

TANDBERG GREEN RESOURCES



A one-day worldwide break from commercial air travel would mean sparing the atmosphere approximately 90 million pounds — or 4,000 metric tons — of CO₂.

A typical driving commute currently releases 4,000–5,000 lbs of CO₂ per week.

Global emissions must fall 50–85% to stop the planet from heating up more than 2 degrees Celsius.

Coping with the ravages of global warming will cost up to \$50 billion a year.

There is overwhelming consensus that global warming and the climate change it brings is real. And not only is it real, it is a pressing threat to life on this earth as we know it. All of us need to take personal action to become more environmentally responsible. TANDBERG is committed to helping organizations find ways to reduce their carbon footprint.

THE CXO VIEW

The most effective green solutions are those that make it possible to be environmentally responsible AND provide a long-term competitive advantage. Video increases productivity, decreases costs and, as a green tool, impacts brand equity. Increasingly, consumers are preferring to purchase goods and services from companies with a positive environmental reputation and workers are preferring jobs with green organizations. Could that help your business prosper?

THE CORPORATE SOCIAL RESPONSIBILITY (CSR) VIEW

Boardrooms across the world are refining CSR programs, placing environmental issues front and center. Initiatives such as the Kyoto treaty and the EU's WEEE and RoHS standards are being joined by national and local programs that drive more organizations to be environmentally responsible. Businesses and government agencies are responding with strategies to reduce their own carbon footprint. By reducing unnecessary travel, videoconferencing can be part of a comprehensive green program that lowers CO₂ emissions with measurable results.

THE HUMAN RESOURCES VIEW

Green initiatives not only have a long-term impact on climate change, but they also have an immediate impact on the satisfaction of employees. Programs such as video-based visual telecommuting enable people to work from home while still being fully engaged in the workplace, making those programs more sustainable. Reducing the need to travel to meetings makes employees more productive and maintains work/life balance. Reduced employee turnover and better access to talent regardless of location helps an organization thrive.

It's this simple: staying off the roads and out of the skies means adding less CO₂ to the atmosphere. TANDBERG customers are able to reduce unnecessary businesses travel by 30% and achieve ROI within the first year of implementation.

To measure your potential for carbon reduction, access TANDBERG's green resources at www.seegreenow.com.

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