

## Apple in Context: Comparing Corporate Responsibility Reporting Disclosure by Dell, HP, and Apple

Issue	Dell	HP	Apple
Sources of Information	Global Corporate Responsibility Report	HP Global Citizenship Report	Company website: Environment section; Supplier Responsibility Report
Key Areas of Focus	<i>Enviro 2.0 Framework</i> : climate leadership, sustainable operations, product and packaging solutions, global recycling, engagement and empowerment, and services and solutions	Ethics and compliance, human rights and labor practices, environmental sustainability, privacy, and social investment	Recycling, Toxics Reduction, Supply Chain code of conduct compliance

### Areas Where Apple's Public Reporting Aligns with Peers

<i>Electronic Waste Recycling</i>	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Publish electronics disposition standard in Q4</li> <li>○ Increase take-back volume worldwide to 1 billion pounds of collected equipment by 2014 and expand recycling to more countries</li> </ul>	<ul style="list-style-type: none"> <li>○ Recycle 2 billion pounds total since 1987 of electronic products and supplies by the end of 2010 and reuse 450 million pounds</li> <li>○ Triple amount of recycled</li> </ul>	<ul style="list-style-type: none"> <li>○ 50% recycling rate in 2010</li> </ul>
-----------------------------------	--------------	---	--	--

			materials used in inkjet printers relative to '07	
	<i>Performance</i>	<ul style="list-style-type: none"> <li>• Free consumer recycling worldwide</li> <li>• Donation program through National Cristina Foundation</li> <li>• Bans export of toxic E-waste to developing countries (even non-working parts)</li> <li>• Recovered 275 million pounds of materials through take-back programs</li> <li>• Worked with state governments to pass producer-responsibility-based consumer reuse and recycling legislation</li> <li>• Will recycle any printer w/purchase of new Dell printer</li> <li>• Pays shipping to get a product back and allows U.S. customers to send in equipment and put a certain amount toward future Dell purchases</li> </ul>	<ul style="list-style-type: none"> <li>• Launched a consumer buy-back program for any brand PC, monitor, printer, and PDA (consumer receives cash)</li> <li>• Operates product reuse and recycling in 53 counties</li> <li>• 2008: recovered 75 million pounds and recycled 265 million pounds (17.5%)</li> <li>• Programs: asset recovery, donations, leasing returns, remarketing, trade-ins, and recycling</li> </ul>	<ul style="list-style-type: none"> <li>• All waste collected by Apple's voluntary programs worldwide is processed in the region collected</li> <li>• Consumers qualify for free recycling only if they purchase a new Apple monitor or computer</li> <li>• 2008: 33 million pounds waste collected</li> <li>• Recycling programs in 95% of countries where products are sold</li> </ul>
<i>Chemicals Management</i>	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Eliminate remaining uses of BFRs and PVCs by 2011</li> </ul>	<ul style="list-style-type: none"> <li>○ By 2010 remove all mercury from entire notebook line</li> <li>○ Remove DEHP, DBP, and BBP from products by 2011</li> </ul>	

	<i>Performance</i>	<ul style="list-style-type: none"> <li>• No process HAPs or VOCs; no hazardous waste generated</li> </ul>		<ul style="list-style-type: none"> <li>• Eliminated use of cathode ray tubes in 2006</li> <li>• No use of DecaDBA or hexavalent chromium</li> <li>• All products free of PVCs and BFRs</li> <li>• MacBooks: lead-free, BFR-free, PVC-free, mercury-free, arsenic-free glass</li> </ul>
--	--------------------	---	--	--

