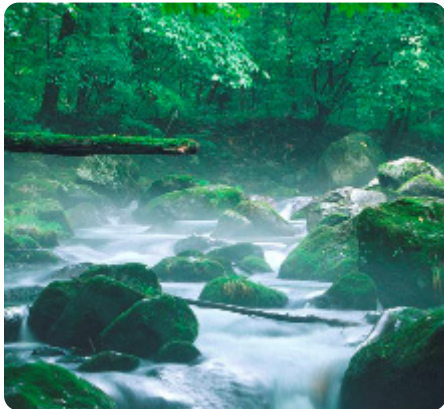


Earth Day Every Day

April 22, 2010

Waste Not, Want Not

Over the last four decades of Earth Day, there has certainly been much debate about how best to care for the Earth's natural resources. Through all of the discussion, one thing is certain—we do not own these resources; we borrow them from future generations.



Some say that paper is on the way out—it is wasteful and harmful to the Earth. Even Xerox foretold the idea of a paperless office years ago. But, more moderating voices talk of the continuing value of paper and the use of trees as agricultural products not to be wasted but to be used wisely. They focus on the lifecycle of a sheet of paper—from the forest to the recycling plant.

The last four decades have brought forth many more choices in paper—certified, recycled and even paper made out of other materials such as Bagasse (sugar cane) and bamboo, just to name a couple. Businesses are now developing sustainability plans

just as school children are actively taught about ecology, conservation and environmental protection.

In fact, according to the Paper Industry Association Council, recycling continues to grow:

- In 2009 a record-high 63.4% of the paper used in the U.S. was recovered for recycling.
- Every ton of paper recycled saves more than 3.3 cubic yards of landfill space.
- In 2009 the amount of paper recovered for recycling averaged 325 pounds for each man, woman, and child in the United States, with even higher statistics in Europe. Developing countries are growing in paper recovery, as well.

As science advances, we are also becoming increasingly aware of other considerations related to paper production. In addition to responsible management of forests, we must be concerned with the impact of paper production on the air and the water. With a long-standing commitment to environmental protection, Xerox adopted a position to source its paper from sources committed to sound environmental, health and safety practices and sustainable forest management in their operations and those of their own suppliers.

To support that position, Xerox has developed a set of specific requirements. Suppliers must annually meet these requirements or achieve conformance on a timetable agreed to by Xerox. They must provide in-depth information on regulatory compliance, forestry management, mill processes, chemicals used, usage and goals for clean water and CO2 emissions, as well as packaging standards. Suppliers are also requested to complete and sign the Information Disclosure for Substances of Very High Concern (SVHC) in articles under the EU REACH Regulation.

Xerox is committed to responsible corporate citizenship—everyday. That responsibility extends to the paper we all use each day. But, from the making of the paper to the recycling of an old sheet—we owe it to ourselves and to future generations to use only what we need and to use it wisely.

For more information, please consult www.xerox.com/sustainablepaper.

Learn more...every day

As we all conserve carefully to protect our resources and recycle whatever we can, we must continue to learn more about the planet and the great gifts bestowed upon us. Xerox will invest an additional \$1 million over the next four years in the second phase of its partnership with The Nature Conservancy to promote forest conservation and sustainable forest management around the globe. The agreement builds on the work of the Forest Conservation Partnership between Xerox and The Nature Conservancy, which began in October 2006 with an initial investment of \$1 million.

Much of the work during the first phase of the partnership focused on the protection of the Boreal Forest in Canada. Xerox supported the launch and deployment of the Canadian Boreal Data Centre, linking forest data and information to diverse users across continents with the goal of improving resource management, monitoring and conservation planning. The partnership also supported activities aimed at successful and full implementation of the High Conservation Value (HCV) concept in the Boreal forest, a key tool for identifying priority habitats. High Conservation Value Forests have conservation, biodiversity or social values considered to be of outstanding significance or critical importance.

“Our work will help stem the tide of forest loss and degradation that contributes approximately 15 percent of greenhouse gas emissions to the atmosphere each year,” said Bill Ginn, chief conservation officer, The Nature Conservancy. “Xerox has demonstrated real leadership in promoting responsible forest management – both in areas that they source from and in other key geographies around the globe. It’s partnerships like these that are starting to change how forests are managed and how areas of High Conservation Value are treated within working landscapes.”

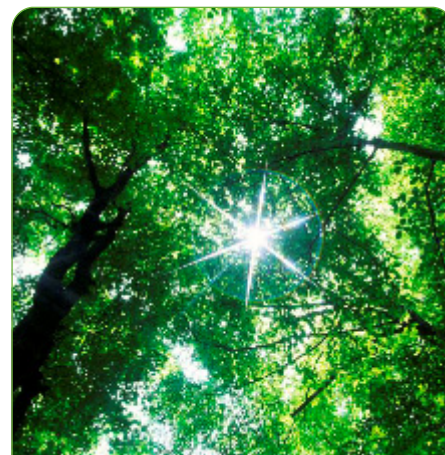
In addition, the partnership yielded methods and tools that support effective land-use decisions in Canada, Indonesia and Brazil, and fostered stronger international sustainable forestry standards that will promote biodiversity conservation.

“Collaborating with The Nature Conservancy over the last three years resulted in real economic, social and environmental benefits, creating a solid foundation to build on,” said Patricia Calkins Xerox’s vice president for Sustainability, Environment, Health and Safety.

Work supported by the second \$1 million grant began in January of this year, with a focus on:

- Developing and testing a **forest carbon methodology for improved forest management** that would allow landowners to achieve forest certification and serve as a platform for potential carbon benefits;
- Strengthening a key tool for identifying priority habitats — the **High Conservation Value (HCV) approach** — by building consistency across projects, disseminating standards and training assessors through global and regional HCV networks; and
- Promoting **responsible forestry** through the implementation of forest management standards by working with Xerox suppliers and other land managers at two sites in North America — Central-Western New York and across the Canadian Boreal forest (including a focused project in Northwest Ontario).

“The work we are doing with The Nature Conservancy directly aligns with our core values and our goal of creating a sustainable paper cycle,” said Joe Cahalan, president, The Xerox Foundation. “We feel there is so much more to be done to minimize the impact on the world’s forests and their ecosystems. This investment has the potential of paying big conservation dividends now and in the future.”



Suggestions for Printing Wisely

1. Make sure your printer and supplies are designed for energy savings, recycling and remanufacturing.
2. Make the most of every sheet—print what you need but use two-sided printing and recycle that sheet.
3. Print on demand instead of printing to a warehouse or file cabinet.
4. Reduce energy costs by powering down devices when not in use and looking for more efficient printers with a power-saver mode.
5. When your consumables are spent, use the Xerox Green World Alliance program to review recycling options at www.xerox.com/gwa.

Reduce, reuse and of course—recycle.

Make each day Earth Day!

