
 **APPLIED MATERIALS.**

## Reflections on Organizational Climate Change Challenges

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Applied Materials Confidential

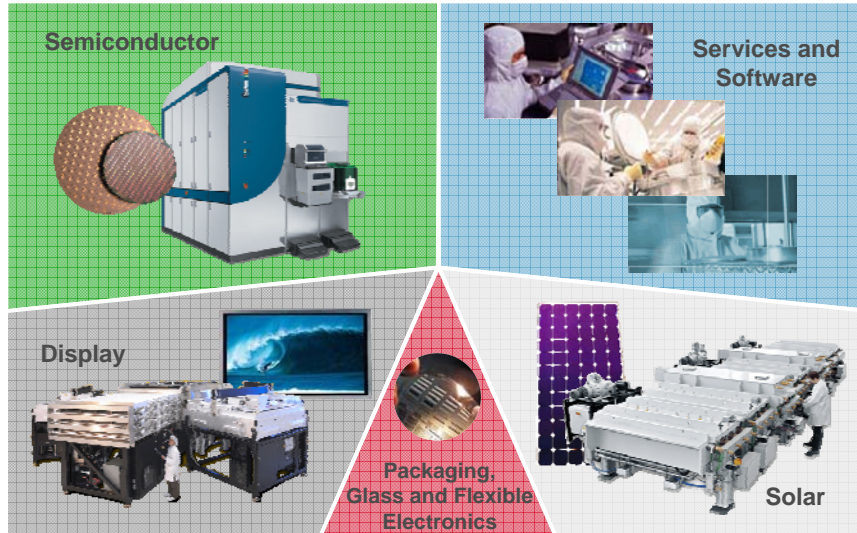
**OUR VISION**  
**WE APPLY**  
**NANOMANUFACTURING**  
**TECHNOLOGY TO**  
**IMPROVE THE WAY**  
**PEOPLE LIVE**

**OUR MISSION**  
To **LEAD** the Nanomanufacturing  
Technology revolution with  
innovations that transform  
markets, create opportunities,  
and offer a cleaner, brighter  
future to people around the  
world.



2 External Use 

# Applied Materials Products & Services



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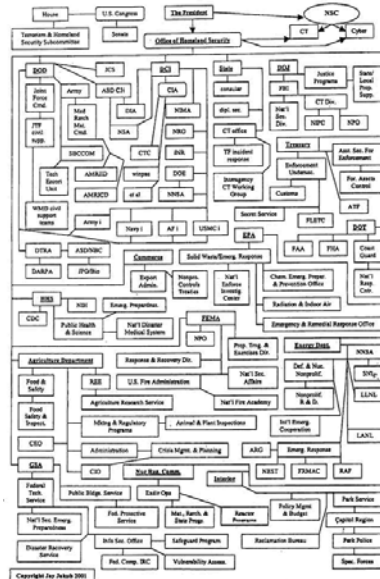
External Use



# What does your organization look like?



Caveat: One size does not fit all.



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External Use



## Climate Change Officers' Role/Questions

- **Educate** (yourself, colleagues, management, partners)
  - What information is essential and how can it best be conveyed?
- **Account** (for key indicators, emissions and other impacts)
  - What level of completeness and what degree of precision is necessary?
- **Strategize and plan** (good management requires a system)
  - What are the best approaches to carbon & energy management for *your organization*?
- **Facilitate** (how to wield influence effectively)
  - How to bring the horse to water AND make it drink?
- **Advocate** (how to wield some influence and contribute externally)
  - What contributions are meaningful when the prospects for comprehensive action are dim and there are many voices?
- **Report** (the art of communicating complex subject matter)
  - How do you make it understandable, compelling and valuable
- **Commiserate** (dealing with the realities of distraction and inaction)

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External Use