## Areas Where Apple's Public Reporting Lags Peers

<i>Product Design</i>	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Produce mercury-free laptops by 2010</li> <li>○ Eliminate use of BFRs and PVC (but backtracked on this goal in 2009) by 2011</li> </ul>		
	<i>Performance</i>	<ul style="list-style-type: none"> <li>• 59% laptops and 63% desktops are Energy Star 5.0 compliant</li> </ul>	<ul style="list-style-type: none"> <li>• Eco Highlights label available on 115+ products</li> <li>• Introduced products with recycled materials</li> <li>• Closed loop inkjet cartridge recycling process (industry's first such innovation) where</li> </ul>	<ul style="list-style-type: none"> <li>• All notebooks and desktops earn EPEAT gold status and meet Energy Star 5.0 Status</li> <li>• Unibody enclosures made of highly-recyclable aluminum</li> </ul>

			cartridges are returned through Planet Partners program	
<i>Product Energy Efficiency Goals</i>	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Reduce emissions from products by 25 million tons via improved performance</li> <li>○ Maintain Energy Star configurations across all business clients</li> <li>○ Make laptops and desktops 25% more energy efficient by 2010</li> </ul>	<ul style="list-style-type: none"> <li>○ By 2010 improve energy efficiency by 50% for high-volume server families relative to 2005</li> <li>○ By 2011 improve efficiency of laser and ink printing products by 40% relative to 2005</li> <li>○ By 2011 reduce energy consumption and GHG emissions of all products by 40% (this goal was revised because HP already reached its previously set goal)</li> </ul>	
	<i>Performance</i>		<ul style="list-style-type: none"> <li>● Sustainable IT Ecosystem Lab developed in 2008 to pioneer efficient technologies</li> </ul>	

<i>Reducing Packaging Waste</i>	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Reduce packaging and shipping materials by 20 million pounds for desktops and 10 million for notebooks by 2012; achieve 75% curbside recyclability of packaging components</li> <li>○ 3 Cs strategy: Cube (shrinking packing volume 10%), Content (increase sustainable packaging content 40%), Curb (increase to 75% amount of material that is curbside recyclable)</li> </ul>		
	<i>Performance</i>	<ul style="list-style-type: none"> <li>● Achieved 9.5-million-pound reduction in product packaging</li> <li>● Introduced recycled cushion materials in packaging</li> </ul>		<ul style="list-style-type: none"> <li>● Reduced packaging 40% since 2006</li> </ul>

<i>Greenhouse Gas Disclosure and Reduction</i>	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Require suppliers to measure and report publicly their GHG emissions</li> <li>○ Increase green electricity purchases in operations (already 25%)</li> <li>○ Reduce worldwide facilities emissions 40% by 2015 by purchasing green power, investing in on-site renewable power, and reducing carbon intensity 15% by 2012 based on '07 levels</li> <li>○ 100% operational electricity from renewables (an aim with no timeframe)</li> </ul>	<ul style="list-style-type: none"> <li>○ By 2012 double voluntary purchases of renewable energy to 8%</li> <li>○ Reduce emissions of operations and products to 25% below 2005 levels</li> <li>○ Reduce emissions from owned and leased facilities 20% under 2005 levels by 2013 on an absolute basis</li> </ul>	
	<i>Performance</i>	<ul style="list-style-type: none"> <li>● Achieved climate neutrality in global operations</li> <li>● Offers customers carbon offsets</li> <li>● Charter member of Business Ethics Leadership Alliance</li> <li>● 2008: global headquarters powered by 100% green power</li> <li>● 100% Tier 1 Suppliers signatory to EICC</li> </ul>	<ul style="list-style-type: none"> <li>● HP Eco Solutions</li> <li>● First to announce emissions of key 1<sup>st</sup> Tier suppliers in electronics industry</li> <li>● Global Citizenship Council meets bi-monthly</li> </ul>	<ul style="list-style-type: none"> <li>● Released aggregate GHG emissions to Carbon Disclosure Project but not on website</li> <li>● Provides individual product-based GHG emission estimates but lacks source data, weighting, context</li> <li>● Summary of life cycle assessment of GHG emissions but no backup or source data</li> </ul>

