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IBM Environmental Leadership

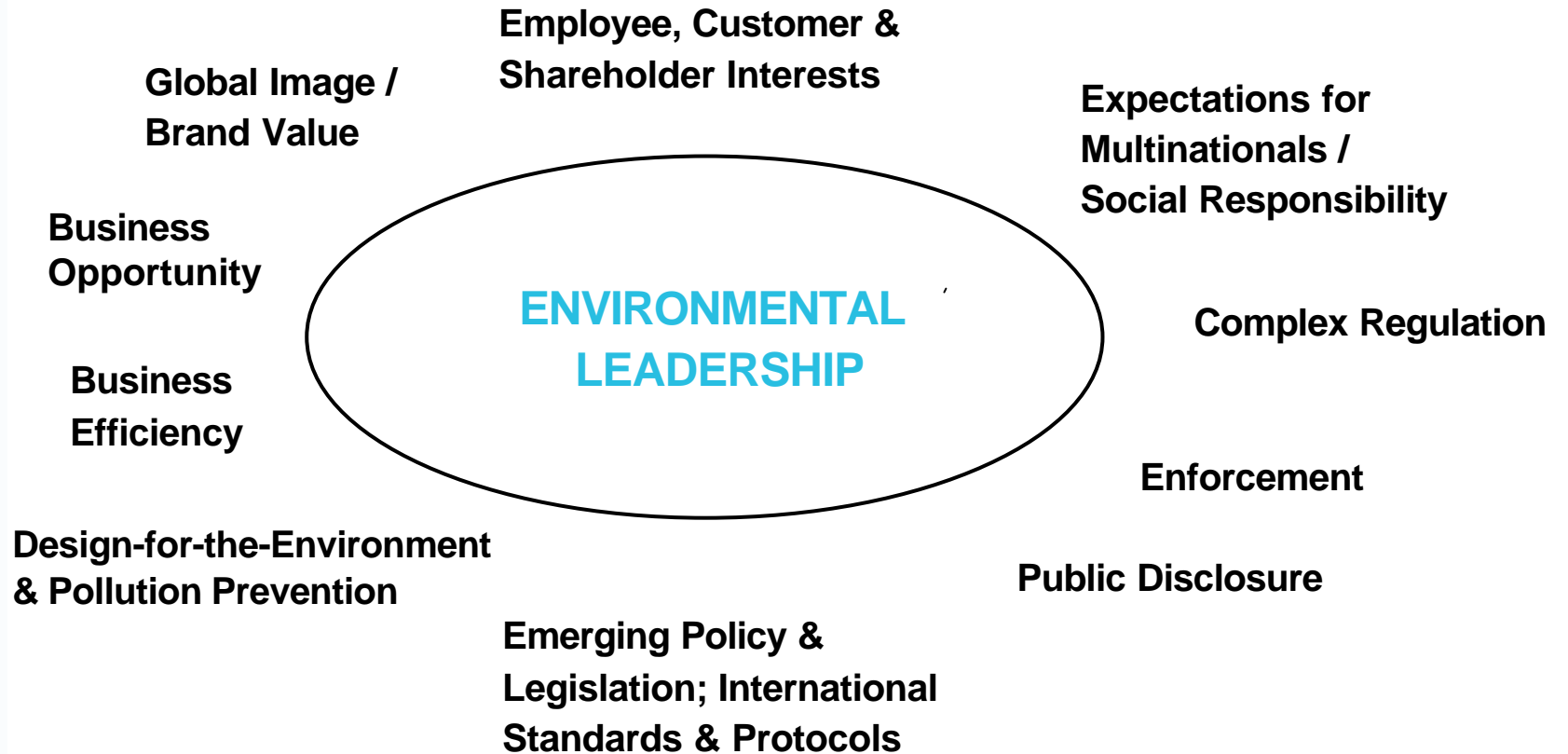
**IBM-Japan Environmental Symposium
Tokyo - - October 18, 2000**

Wayne S. Balta
Director, Corporate
Environmental Affairs
IBM Corporation



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Why Pursue Leadership?



IT IS ETHICALLY THE RIGHT THING TO DO
GOOD ENVIRONMENTAL MANAGEMENT MAKES GOOD BUSINESS SENSE





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How Environmental Leadership Applies At IBM

- **IBM's Global Environmental Management System**
- **IBM's Operations**
- **IBM's Technology**
- **IBM's Products**
- **Applying IBM Technology & Products to Help Solve Global Problems**
- **Enabling New Ways of Business, Economic Development & Environmental Protection through e-business**



IBM



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IBM's Global Environmental Management System

- **Single Global Registration to ISO 14001**
- **Monitoring & Corrective Action**
- **Anticipation & Prevention**
- **Outreach with Suppliers**
- **Participation in Voluntary Programs**
- **Voluntary Disclosure of Performance Information**
- **Tracking Environmental Expenses & Estimated Savings**

The IBM logo, consisting of the letters 'IBM' in a bold, white, sans-serif font, positioned at the bottom of the vertical sidebar.

IBM



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IBM's Operations

- **Performance Outlined in Corporate Environmental Report**
- **"The IBM Environmental Master Plan"**
 - **IBM's Software Tool for Tracking Global Environmental Performance Information**





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IBM's Technology

- **Eco-Efficiency in Data Storage**
 - **Magnetic Recording at 35.5 billion bits per square inch (10/99)**
 - **IBM Deskstar 75GXP: 75 gigabytes (3/00)**
- **Eco-Efficiency in Microelectronics**
 - **Copper Chips in Deep Blue**
 - **Silicon-on-Insulator**
 - **Silicon Germanium**
 - **Interlocked Pipeline CMOS Circuits**





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IBM's Products

- **U.S. EPA ENERGY STAR Computer Partner of the Year: 1998 & 1999**
- **IBM IntelliStation E Pro**
- **IBM Japan PC 710**
- **IBM's e-Servers**



IBM



Applying IBM Technology & Products To Help Solve Global Environmental Problems

- **Deep Computing: IBM Blue Pacific**
- **Simulation: Digital Solutions Replace Less Preferable Physical Alternatives**
- **Modeling & Visualization: Analyses, Prediction, Conservation**





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Enabling New Ways of Business, Economic Development And Environmental Protection Through e-business

- **Removing Traditional Barriers for People All Over the World to Start or Reinvent Businesses**
- **Enabling Resource-Efficient Opportunities**
- **Opening Up Access to Information for Millions of People**





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