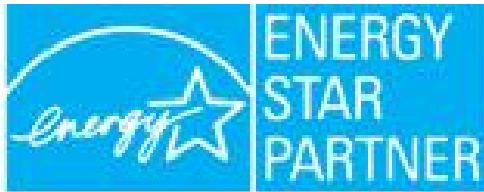


The Human Earth (MAE 124/ESYS 103)

Lecture 7

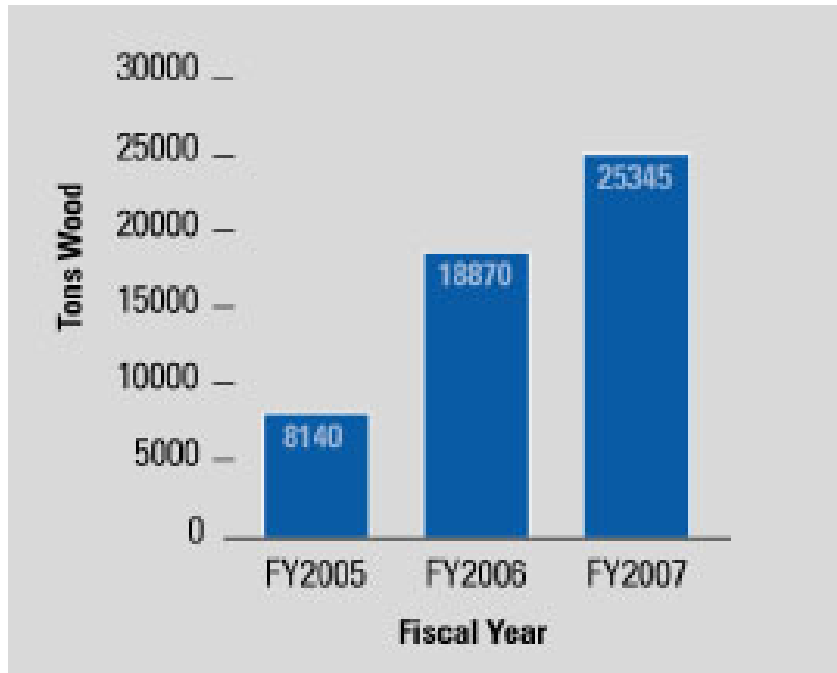
Sustainable resource use in the corporate setting: Design for environment; life cycle assessment

Environmental Labels



<http://www1.us.dell.com/content/topics/global.aspx/corp/environment/en/index?c=us&l=en&s=corp>

Dell: Packaging Improvements (Wood reduction and multi-pack packaging)



These photos illustrate the packaging reduction when an equivalent number of computers from individual boxes are loaded into a 20-container version of the Eco-Delivery crate.

http://www1.us.dell.com/content/topics/global.aspx/corp/environment/en/prod_design?c=us&l=en&s=corp&tid=005

Disney: “Environmentality”

Compelling Business Reasons	
ENVIRONMENTAL INITIATIVE	CUMULATIVE SAVINGS
Use of reclaimed water for irrigation	\$15,400,000
Water conservation	\$7,540,000
Energy conservation	\$5,741,760
Paper minimization	\$4,649,291
Studio television set reuse programs	\$1,706,430
Reusable mug programs	\$416,169
Reduced disposal from reuse and recycling*	\$1,122,247
Avoided purchasing from waste prevention and reuse*	\$1,019,036
Recycling revenue	\$910,776
Prefax commuter benefits*	\$85,000
Energy-efficient roofing*	\$24,000
TOTAL	<u>\$38,634,709</u>

* Indicates first-year calculated savings

http://corporate.disney.go.com/environmentality/business_of_environmentality.html

Disney: Paper Savings

Paper Use Reduction			
Annual Savings			
Environmental Initiative	Sheets of Paper Saved	Avoided Costs for Paper and Copying/Printing	Trees Saved (Estimated)
Posted the Daily News Summary online	6,072,000	\$462,684	850
Implemented imaging system and e-mail change for customer list and collection reports	5,400,000	\$411,480	756
Implemented measures to eliminate unnecessary mail	5,020,000	\$9,176	502
Implemented online system to manage Disney World's 445 event publicity	429,000	\$37,941	60
Posted pay roll notices online	2,000,000	\$880,000	280
Reduced distribution quantity of Operational line	163,780	\$76,461	23
Offered PC tickets instead of printed receipts for ticketless show	300,000	\$22,860	42
TOTAL	19,384,280	\$1,900,404	2,513

http://corporate.disney.go.com/environmentality/business_of_environmentality.html

Disney World: LED solar traffic light



\$150/month savings http://corporate.disney.go.com/environmentality/energy_conservation.html