

Environment

“I like the fact that Pitney Bowes encourages employees to think and act green.”

Brian
Asian Pacific Operations, Australia

Boating  Internal Operat
Australia Chamber Orchestra
Pushbike Cycling
Senior tennis tour
 Rugby
Social Responsibility
Mentoring



Environment

We serve 2 million customers in more than 100 countries. We are committed to reducing our environmental impact worldwide.

- We have been a leader in adopting energy-saving practices and encouraging customers and suppliers to do the same.
- We provide our customers with solutions that improve efficiency and reduce waste at every stage from market analytics to document production and delivery.

Sustainable Communications

Our business is dedicated to helping companies grow through more effective customer communications. We offer a broad array of products and services that optimize the use of mail as a communication channel, minimize undeliverable mail, reduce paper consumption, and integrate physical mail with digital media into multi-channel communication solutions. We also design our products to be energy-efficient and to have a minimal environmental impact at every stage from manufacturing and distribution to eventual return and recovery.

Energy Conservation

We work continuously to improve energy efficiency in our facilities and operations. We measure our carbon footprint and seek ways to reduce it. We promote environmentally responsible practices in paper procurement and print production.

Performance 2010

We report our carbon emissions, product stewardship and recycling tonnage.

Sustainable Communications

For 90 years Pitney Bowes has been dedicated to helping companies grow through more effective customer communications—primarily through the mail, but increasingly through multiple channels including onsite, online and mobile communications as well. In recent years environmental sustainability has emerged as an important success factor for companies everywhere, and we have helped customers meet their environmental responsibilities through a growing range of innovative products and services that optimize the use of mail and integrate it with broader communication strategies.

Our products help organizations identify their best prospects, streamline the development and production of mail pieces, increase yields, manage expenses, minimize undeliverable mail and reduce overall paper consumption. We have also pioneered the development of systems that integrate physical mail with digital media, reduce document storage requirements and enable paperless workflow in organizations of all sizes.

Our 2010 Annual Report highlighted several recently introduced products that serve business and environmental goals simultaneously. Among them:

- Our *Volly™* secure digital delivery service gives businesses and consumers a powerful tool to control their communications and build one-to-one relationships across multiple channels, eliminating unwanted or wasted communications.
- Our *PresortXtra solutions* bring the benefits of barcoding and presorting to low-volume mailers, generating postage discounts while expediting delivery and helping to minimize undeliverable mail.
- Our *Connect+ mailing systems* give envelopes more impact with customizable full-color graphics that make recipients more likely to open them, improving the efficiency of mailing campaigns.
- Our *Portrait Interaction Optimizer* is a dynamic software application that provides accurate, targeted sales, service and retention offers to each individual in a company's customer base at the specific moment of that customer's interaction, whatever the channel. As a result, customers get the information they need quickly and without irrelevant communications.

Design for Environmental Quality

Whatever the application, we design our products to have a minimal environmental impact at every stage from manufacturing and distribution to eventual return and recovery. Environmental considerations are incorporated as early as possible in the product design process under our Design for Environmental Quality (DfEQ) program, established in 1991.

Factory Certified Green Solutions



In 2010 we rebranded our remanufactured mailstream products from “Classic” to “Green” to highlight the environmental benefits of our aggressive program of recycling and reuse of office technology. Green units save money for customers, have the same warranties and maintenance contracts as new equipment, and help divert millions of pounds of waste from landfills.

Pitney Bowes helps Earthsense rank greenest states

Using analytical tools from Pitney Bowes Business Insight, Syracuse, New York-based Earthsense has established an annual ranking of the top 10 states in the United States in terms of residents' green behavior. Earthsense says its Eco-Insights Survey can help companies sharpen their focus in product development and more effectively market green products and services.

