

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

Verizon Dials Up Energy Efficiency And Nets \$20 Million.

At Verizon, energy efficiency is an entrepreneurial venture.

The company's \$25 million capital investment in energy savings has paid for itself in just two years. Now it's producing \$20 million *a year* in net savings.

How does America's largest telecommunications company do it? With a combination of old-fashioned common sense and state-of-the-art technology.

By removing 200,000 unnecessary lights and replacing another 100,000 with energy-efficient fixtures. By benchmarking more than 500 energy-intensive buildings. And by developing one of the world's largest fuel-cell generation systems.

Part of the motivation to be energy conscious is improved profitability. But another key selling point is the environmental benefits of reduced energy use: cleaner air and reduced global warming, including a substantial decrease in annual CO₂ emissions.

Verizon isn't resting on its laurels. It has started applying efficient technologies in thousands of its facilities that haven't yet been upgraded.

Common sense and technology. More cost savings and less pollution. Isn't that a call *your* business should be making?

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

Energy Efficiency. It's Money in the Bank.

#3 IN A SERIES OF CORPORATE PROFILES IN ENERGY EFFICIENCY

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