


The World's First CarbonFree Electronic Product: W233 RENEW



**ECO.
LOGICAL.**

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 Motorola Mobile Devices
 Office of Sustainability and Stewardship
 June 22nd, 2010
 Chicago, IL
 MOTO™ W233 renew

ACCO Climate Change Leadership Series

ACCO Climate Change Leadership Series -- Operation Supply Chain: Assessing Material Risks and Opportunities Related to Energy and Greenhouse Gas Emissions

Chicago, IL — Changes taking place in the regulatory and economic business landscapes require companies to understand and take action on GHG emissions. Physical shifts in the climate are driving increased adaptation measures, and regulation is mounting on all levels. According to a 2008 McKinsey study, as much as 80% of a company's climate-related risk and opportunity resides in the supply chain. Leading companies and governmental organizations are collecting and acting on this information to prepare for competition in a low-carbon economy.

ACCO and The Climate Registry invite you to series of case studies and discussions on developing a sound operational approach to assessing risk and opportunity throughout the value chain. This half-day workshop is being hosted in conjunction with the North America Climate Policy Forum at the Renaissance Blackstone Hotel Chicago.

Read more: <http://www.greenbiz.com/event/2010/05/26/acco-climate-change-leadership-series-operation-supply-chain-assessing-material-ris#ixzz0rF6vc9KL>

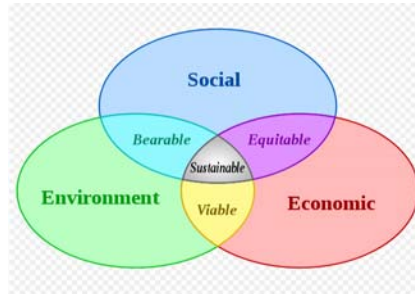


ACCO Climate Change Leadership Series

What is Sustainability?

“sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

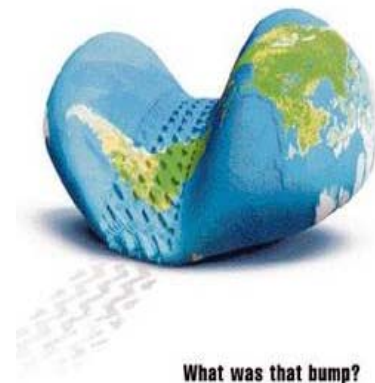
Brundtland Commission circa 1987*



* <http://en.wikipedia.org/wiki/Sustainability>



Why Sustainability really matters



MOTOROLA SUSTAINABILITY HISTORY

<p>1940's - 50's United Way Junior Achievement Motorola Foundation Support of leading Universities, then expanded to science, math and technical education and human services</p>	<p>1990's U.S. EPA Green Lights voluntary energy reduction program Eliminated CFC's in all mfg. Won EPA award for donating technology and technicians to assist Malaysian Gov't. accelerate ODS elimination CEO Awards created for Volunteerism, EHS EHS Policies, Standards and Audit program established Charter member of EPA Wastewise; Climate Wise Organized RBRC for take-back and recycling of NiCd batteries</p>	<p>Early 2000's ISO14001 at all mfg. sites Diversity Councils REAL Lab Signatory to EU Code of Conduct on energy efficiency FreeCharge - hand powered charger iDEN i85s - our 1st lead-free and halogen-reduced product V2288 Eco Concept Phone wins eco design award in Paris; ships to Swisscom</p>	<p>2005 to present - and future Global commitment to eliminate BFRs, PVC Added to FTSE4Good Index Product RED launch of products - AIDS RoHS global compliance Annual Global Day of Service National Medal of Technology recipient 1st mobile phone manufacturer to certify all chargers to Energy STAR</p>
<p>1970's - 80's 1st Motorola Code of Business Conduct Malcolm Baldrige National Quality Award Launched FIRST Robotics competitions Began Project Hope - Since 1994 have helped more than 30,000 children in rural China return to school; funded over 100 Motorola Hope Schools today.</p>	<p>Donation of 2-way radios and \$1M to protect and study environmentally endangered regions Call to Protect - donate used phone campaign; phones refurbished, programmed with emergency service and donated to victims of domestic violence Singapore Green Bus, DiscoveryPack and Earth Generations environmental awareness school programs Design for Environment (DfE) training and Green Design Advisor OSHA VPP STAR sites</p>	<p>Community Connections ambitious employee volunteering effort. Human Rights Policy and Supplier Code of Conduct Joined GeSI - Global e-sustainability Initiative Motorola named to the Dow Jones Sustainability World Index (DJSI) and the DJSI North America 2003 Chicago Climate Exchange Founding member Race to Recycle In-box phone recycling envelopes; avail. at USPS to the public</p>	<p>New mfg. site in India achieved LEED Silver certification EPA Green Power Leadership Award for commitment to renewable energy Office of Sustainability & Stewardship - focus Beyond Compliance Motorola W233 RENEW - 1st carbonFree phone - built with post consumer recycle plastic MOTOCUBO A45 - BFR Free, PVC Free, Carbon Free phone MOTONEXT...?</p> 

