



Cisco and our customers can address energy consumption from operations and IT-product end-of-life management while positively impacting the bottom line.



We create new business value for Cisco and our customers by making sustainability an integral part of our technologies, products, and solutions

Environmental sustainability is increasingly important to customers, employees, investors and other stakeholders. Best practices can reduce business risk, improve reputation and drive market opportunities. The two environment-related topics that present the biggest opportunities for Cisco and our customers are:

- Energy and greenhouse gas (GHG) emissions
- Product end-of-life reuse and recycling

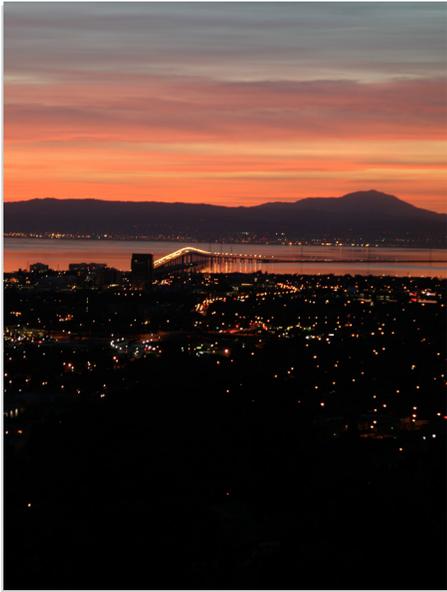
We classify our energy and GHG efforts into five areas:

- Reduce GHG emissions from our own worldwide operations and those of our suppliers
- Design innovative and energy efficient products
- Help develop global standards for GHG accounting and IT product energy efficiency
- Develop Cisco solutions that can reduce energy consumption and GHG emissions in other industry sectors—the so-called “enabling effect”
- Publish comprehensive CSR reporting on our environmental activities.

Our product end-of-life initiative can also be divided into five areas:

- Design products for ease of service, upgrade and end-of-life recycling
- Offer our customers trade-in credit on product being replaced by newer technology
- Refurbish and remarket returned products
- Provide our customers no-cost takeback and recycling of end-of-life product
- Implement circular economy principles throughout the product life cycle.

you + networks = impact^x



The Issue

IT is a building block of economic development and provides significant social benefit. To maximize this benefit, Cisco designs energy-efficient products and networks so energy is not wasted. Emissions from the IT sector have been estimated by Gartner to be about 2% of total global emissions. Given the expected growth of IT around the world, especially in emerging economies, we must efficiently use materials to manufacture our products. Maximizing the life of a product by facilitating service, refurbishment and reuse, and recycling of the metal and plastic commodities reduces the demand for virgin raw materials.

Human Networks

Cisco depends on our stakeholders—customers, industry and financial analysts, advocacy groups, government organizations, the media, and employees—to provide advice and feedback on our sustainability strategy and performance. We receive this feedback in meetings, as a result of our responses to stakeholder inquiries, and from published sustainability rankings and ratings. Cisco works with other IT companies, governments, and standard-setting bodies to monitor and influence the development of product recycling and energy-efficiency requirements. Cisco is currently tied for the top spots in both the Greenpeace Cool IT Challenge and the CDP (Carbon Disclosure Project) annual investor survey on climate change.

Technology Networks

Cisco has developed four categories of products to address energy consumption and GHG emissions:

- **Energy management:** EnergyWise and JouleX reduce energy consumption in commercial and residential buildings. Connected Grid improves utility grid management.
- **Remote collaboration:** Cisco TelePresence, Cisco Jabber for TelePresence, WebEx, Jabber, and Unified Communications to reduce the need for business travel
- **Teleworking and mobility:** Cisco Virtual Office, OfficeExtend, and Cisco Connected Workplace reduce employee commuting and make more efficient use of the remaining, reduced office space
- **Cloud and data center:** Hosted Collaboration Solutions, UCS, Nexus products increase the utilization of data center network and server resources and minimize wasted energy consumption

Impact Multiplied

Before the widespread introduction of collaborative tools, Cisco’s business travel grew in proportion to revenue and employee head count. We estimate Cisco’s business travel is now about a third of what it would have been based on these earlier trends. We have saved at least \$100 million each year over each of the last five years from reduced business travel. We met our five-year GHG reduction goals while revenue increased more than 30%, demonstrating that environmental sustainability can be decoupled from economic growth.¹ We have donated Cisco TelePresence, Jabber Video for TelePresence, and WebEx to CDP, Ellen MacArthur Foundation and World Wildlife Fund to help them promote their global missions, build strong partnerships, and reduce their own environmental footprint.

¹ Five-year goals: June 2008 EPA Climate Leaders commitment to reduce all Scope 1 and 2, and Scope 3 business-air-travel GHG emissions worldwide by 25% absolute by 2012 (2007 baseline). See Greenhouse Gas Protocol [standards](#) for additional information on Scope 1, 2, and 3 emissions. Refer to the appropriate tables of the [Environment chapter](#) of our latest CSR report for performance actuals.



25%+

Absolute reduction in Cisco business-air-travel emissions from 2007 to 2012



25%+

Absolute reduction in greenhouse gas emissions from Cisco operations from 2007 to 2012



75%+

Fortune 100 and Fortune 500 companies have deployed Cisco TelePresence



\$100 MILLION +

Annual savings from reduced Cisco business travel through the use of Cisco remote collaboration solutions

More Information

To learn more please read the Environment section of the CSR Report at:

csr.cisco.com/pages/csr-reports

Cisco Corporate Social Responsibility

csr.cisco.com



We create opportunities to transform lives, communities, and the environment through the combined power of human collaboration and networked connections. We call this “impact multiplied.” Together with others, we apply technology to unlock the intelligence and fuel the innovation needed to address some of the world’s most pressing problems.

Our Corporate Social Responsibility efforts focus on five areas: improving the well-being of people and communities around the world; using our technology to improve environmental sustainability; conducting our business ethically; creating a workplace where our employees thrive; and maintaining our high standards for ethics, labor rights, health, safety, and the environment throughout our supply chain. Learn more at csr.cisco.com