

A message from the David and Lucile Packard Foundation
and the Energy Foundation



At IBM, Energy Efficiency Pays Big Dividends.

\$527 million. That's what IBM has saved through energy efficiency in the last ten years. It's the equivalent of 58% of their entire 2000 dividend.

When you think of energy efficiency as a profit center, there's no telling where your imagination can take you.

Consider this example of what IBM accomplished at one location in just a year. The company began a comprehensive energy retrofit at their Boulder, Colorado site in 1998. Lighting. Windows. Elevators. And, of course, new energy-efficient servers and storage systems for their data center.

At this one location, IBM has since enjoyed more than \$1 million per year in net energy savings.

Company-wide since 1991, energy efficiency alone has enabled IBM to cut its energy bills by more than 25%.

This has saved an estimated 8.9 billion kilowatt hours of energy, enough to power about 1.5 million homes for a year.

IBM's goal for more than 15 years has been to achieve annual savings from energy conservation equal to 4% of its energy use. The company recently added a similar goal specifically aimed at CO₂ emissions.

More profit, less pollution. Couldn't your bottom line use a little something extra?

To learn more about profiting from energy efficiency, visit www.coolcompanies.org.

Energy Efficiency. It's Money in the Bank.

#1 IN A SERIES OF CORPORATE PROFILES IN ENERGY EFFICIENCY

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