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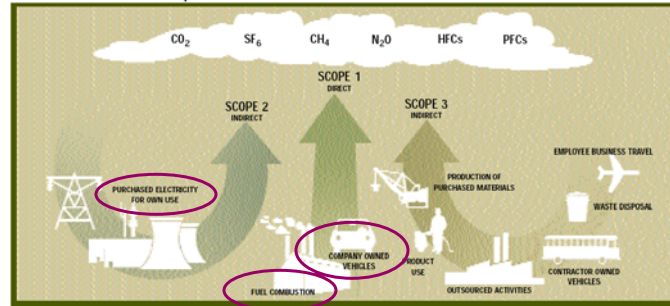
Our Sustainability Story

 1998	 1999	 2000	 2001	 2002	 2003
 2004	 2005	 2006	 2007	 2008	 2009

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How does Motorola measure the Climate Change impacts of our operations?

FIGURE 3. Overview of scopes and emissions across a value chain



Currently, Motorola measures its carbon footprint by adding up global Scope 1 GHG emissions from our operations (derived from owned stationary and mobile combustion source) and the Scope 2 GHG emissions generated by our purchase of electricity.

In 2008, our carbon footprint (scope 1 and 2 emissions from the Greenhouse Gas Protocol) totaled **535,377 tonnes** CO₂ equivalent.

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How does Motorola address the Climate Change impacts of our operations?

How we plan to reduce the Carbon Footprint of Motorola Operations:

- By 2010, we have committed to **reduce our normalized carbon footprint** from our operations by 15 percent, compared with 2005. To reach our goals, we are working with facilities management, businesses and supply chain to reduce energy use at Motorola facilities to reduce our Carbon Footprint
- As a founding member of the **Chicago Climate Exchange (CCX)**, a voluntary emissions-reduction program, we also have committed to a 6 percent reduction in our absolute greenhouse gas emissions by 2010, compared with 2000. **Motorola became the first global member of CCX** by including in its commitment all of its worldwide manufacturing sites.
- We have committed to increase our **purchase of renewable energy** to 20% in 2010 and 30% by 2020.

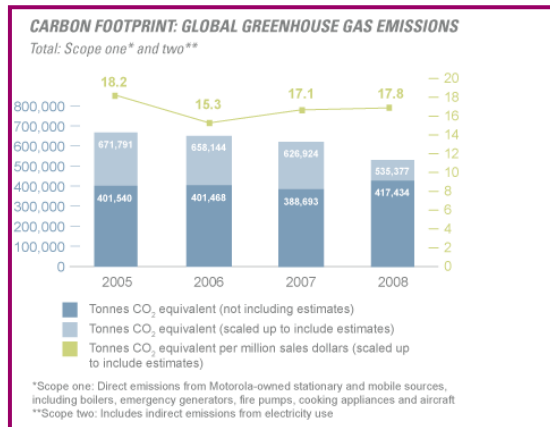
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How does Motorola address Climate Change impacts of our operations?

Accomplishments

From 2005, Motorola has reduced its carbon footprint by 20 percent.



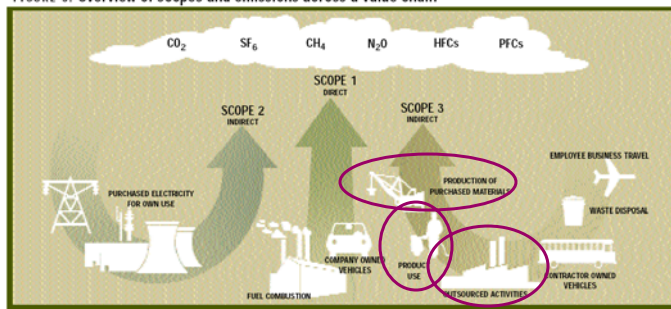
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What is Motorola doing to address Climate Change impacts of our products?

Reduce CO₂ Impacts of our Product Life Cycle.

FIGURE 3. Overview of scopes and emissions across a value chain



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Life Cycle Management

We are performing a comparative analysis of representative Motorola products to determine relative **life cycle carbon impacts** through the use of Life Cycle Analysis (LCA).

LCA performed by independent lab conforms to ISO14040 and PAS2050. Determines carbon footprint of product in each life cycle phase.

- Results analyzed to understand relative impacts of the product and to identify carbon reduction opportunities



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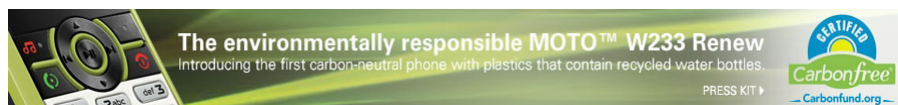


Motorola MOTO™ W233 Renew




The first certified Carbonfree® cell phone on the market!

