JUNE 2010

THE NATION'S CAPITAL AND HP

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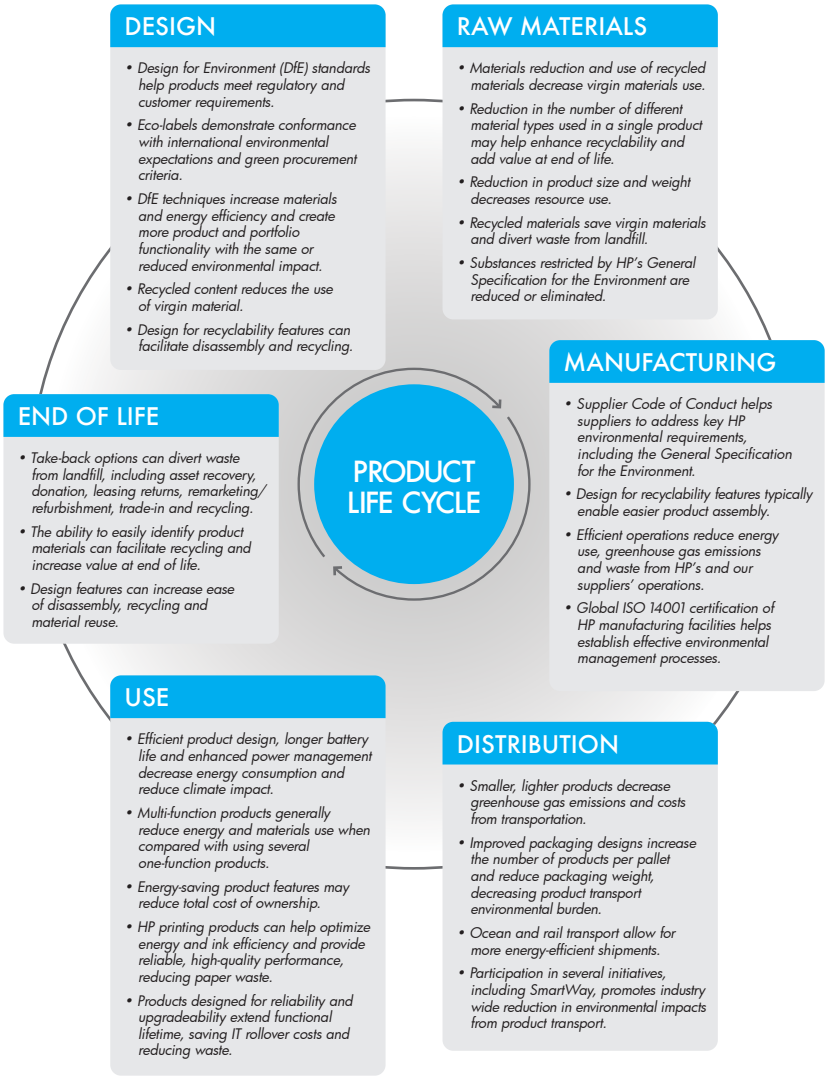
Sustainability Through Design: The Life Cycle of an HP Product

From soup to nuts, HP products are designed with sustainability in mind. Every physical product we sell, from computers to servers to printers, aims for energy efficiency and easy recycling, and our processes limit the impact of distribution. With computing technology more widespread than ever, it is our responsibility as a technology manufacturer to ensure that we reduce environmental impacts across our product life cycle.

The chart below comes from the HP Global Citizenship Report for FY 2009. Click here to read more about HP's practices.

Learn more about HP's use of technology to improve the environment in this conversation between Steve Howard, CEO of The Climate Group, and Engelina Jaspers, VP of Environmental Sustainability.



Sustainability: Supply Chain Accountability

With Congress considering legislation regarding the purchase of "conflict minerals" in Central Africa, HP would like to highlight activities on the industry front to address this challenging problem.

Although the electronics industry can't solve this issue alone, HP believes we can address sourcing of conflict minerals through extension of our existing efforts. HP's Supply Chain Social and Environmental Responsibility (SER) Program was launched in 2000 – the first of its kind in our industry. HP has long been accountable for our product materials and manufacturing suppliers' SER performance. We have built a commitment to SER among this supplier base and have begun to tackle the toughest challenges in the supply chain. In 2007, HP became the first company in our sector to disclose its list of suppliers. Fundamentally, we expect our suppliers to conduct their operations in a manner that does not result in labor or human rights violations and that includes operations which contribute to the direct financing of armed conflict.

In keeping with our history of supply chain social and environmental responsibility, HP is working to ensure that our products do not contain metals sourced from mineral trade financing the armed conflict in the Democratic Republic of the Congo (DRC). We will take further steps to educate our own supply chain by developing an approach to validate the assurances from our own suppliers.

How our and other industries that use minerals found in the DRC can continue to drive transparency in our supply chains is, without a doubt, a large challenge. The Electronics Industry Citizenship Coalition and the Global e-Sustainability Initiative (GeSI) have working groups and projects aimed at better understanding and developing systems of assurance for metals' supply chain in the electronics sector (especially tantalum). Other efforts exist within specific metal industries like tin, as well as the jewelry sector and the mining industry itself. At some point, these efforts will need to unite, helping all of us bring an effective, workable solution for sourcing minerals.

We will continue to work with our sector, governments, and other industries using minerals from the region to develop an effective, cross-industry solution.

Sustainability of the Future: Photonics Beginning Use

Last month's issue of "The Nation's Capital and HP" noted the burgeoning field of photonics — servers that use optical light instead of copper to transfer information. The lower resistance results in less energy use, even as processing speed and performance increases, making incorporation of photonics a key to the sustainable data centers of the future. Given the nation's and world's focus on reducing energy use wherever possible — along with the benefits and energy efficiencies IT can provide — more efficient servers are a key component of meeting worldwide emissions goals.

As the need for servers grows, power efficiency is one of the most direct ways HP can impact our carbon footprint. We've developed waveguide technology that transmits light, repurposing injection-molding systems to create the pathways for information.

HP was the first company to develop a working photonics prototype. By eliminating copper wire, communication among server blades is more powerful than ever, with 10,000 times the data transmitted per unit of power. Computing technology powered by photonics will be more flexible, allowing sharing of multiple components simultaneously.

Ultimately, HP sees a sea change in motherboard design in the future. These advancements are key to improving power efficiency in our ever-more-connected world.

HP In the News: Web-Enabled Printers

Do you store documents in the cloud that you'd like to send not where you are, but where you'll be? Do you wish you could print a briefing memo automatically in the middle of a conference or meeting? Or perhaps you need an immediate hardcopy of a key piece of data housed in your smartphone. Whether the use is for business or entertainment, HP's new web-enabled printers allow you to leverage the ever-growing cloud-based networks of today to get your digital content onto paper in a more convenient way.

In June, HP unveiled its new web-enabled printers powered by print apps and ePrint – so, if you can email it, you can print it. Every HP ePrint printer will have a unique email address that allows the sender to queue up a print job the same way they would send an email message. Any printer in HP's new printing portfolio starting at $99 will provide customers an easy way to print their content, anywhere, anytime.

HP in the Community

Last year, the Klein (TX) Independent School District received an HP Innovations in Education grant of over $265,000 to study potential for online collaboration in science education. Promoting interest and expertise in the sciences will enhance our nation's workforce and fuel the innovation economy.