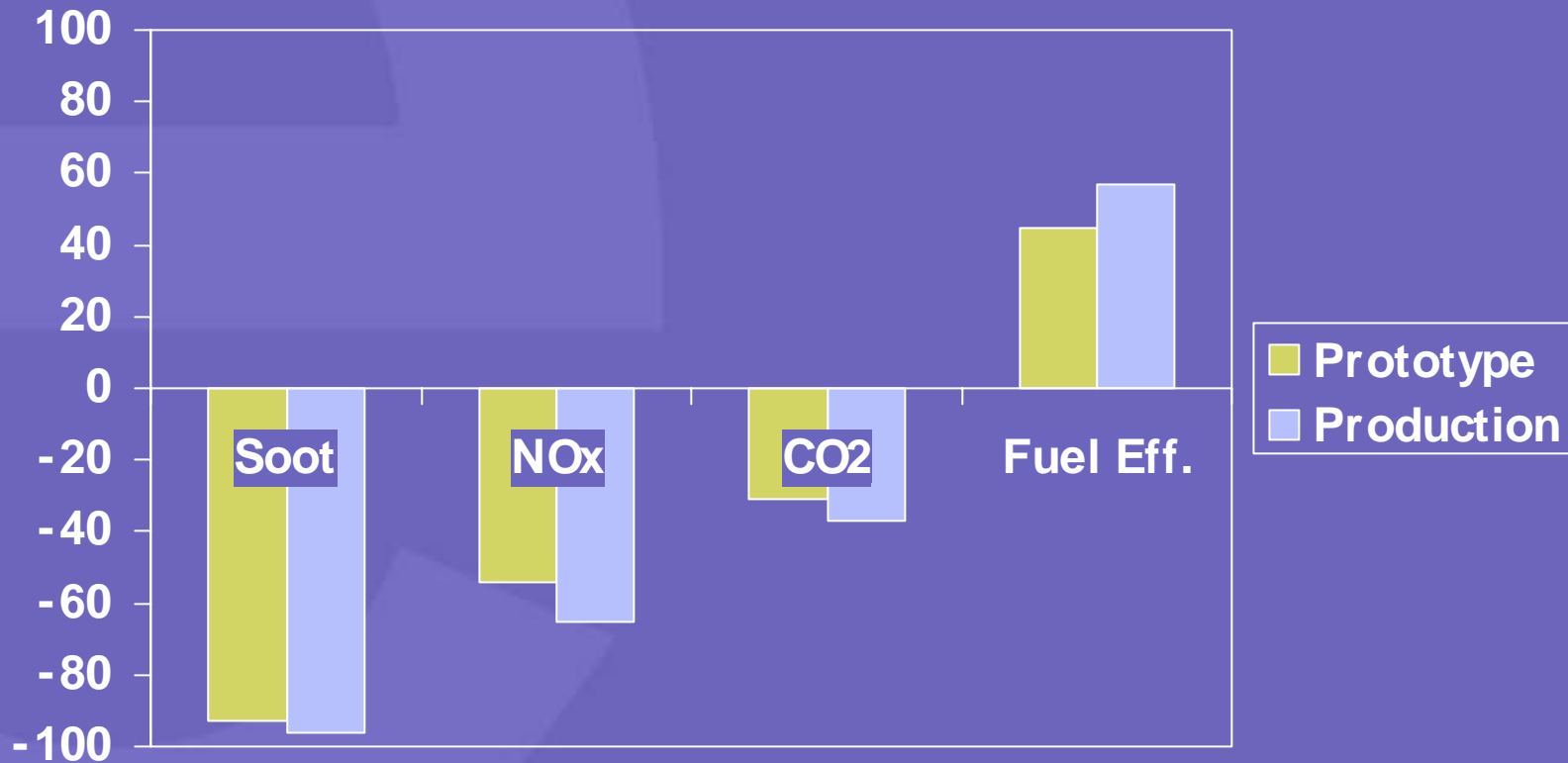
NOx mobile sources

# Introducing next generation trucks this winter



- increase fuel efficiency by 50%
- decrease particulates by 90% and NOx by 75%
- same functionality
- cost-competitive

# Environmental Benefits



# Norm Thompson Outfitters Partnership

Proved that recycled paper is available, feasible, marketable, and cost-neutral for the catalog industry.