Through an alliance with Carbonfund.org, Motorola offsets the emissions to manufacture, distribute and operate the phone by investing in renewable energy sources and reforestation!



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MOTOROLA'S ENVIRONMENTAL JOURNEY 


Motorola Mobile Devices: Office of Sustainability and Stewardship

Established June 2008

Mission: Encourage innovation, product development and technology reuse in areas considered "beyond compliance" (environmental/ green attributes, energy savings, accessibility features, responsible driving).

Provide go to market cross functional team support and::

EDUCATE
MOTIVATE
COMMUNICATE
SUBSTANTIATE

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why green products?



- The Bensimon Byrne Consumerology Report - July 2009

Over 90% of consumers think more positively about companies who are doing something to help the environment - sustainableinitiativesnj.com

I want to do something about climate change



I don't want to compromise my lifestyle or change my behavior too much



WHAT IS ECOMOTO?



ECOMOTO is...

It is a convergence of efforts by marketing, design, research, engineering, and supply chain management that lead to better products for everyone. It is a holistic view that focuses on both social and environmental responsibility. It is both a passion and a shared point of view.

It is the right thing to do.



MOTOROLA'S ENVIRONMENTAL JOURNEY

ECOMOTO Story

(circa 2008)

It's a long time commitment not a fad of the moment.

It is an evolving story, not a single product.

It is about action, not a philosophy.

It is a spunky group of activists making something happen NOW.

HELLO EcoMOTO
Historically, the most popular color in the world has been blue. However, most recently the only color people have on their mind is green. Around the world and across cultures, governments, corporations and individuals are looking to change their habits to make the world more green. The Olympics are going green, cities are going green and popular products are going green.

There is a growing intolerance of laggard companies. 65% of consumers would consider switching to another company's products or services because of a company's negative corporate responsibility practices. Consumers are constantly looking for eco products with no compromises that are high quality, high technology and fashionable.

Going green is not a new concept to Motorola; it is something we have been working on for years. So, what does this mean for Mobile Devices? It means saying HELLO to EcoMOTO.

What is EcoMOTO
EcoMOTO is differentiating and transforming Motorola products into more environmentally sound versions for a sustainable future. One of the first successes to come out of the EcoMOTO initiative is the EcoMOTO concept phone, which contains 80 times less lead than traditional cell phones and features a plastic housing that exceeds 80% recycled material content. In parallel, programs like EcoMOTO Takeback and Place to Recycle are encouraging the recycling of electronic devices to reduce the amount going into landfills.

EcoMOTO Summit
On 9 July, Motorola hosted an EcoMOTO Summit. The summit consisted of 16 presentations spanning a diverse range of subjects. Gloria Van Der Heiden opened the session by highlighting the *Office of Sustainability and Stewardship's* mission to work cross-functionally to drive the EcoMOTO product vision and Go-to-Market strategy.

Jeremy Dale, corporate vice president of Global Marketing, Mobile Devices, gave an inspired speech on the definition of what EcoMoto is:
 "It is a long time commitment, not a fad of the moment.
 It is about differentiation, not about compliance or ticking the box.
 It is a mindset, not an isolated action.
 It is commercially viable, not a cost of doing business.
 It is doing what's right, not doing something so we are not left behind.
 It is about green products, not just meeting regulations in our business.
 It is an evolving story, not a single product.
 It is humility in doing what's right, not shouting how good we are.
 It is marketing now, not corporate social responsibility next year.
 It is about action, not just a philosophy.
 It is a spunky group of activists making something happen NOW, not a big committee having a plethora of meetings."

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ECOMOTO's TRIPLE BOTTOM LINE



What was that bump?



People

Planet

Profit



MOTO™ W233 RENEW: OVERVIEW

KEY FEATURES

- First Post Consumer Recycle Content Plastic
- World's First Carbon Free Phone!
- 100% Recyclable Phone Housing
- Carbonfree® Certification
- Best-In-Class Talk Time¹
- Efficient Post-Consumer Packaging
- Prepaid Recycling Envelope
- CrystalTalk™ Noise Cancelling Technology



¹ All talk and standby times are quoted in Digital Mode, and are approximate. Battery performance depends on network configuration, signal strength, operating temperature, features selected and voice, data and other application usage patterns.



100% RECYCLABLE PHONE HOUSING

Recycle. Reduce.

- Phone housing is 100% recyclable
- Housing of the **MOTO™** W233 Renew is made from 25% post-consumer plastic, which means less impact on the environment
- Phone disassembles quickly, allowing for easy recycling at the end of its life
- The recycled plastic that makes up the phone's housing uses 20% less energy to create compared with the standard plastic process



Carbonfree® CERTIFICATION

Reduce your footprint.