## Other Corporate Responsibility Areas Where Apple Lags Peers

	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Increase volunteerism to 50%</li> <li>○ Double Employee Networking Group participation rate</li> <li>○ Maintain status on Working Mother 100 Best Companies</li> </ul>	<ul style="list-style-type: none"> <li>○ Increase participation in Key Talent @hp programs to 300 and execute locally-driven KT programs</li> <li>○ Achieve 30% female participation in employee leadership development programs and 20% nonwhite (in U.S.)</li> </ul>	
<i>Employee Engagement</i>	<i>Performance</i>	<ul style="list-style-type: none"> <li>● Attained 100% completion rate in Ethics and Compliance education training</li> <li>● Employees can post green ideas on Employee Storm</li> <li>● Programs implemented MentorConnect, Take the Stage (women’s mentoring)</li> <li>● Flexible work solutions (flextime, teleworking, job sharing, compressed work weeks)</li> <li>● Employee Networking Groups provide personal and professional development through mentoring, volunteering, and community involvement (serve as advocates</li> </ul>	<ul style="list-style-type: none"> <li>● 81% total workforce participated in Voice of the Workforce survey</li> <li>● Open Door Policy</li> <li>● Supports Employee Resource Groups to bring together employees with common interests and backgrounds</li> </ul>	<ul style="list-style-type: none"> <li>● Exploring options for computer-based learning to support educational aspirations</li> </ul>

		<p>for inclusion)</p> <ul style="list-style-type: none"> <li>• Gathered employee feedback through Tell Dell survey (85% participation)</li> <li>• Achieved 36% participation during Global Community Involvement month</li> </ul>		
<i>Corporate Philanthropy</i>	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Sustain (PRODUCT)Red partnership</li> <li>○ Become a 1% company (increase giving as % of pre-tax profit) by FY 2012 by forming a Global Giving Council to guide giving efforts</li> <li>○ Expand Dell YouthConnect (program for digital inclusion that promotes education in math/science/literacy/tech skills in emerging countries.</li> </ul>	<ul style="list-style-type: none"> <li>○ Reach 500,000 students in Europe, Middle East, and Africa through the GET-IT program by 2010</li> </ul>	
	<i>Performance</i>	<ul style="list-style-type: none"> <li>• Gave \$24.5 million globally</li> <li>• Signed Global Business Coalition agreement on HIV/AIDS</li> <li>• Dell matches up to \$5,000 per employee annually for charity of choice</li> <li>• Dell Foundation gives grants for</li> </ul>	<ul style="list-style-type: none"> <li>• Gave \$46.2 million in social investments focused on education and economic development</li> <li>• One-to-one cash matching up to \$1,000 per employee to qualified non-profits annually</li> </ul>	

		<p>helping children become equipped for the digital world</p> <ul style="list-style-type: none"> <li>• Attained 8.5 million in pledges in Direct Giving</li> </ul>	<p>(U.S.)</p> <ul style="list-style-type: none"> <li>• Contributed 0.44% of pre-tax profits to advance innovation in education, promote entrepreneurship, and support communities where HP has a presence</li> <li>• \$1.84 million for HP Microenterprise Development Program (small grants of \$80,000)</li> </ul>	
<p><i>Protecting Customer Privacy Online</i></p>	<p><i>Goals</i></p>		<ul style="list-style-type: none"> <li>○ Further a cross-industry project called Intelligent Transparency that aims to create an industry standard that will simplify online privacy statements based on the type of customer and their relationship to a company</li> <li>○ Develop cross-border privacy rules that respect local differences</li> </ul>	

	<i>Performance</i>		<ul style="list-style-type: none"><li>• Maintained involvement in the Asia Pacific Economic Cooperative privacy framework project, participated in the Business Forum for Consumer Privacy, and took part in a review of the European Directive for Data Protection</li><li>• Became 1<sup>st</sup> Fortune 50 Company to self-certify with the requirements of the Safe Harbor agreement</li><li>• Founding sponsor of BBBO nLine Program which protects customer info</li><li>• Licensee of TRUSTe Web Privacy Seal</li><li>• 85% employees completed privacy training</li><li>• Monitors compliance w/privacy policy through internal and supplier audits, internal assessments, and customer and employee feedback</li><li>• Have a Privacy and Data Protection Board that provides oversight</li></ul>	
--	--------------------	--	---	--