Pitney Bowes environmental innovation timeline

*1944—Asset Return Program
1991—Design for Environmental Quality
2000—Green Power Market Development Group
2007—WasteWise Hall of Fame, Carbon Disclosure Project
2008—Eco-Patent Commons, WHQ green renovation
2009—Corporate Responsibility Report & metrics
2010—Third-party validation of CO2 footprint; Coalition for Energy and Environmental Leadership in Leased Space*

Since we approached the EPA to create a new Energy Star category for Imaging Equipment in 1996, Pitney Bowes has offered a range of Energy Star-rated mailing systems. The EPA raised the standards in 2009, and we have incorporated the new requirements into new product designs including the recently launched Pitney Bowes Connect+.™ Customer Communications Series. DfEQ has also guided us in complying with other U.S. and international regulations, and in removing hazardous substances from our products. Under DfEQ, electrical components must comply with the European Union's Directives on the Restriction on Hazardous Substances (RoHS) and the Waste Electrical and Electronics Equipment (WEEE). And since 2008, we have communicated with suppliers and customers to achieve compliance with the Registration, Evaluation & Authorization of Chemicals (REACH) Directive.

Product Return and Recovery

Pitney Bowes has a long legacy of product remanufacturing and recycling. More than 95 percent of all components of our mailing equipment are designed to be recyclable, and we recover nearly all of our postage meters and approximately 85 percent of mailing products. In 2010, we recycled more than 6.5 million pounds of materials including copper, aluminum, steel, plastic, cardboard and paper through our product take-back program (U.S. and Canada). Returned equipment that cannot be reused is sent to approved recycling partners for resource recovery.

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Carbon Footprint

In 2007, we established our baseline carbon footprint using the World Resources Institute standard. We publicly report our carbon footprint through the international Carbon Disclosure Project (CDP). In October 2010, a third-party consultant validated our methodology for the collection and reporting of carbon emissions following an extensive review.

Reducing Consumption

Pitney Bowes is committed to making all its operations greener and more efficient. Our cross-functional Energy Task Force has raised employee awareness about energy conservation and led to significant reductions in electricity consumption. Through the end of 2010 we reduced our electricity consumption by more than 10 million kilowatt hours from our 2007 baseline, saving \$1.8 million and reducing our carbon footprint by 6800 metric tons of CO₂. Energy-saving initiatives have included better lighting systems, improved heating, ventilation and air conditioning controls, more efficient chillers, conveyors and computer monitors, and the use of motion sensors to shut off lights in unused spaces. In 2010, these efforts focused on site consolidation as part of the company's strategic transformation initiative. With a reduced building footprint, we were able to reduce related energy consumption by more than 1.9 million kilowatt hours.

We are a founding member of the Green Power Market Development Group, an industry partnership with the U.S. Environmental Protection Agency (EPA) to promote the development and purchase of alternative energy. Since 2003 we have purchased renewable energy credits (RECs) to support green power projects using technologies such as solar, wind and biomass. So far, our RECs have resulted in more than 22,800 metric tons of CO₂ emission reductions. In 2010, our purchases of Green-e® certified RECs helped reduce CO₂ by 6,300 metric tons.

Waste Management and Recycling

Since 1996 Pitney Bowes has taken part in the EPA's WasteWise Initiative, a voluntary program to minimize the generation of wastes, increase recycling and promote the manufacture and purchase of products with recycled content. We now participate at all of our major sites in the U.S., our two largest sites in Canada and our main office complex in Harlow, U.K. Over the years we have received nine awards from the EPA, including designation as Program Champion and Partner of the Year. In 2008, we were named to the WasteWise Hall of Fame for our leadership in recycling. According to the EPA, our waste reduction campaign resulted in the avoidance of more than 16,635 metric tons of CO₂ in 2010 alone.

Small Steps Lead to Big Savings

When Pitney Bowes Presort Services outgrew its facility in Columbus, Ohio, it did more than move. It rethought its energy use everywhere from workstations and IT servers to conveyor systems, plant lighting and overhead doors. The result: a series of modest changes that brought electricity costs down from 24 cents per square foot per month to just 17 cents, a savings of more than 30 percent.

