



## The New Collaboration Effect

At Cisco, we are committed to changing the way people work, live, play, and learn. We believe this vision extends to our ability to impact society and its environment.

As part of our commitment, we are working both with internal and external teams to minimize the environmental impact regarding our presence at VoiceCon Orlando 2009. Below are highlights of the implemented green best practices, demonstrating consistent green messaging and behaviors to enhance the overall event experience.

### Conference Materials

- Eliminate printed conference books and presentations, creating online tools instead
- Manage registration and housing online and send confirmations electronically
- Print badges on recycled paper as attendees check-in instead of pre-printed or mailed
- Provide recycle bins for badges, badge holders, program guides, and lanyards onsite
- Focus on electronic marketing and social media, reducing postal mailings
- Consolidate information used in the exhibitor packages, reducing paper products
- Use recycled padding and carpet on the exhibition floor
- Print signs and banners on recycled and biodegradable materials
- Print program guide on recycled paper with soy based ink

### Event Planning

- Reduce booth giveaways by launching a robust online rewards program called Cisco Preferred Access. This new program provides a variety of valuable rewards, based on a simple points system.
- Hold receptions onsite, leveraging costs, materials, and services
- Use recyclable materials and reuse rented booth equipment for Cisco booths

### Food and Beverage

- Reduce bottled water, offering water in pitchers or coolers
- Use reusable cutlery and tableware like porcelain, ceramic, stainless steel cutlery, and glass whenever possible
- Use ingredients from locally produced or organic sources whenever possible
- Donate leftover food that has not been left out to Second Harvest Food bank when there are large amounts of food leftover and smaller amounts will be given to employees.

### Energy Conservation

- Turn off lights in meeting rooms when not in use and set thermostats at 76 degrees.

### Ways to Help Contribute

- Select the option to not have your linens changed every day. (The Gaylord Palms resort has an active linen re-use program.)
- Opt for a shower instead of a bath. (An average bath takes up 30-50 gallons of water versus a 4-minute long shower uses about 10 gallons.)