	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Participate in working groups and roundtables in material issues globally</li> </ul>		
<i>Stakeholder Engagement</i>	<i>Performance</i>	<ul style="list-style-type: none"> <li>● Launched ReGeneration site (online forum for people to share ideas)</li> <li>● Conducted 1 international and 1 domestic stakeholder engagement</li> <li>● Formal sustainability group with Ceres (held 7 stakeholder feedback conference calls)</li> <li>● Involved with Business for Social Responsibility (hosted an engagement to get feedback on CSR)</li> <li>● Engaged w/Ceres and a team of external stakeholders to review its CR report</li> <li>● Lists stakeholders on website</li> </ul>	<ul style="list-style-type: none"> <li>● Trusted Advisory Network</li> <li>● Collaborated with World Wildlife Fund to urge Senate to pass bill reducing GHG emissions</li> <li>● Uses knowledge management systems such as GreenBase database to document stakeholder engagement and share results internally</li> <li>● Collaborates w/CANIETI, EICC, CEREAL, GeSI, makeITfair, SOMO, SACOM as well as local NGOs</li> <li>● Hosted stakeholder engagement on environmental impacts in India</li> <li>● Collaborated with: UNESCO and African universities to stop “brain drain”; the educational nonprofit Junior Achievement to educate kids about responsible business</li> <li>● Table summarizes how HP engages with communities,</li> </ul>	<ul style="list-style-type: none"> <li>● Supplier Responsibility Report cites stakeholder input but no specific groups named.</li> </ul>

			customers, employees, investors, legislators and regulators, industry analysts, NGOs, Suppliers	
<i>Occupational Safety</i>	<i>Goals</i>			
	<i>Performance</i>	<ul style="list-style-type: none"> <li>• 0.41 cases per 100 employees of recordable injury/illness rate</li> <li>• 0.36 cases per 100 employees of DART due to workplace injury/illness rate</li> </ul>	<ul style="list-style-type: none"> <li>• Lost workday case rate (# work-related injuries resulting in time away from work per 100 employees): 0.07 (decreased from 0.11 in 2005)</li> <li>• Recordable incidence rate: 0.31</li> <li>• Policy: proactively reduce occupational injury and illness risk</li> </ul>	
<i>Promoting Diversity in Hiring</i>	<i>Goals</i>	<ul style="list-style-type: none"> <li>○ Hold regular GDC meetings, develop accountability goals, and share info w/employees and business partners</li> <li>○ Maintain Human Rights Campaign perfect score</li> </ul>		

	<i>Performance</i>	<ul style="list-style-type: none"> <li>• 41% of U.S. managers are women or people of color</li> <li>• Supplier Diversity Team committed to providing equal access to procurement opportunities for qualified small, minority- and women-owned businesses in the U.S. (a member of the Billion Dollar Roundtable)</li> <li>• Relationships with diverse partners to help with talent goals (Society for Women Engineers, National Society for Black MBAs, etc.)</li> <li>• Global Diversity Council reinstated</li> <li>• Expanded nondiscrimination policy to include gender ID, pregnancy, and HIV status</li> <li>• Dell PRIDE (to attract and retain talented LGBT employees)</li> </ul>	<ul style="list-style-type: none"> <li>• Maintains a Corporate Supplier Diversity Program Office</li> <li>• Exceeded target spending w/minority- and women-owned businesses in the U.S.</li> <li>• Partners with diversity organizations (MLT) and those that promote employment for people with disabilities</li> <li>• Top executives: 17% women and 13% minorities</li> </ul>	<ul style="list-style-type: none"> <li>• Supplier Diversity Program (minority-, women-, and veteran-owned)</li> </ul>
--	--------------------	---	--	---

## Resources

For more information on any of the above information, contact Conrad MacKerron at [mack\\*asyousow.org](mailto:mack*asyousow.org).