- Be responsible with a Carbonfree® certification through an alliance with CarbonFund.org
- By investing in renewable energy and reforestation, Motorola offsets the energy used to manufacture, distribute and operate every **MOTO™** W233 Renew





Charge less. Conserve more.

- The **MOTO™** W233 Renew has a talk time of up to nine hours
- Conserve more energy by charging less
- Enjoy the convenience of talking longer between charges
- With an EPA level 4 certification, even the charger is better for the environment by conserving energy

1 All talk and standby times are quoted in Digital Mode, and are approximate. Battery performance depends on network configuration, signal strength, operating temperature, features selected and voice, data and other application usage patterns.



Minimize environmental waste.

- In-box materials are printed on 100% post-consumer recycled paper
- Packaging and in-box materials are printed using vegetable-based inks
- Reduced weight of the packaging helps reduce transportation emissions



Packaging

- ECO Friendly
- High Recycle Content
- 100% recyclable
- Soy Based ink
- Affordable
- Size Reduced
- Efficient



BEYOND COMPLIANCE TO LEADERSHIP

Today Motorola exceeds compliance in all major environmental regulations, including

- RoHS (Restriction of Hazardous Substances)
- WEEE (Waste Electrical and Electronic Equipment).

We are dedicated to eliminating BFRs, PVC, lead, halogen and exposed nickel from *all* our products and are fully engaged in recycling and take back programs world wide.



ECO. LOGICAL.



MOTO W233 renew

Balance your daily life and your sense of responsibility. The MOTO W233 renew no-contract phone for T-Mobile takes the environmentally into account from start to finish, so you can make a socially conscious statement with every call.

Reuse. Recycle. Renew.

- The sharp look may not show it, but the 100% recyclable housing is made using recycled water bottle plastics
- An alliance with Carbonfund.org offsets the phone's carbon footprint
- Extensive battery life lets you talk longer, text more and charge less to conserve energy
- Efficient packaging reduces transportation emissions
- A postage-paid envelope is included to recycle your old phone
- All in-box materials use 100% post-consumer recycled paper and vegetable-based inks

The phone itself has the features you need to get through your day. The MP3 player with dedicated music key keeps your favorite tunes close at hand, while CrystalTalk technology reduces background noise for clear audio quality. It also supports text and multimedia messaging and lets you add up to 2GB of removable memory (not included).

The MOTO W233 renew — green both inside and out. Order



Through an alliance with Carbonfund.org, Motorola offsets the carbon dioxide required to manufacture, distribute and operate the phone through investments in renewable energy sources and reforestation.



ECO buzz creates interest



Green Awards encourage innovation



**1st Place Emerging Technology
Green Hardware**

**PC World.com first phone to
Win GreenTech Seal of
Approval.**



Proliferates ECO LOGICAL next steps

**MOTOCUBO A45 Eco
World's 1st
BFR Free,
PVC Free,
Carbon Free,
Phone**



**Highly Energy
Efficient
"Universal"
BFR Free,
PVC Free,
Carbon Free
Charger
And
Vehicle Power
Adapter
Products**



Motorola's 2009 CSR

2009 MOTOROLA CORPORATE RESPONSIBILITY SUMMARY REPORT

Greener by design
New battery technologies power. Reimagined materials and recycled assembled bodies are helping us make greener innovations.

Energy efficient chargers
Most of the energy used during the use phase of the mobile device is used to power the charger. Motorola has reduced the average energy power of its chargers by 70% since 2007. The EcoPower™ charger is the most energy efficient in the market today. The EcoPower™ charger is the only charger designed to be made on demand. Its power is generated by the device's internal processor during standby or sleep modes.

Packaging
Motorola is a leader in making packaging greener. The mobile device packaging is made from 100% recycled paper and 100% recycled plastic. The packaging is also made from 100% recycled paper and 100% recycled plastic. The packaging is also made from 100% recycled paper and 100% recycled plastic.

Motorola has REDUCED its average energy power of its mobile device chargers by 70%

http://responsibility.motorola.com/images/Moto_09_CR_Summary.pdf
<http://responsibility.motorola.com/>




MOTOROLA'S ENVIRONMENTAL JOURNEY

Motorola is involved in voluntary climate change programs that promote awareness and encourage us to be transparent about our actions and improve our own performance.


CARBON DISCLOSURE PROJECT

ECOMOTO

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MOTOROLA'S ENVIRONMENTAL JOURNEY 

Motorola's environmental performance is rated as best in class by respected independent monitors.



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Our Sustainability Story





motorola.com/responsibility



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Thank You!



ECO. LOGICAL.

Dr. Bill Olson
Office of Sustainability and
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Motorola Mobile Devices

MOTO™ W233 renew