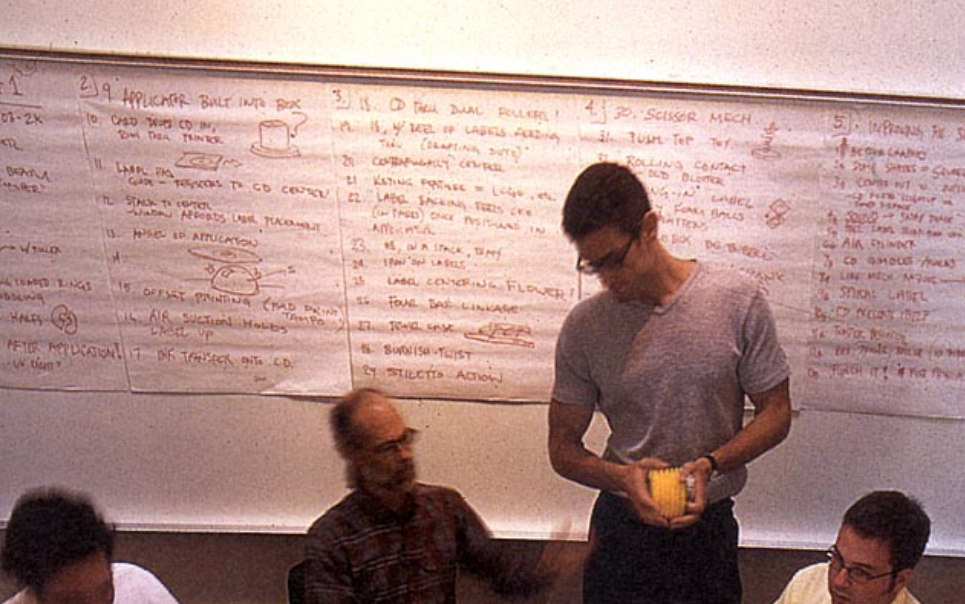
- Reduced wood use by 4,400 tons annually.
- Reduced wastewater by 11 million gallons annually .
- Reduced solid waste by 1,000 tons annually .
- Eliminated excess mailings, saving **\$50,000** annually.

# Citigroup Partnership

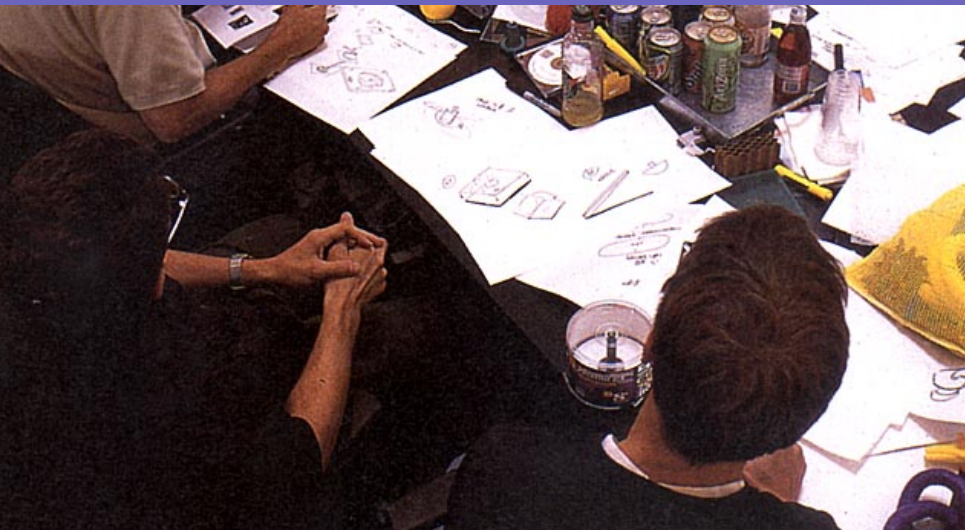
By using 30% postconsumer recycled copy paper, at its Citibank and SmithBarney offices, Citigroup will annually avoid an estimated:

- 2,000 tons of greenhouse gases
- 19 million gallons of wastewater
- 33 billion BTUs of energy
- 6,700 tons of wood
- 1,000 tons of solid waste





- Environmental Benefits
- Bottom Line Performance
- Industry-Wide Change



# **The Alliance for Environmental Innovation**

Changing the way business thinks about the environment.

[www.EnvironmentalDefense.org/Alliance](http://www.EnvironmentalDefense.org/Alliance)