Coalition for Energy and Environmental Leadership in Leased Space

Early in 2010 Pitney Bowes formed a coalition with DuPont, IBM, Fluor and the Switzer Group to drive greater availability of competitively priced leased space that is also energy-efficient and environmentally appropriate. The group has established an environmental checklist and agreed to use it as a standard part of future lease and lease renewal negotiations. Collectively, coalition members account for more than 25 million square feet of commercial space in the United States alone.

Forest Products Purchasing and Sustainable Forestry

As a leader in the mail and document management industry, we are committed to using paper and cardboard responsibly and preserving the world's natural resources. We promote sustainable forestry and certification programs such as those of the Forest Stewardship Council (FSC), Sustainable Forestry Institute (SFI), Canadian Standards Association and Programme for the Endorsement of Forest Certification (PEFC). Internally, we have completed a baseline analysis of our use of sustainable and recycled materials and are establishing metrics to drive increased sourcing of paper and cardboard from companies committed to responsible resource stewardship. Our public literature, catalogs and direct mailings include the "Recycle Please" logo. In 2010, we purchased nearly 10,000 tons of paper, more than 58% percent of it from certified sources, and established a comprehensive baseline to simplify such calculations in the future.

Global Environment, Health and Safety Management System

We recognize that a robust Environment, Health and Safety (EHS) process requires a clearly defined policy based on our core values. In 2009, we issued a new integrated global EHS policy that strengthens accountability and moves beyond compliance to encourage leadership on EHS matters throughout the company. The policy outlines our commitment to minimizing the environmental impact of our products and actions, our expectation that all injuries are preventable, and our determination to hold each employee accountable for following appropriate health, safety and environmental practices. By the end of 2009, we had also released or updated 34 worldwide technical standards in support of the new policy. In 2010 we completed 24 EHS compliance reviews of our most significant businesses, assessing both regulatory compliance and adoption of our management systems practices. These reviews continue in 2011 and include our suppliers and recycling partners in addition to our own operations.

Environment: Performance 2010

	2008	2009	2010
Direct and Indirect Emissions of Carbon Dioxide MTCE	97,242	124,107	120,263
Direct Emissions of CO ₂ e / \$M Revenue	3.67	7.65[*1]	8.52
Indirect Emissions of CO ₂ e/\$M Revenue	11.8	14.6	13.65
GHG Emissions per Unit of Floorspace (Tons CO ₂ /ft ²)	0.01	0.02	.02
Waste Recycled/Prevented – Annual Pounds (US Only)	13,686,766	14,532,290	11,702,258
Waste Recycled/Prevented – Annual MTCE Avoided	16,147	26,938 [*2]	16,635
Waste Recycled/Prevented – Annual MTCE Avoided/\$M Revenue	2.6	4.8	3.1
Product Recycling – Cumulative Pounds (US and Canada only)	13,588,464	20,159,239	26,705,481

[*1] Improved data collection of direct and indirect emissions from international operations has expanded the carbon emissions for Pitney Bowes in 2009

[*2] Increase in MTCE avoided largely due to significant increase in paper recycled (MTCE = metric tons of carbon equivalents)

Partnerships, Recognition and Awards

Eco-Patent Commons

Carbon Disclosure Project

Greening the Mail Task Force



World Business Council for Sustainable Development



Connecticut Green Business Award

In January 2010 Connecticut Business News Journal named Pitney Bowes a Connecticut Green Business Award winner in the Corporate Achievement category, citing the company's longstanding commitment to environmental stewardship and dramatic reduction in electricity use under the guidance of its Energy Task Force.



Eco-Lighthouse Shines Again on Pitney Bowes Norway

Funded by the Norwegian Ministry of Environment, the Eco-Lighthouse Program is designed to help companies in Norway reduce their environmental impact, cut costs and benefit from their status as an environmentally responsible company through industry-specific certification and testing. The year 2010 was Pitney Bowes's second in a row as an Eco-Lighthouse certification winner