



Meeting climate change head-on

HP believes companies, governments, organizations and individuals must come together to address the growing challenge of climate change. We're responding with a climate change strategy that includes helping customers reduce their energy consumption and greenhouse gas emissions. Our four-point approach includes:

- **Reducing the carbon footprint of HP operations** by consolidating facilities, installing more efficient technology and increasing our use of renewable energy. Through our Workplace Transformation initiative, we are reducing the absolute energy consumption of HP facilities to 16 percent below 2005 levels by 2010.
- **Decreasing the impact of HP products** through innovative design that increases energy efficiency, uses fewer materials and reduces waste. For example, we are committed to reducing PC and notebook energy use by 25 percent from 2005 levels by 2010.
- **Helping shrink the carbon footprint of the global economy** with technologies that transform the way people communicate and conduct business. For example, we estimate our HP Halo telepresence system eliminates at least one roundtrip flight within HP each business day—saving the annual equivalent of more than 237 tonnes of greenhouse gas emissions per Halo studio.
- **Driving the shift to a low-carbon economy** by supporting policy efforts to mitigate climate change, participating in initiatives and partnerships, and replacing conventional processes with digital ones to reduce waste, costs and environmental impacts.



HP Eco Solutions Program

Better for business,
better for the environment



"Environmental responsibility is good business. We've reached the tipping point where the price and performance of IT are no longer compromised by being green, but are now enhanced by it."

Mark Hurd, HP chairman,
CEO and president

Find out more about
HP's environmental efforts:
www.hp.com/go/environment



HP Eco Solutions Program
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4AA1-9625ENW, June 2008 (Printed in U.S.A.)



Advance your business and shrink your environmental footprint with HP

HP makes it easy for you to boost your bottom line while limiting the environmental impact of your business. HP solutions can help you reduce costs, save energy, conserve resources and gain efficiencies. With HP, there's no tradeoff between achieving business performance and meeting environmental goals.



Reduce costs by saving energy and resources

Innovations from HP enable you to cut costs by optimizing your infrastructure to use less energy and produce less waste. For example, HP Dynamic Smart Cooling and Thermal Zone mapping can reduce your data center cooling costs by up to 45 percent.

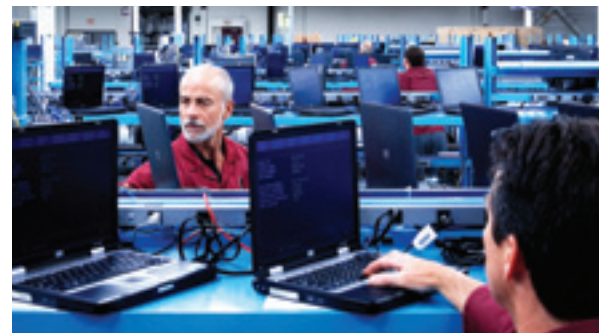
HP solutions also help you get more performance for every watt of power by consolidating servers through virtualization and by making your printing fleet more efficient. Instant-on Technology in HP LaserJet devices provides up to 50 percent energy savings over traditional fusing, while producing a first-page-out in seconds—nearly twice as fast as competitive products without this technology.

As energy prices rise, reducing consumption is good for the bottom line, as well as the environment. Using less energy means releasing fewer of the associated greenhouse gases that contribute to climate change. You can choose from more than a thousand HP PCs, notebooks, monitors, servers, and imaging and printing solutions that meet or exceed global eco-label standards, including ENERGY STAR®, Taiwan's Green Mark and Germany's Blue Angel. The breakthrough HP rp5700 Business Desktop PC, when paired with an HP flat panel monitor, can save up to 80 percent of energy costs compared with previous-generation systems that used cathode ray tube monitors.

Gain efficiencies with digital solutions

HP can help you automate processes and raise productivity while meeting your business's environmental goals. By replacing conventional processes with digital workflows, HP enterprise solutions streamline businesses and reduce environmental impacts. For instance, the HP Output Server can speed up document-based workflows, reducing your need for printed pages by up to 70 percent—conserving paper and energy—while ensuring reliable delivery of time-critical documents. Similarly, HP Retail Marketing Automation can cut waste by up to 90 percent by printing signage and other marketing materials precisely when and where they're needed.

And unique solutions, such as HP Remote Graphics Software and HP's Halo telepresence system, enable teams to connect and collaborate from distant locations, saving time and money while avoiding travel-related energy consumption that releases greenhouse gases into the atmosphere.



Achieve green business goals

HP solutions can help your business thrive in the emerging low-carbon economy with products and services that shrink your environmental footprint.

One way we design with the environment in mind is by making our products from easily recyclable materials. On average, HP notebook products are more than 90 percent recyclable or recoverable by weight,¹ and 70 to 85 percent of our printing and imaging products are typically recyclable or recoverable. That means it's easier to dispose of them responsibly. And HP offers a broad range of end-of-use options for IT equipment, including trade-in, buy-back and recycling.

Another way HP reduces waste is by using fewer and more innovative materials in our products and packaging. For instance, by redesigning HP PCs, we saved enough metal in 18 months to build another Eiffel Tower. Lighter products, in turn, save energy and the greenhouse gas emissions associated with shipping.

We're also making strides in using recycled materials in HP products. In 2007, HP used more than 5 million pounds of recycled plastic—from old HP inkjet cartridges and discarded plastic water bottles—in new HP inkjet cartridges, and we're committed to using twice as much in 2008.

In addition to designing efficiency and recyclability into our products, we're helping our suppliers around the world meet the same stringent environmental and social standards we hold ourselves to. That means when you choose HP products, you can be confident you are choosing a global supply chain committed to upholding its environmental and social responsibilities.

IT end-of-use solutions

HP makes it easy to return old IT products for reuse or recycling. HP Asset Recovery Services provide businesses a range of environmentally responsible ways to retire technology, while helping keep data secure and diverting old technology from landfills.²

HP Total Life Cycle Management includes pickup, logistics, remarketing and recycling of your old IT equipment. The following services are also available individually:

- **HP Recycling** enables you to responsibly dispose of both HP and non-HP computing and printing equipment, as well as HP printing supplies.
- **HP Trade-In** offers attractive rebates for your old equipment when you buy HP technology.³ Trade-in service includes environmentally responsible disposal and data destruction.
- **HP Buy-Back** may be offered if no trade-in is available. After providing a rebate quote, HP will collect your old equipment and dispose of it responsibly by refurbishing and reselling it.
- **HP Pack and Ship** is a complete suite of equipment packing and shipping services that help you retire old equipment, return leased assets or move to a new location.

A leader in IT recycling

HP pioneered recycling services for electronics and supplies and now offers recycling services in 52 countries or territories around the world. In the 2007 fiscal year alone, HP recycled 250 million pounds of hardware and print cartridges globally—an increase of 50 percent over the previous year. We achieved our goal of recycling 1 billion pounds of electronics and print cartridges by the end of 2007, and now we've set an aggressive new goal for ourselves: to recover another billion pounds for reuse and recycling by 2010.

¹ Per the definition used in the European Union WEEE regulations.

² Asset-recovery program availability varies by country.

³ Terms and conditions apply.