



Adobe & Environmental Sustainability



An Adobe CSR Brief
2012

At Adobe, we are inspired by purpose-driven creativity. We believe that everyone has the power to create and that being creative is not confined to any one sector or profession. "Create Change," our corporate social responsibility (CSR) call-to-action, guides how we operate our business, design new products, and address pressing social and environmental issues.

The Adobe CSR Brief series shares our current progress and continuing efforts to apply our creativity toward solving problems every day. Adobe & Environmental Sustainability highlights a few of our ongoing and new environmentally focused initiatives. These efforts are led by our Environmental Sustainability Council, a global, cross-functional group of employees tasked with developing and implementing Adobe's strategies.

Today, Adobe is recognized by Newsweek, Ethisphere and the U.S. Green Building Council as one of the greenest companies in the world. We are proud of our success so far, but know that we are just beginning. We will continue to strive to exceed industry certification standards and maximize efficiency with cutting-edge technology, all while empowering employees to create a culture of environmental sustainability.

We are pleased to announce three new environmental sustainability goals:

- Achieve Net Zero energy consumption by 2015 in our owned facilities in the United States
- Reduce the amount of product packaging used per unit by 40 percent by 2012, and 80 percent by 2014¹
- Expand our employee-led Green Team to all of our 12 major sites globally by 2015

¹ Packaging reduction is based on a 2011 baseline.

Adobe's Path to Net Zero Facilities

Adobe is on a journey to achieve Net Zero energy usage in our facilities. We are working to ensure that our buildings produce or offset as much energy as they consume, resulting in a net zero energy usage. For the past decade, we have been proud to innovate in the Leadership in Energy and Environmental Design (LEED) green building movement, measure and report to the Carbon Disclosure Project (CDP), and experiment first-hand with the latest green technologies. These ongoing pursuits have helped guide us on our path to Net Zero.

Our newest energy goal is to achieve Net Zero energy consumption by 2015 in our United States owned facilities in San Francisco, San Jose, and Boston. These offices account for 30 percent of Adobe's total square footage and were chosen first because they are completely under the control of our Facilities Management team. These facilities have become the standard by which all of our buildings worldwide are measured. In our other owned and leased facilities across the world, we plan to continuously drive towards Net Zero and explore opportunities to make a positive difference in these spaces.

We have identified four steps for Adobe to achieve Net Zero around the world:

- 1. Measure and Manage Energy Use:** We recognize that we cannot manage what we cannot measure. For this reason, we place monitoring systems for thousands of data points around our facilities to help us determine where we can improve our operations. In our San Jose headquarters alone, we monitor and collect energy usage information from 30,000 data points.
- 2. Reduce Energy Demand:** We learned early the financial and environmental benefits of reducing our demand for energy. One of our initial successes came from altering the way our ventilation system operates. We installed \$500 electrical timers to turn our parking garage exhaust fans on only when needed, saving \$50,000 annually. Recognizing that our 35 co-located data center facilities are a significant contributor to our carbon emissions, we recently announced plans to construct our own high efficiency data center. We will incorporate innovative technologies such as "evaporative cooling" to reduce our energy usage in these facilities.
- 3. Generate Power Onsite:** To meet our energy needs, we invest in alternative and renewable energy sources that can generate power directly on-site. This includes Windspire wind turbines, and Bloom Energy fuel cells – Bloom Boxes – at our California facilities.
- 4. Energy and Carbon Credits:** To achieve carbon neutrality we also buy carbon credits to offset 100 percent of the emissions from Scope 1 and Scope 2 in all LEED certified sites in North America. These purchases usually take the form of renewable energy credits (RECs) and verifiable emission reduction credits (VERs), primarily obtained from wind farms and landfill biogas plants. Through these purchases, we are committed to investing in nascent green technologies and helping them to mature.

We are well on our way to achieving our Net Zero goal at our U.S.-based facilities and continue to use these steps to move towards Net Zero in our global leased and owned facilities.



Leading the Global Green Building Movement

"Adobe did not initially set out to become Net Zero," described Michael Bangs, Director of Global Facilities, at the [GreenBiz Forum 2012](#) in San Francisco. "Our journey began as a series of facilities-based initiatives during the California energy crisis. We discovered the positive benefits these investments had on our business and the environment, and we started pursuing LEED certification for our facilities. The goal of achieving Net Zero was a natural evolution for us as we continue to take steps in reducing our carbon footprint."

Adobe's commitment to the green building movement has resulted in the certification of 10 LEED-Platinum green buildings, approximately 45 percent of our worldwide square footage. In 2011, we began pursuing new LEED or LEED - equivalent certifications for five Adobe facilities outside of the United States, including our most recent certifications in [Beijing](#), China and [Noida](#), India.

Generating Energy at Adobe

Since 2009, Adobe has used [Bloom Energy Cells](#), also known as "Bloom Boxes," to generate power on-site at our offices in California. These boxes convert natural, bio-gas into electricity in an inexpensive, efficient, and clean way without losing energy over an extended transmission system. Today, Bloom Boxes are located at both our San Jose headquarters and San Francisco office, providing 30 percent and 35 percent respectively of those facilities' power. Using the fuel cells, we expect to reduce our carbon footprint by approximately 121.5 million pounds over the next 10 years, the equivalent of taking 1,810 compact cars off the road annually.



Reducing Packaging While Maintaining Creative Vision

At Adobe, we are committed to moving more of our product sales and distribution online, eliminating the need for physical packaging for our products. However, our experience shows that this may not always be the preferred option for some customers, retailers, and business partners. We recognize that offering our products in a physical packaged form will be a component of our business for the foreseeable future.

Adobe recently announced a goal to reduce the amount of product packaging used per unit by 40 percent by 2012, and 80 percent by 2014. Understanding that we cannot eliminate packaging completely at this time, our strategy is to reduce the amount of packaging used per unit and use more environmentally friendly materials. We seek to make what we have better, while remaining true to our creative vision and the high-quality brand experience our customers desire.

We have identified four steps to help us reduce the environmental impact of our packaging:

- 1. Increase digital download:** We are starting to release new options and streamlining the process for customers to download our products.
- 2. Reduce the amount of packaging used per unit:** We are experimenting with ways to use less packaging per unit and reduce the size and weight of our box.
- 3. Change our packaging materials:** We strive to increase the use of environmentally friendly packaging materials, as well as to reduce or remove unnecessary materials that contribute to our waste. To increase the recyclability of our packaging, we are working towards removing 95 percent of the plastic in our cases and replacing it with paper. We are shifting toward packaging that requires no plastic shrinkwrap.
- 4. Influence our manufacturing processes:** We work with global third-party, turnkey companies to replicate and assemble our products. Although we do not own these operations, we have a tremendous opportunity to positively impact environmental sustainability efforts by encouraging the adoption of eco-friendly practices that include recycling waste materials, increasing the use of recycled materials, and complying with environmental regulations.

Throughout these steps, we try to balance a wide variety of sometimes competing needs and pressures for software packaging from customers, retailers, sales, and other stakeholders, while minimizing our environmental impact. We are constantly evaluating our packaging and design process, analyzing alternatives, and experimenting to meet these diverse needs.

Balancing Competing Needs and Pressures in Packaging

Sandra Stoecker, Senior Manager of Print Production in our Supply Chain Operations team, is at the center of orchestrating a wide range of business and environmental interests that impact our packaging options. Stoecker works with various Adobe stakeholders, each with different needs, priorities, and goals. For instance, our Marketing and Sales team looks to create a consistent in-store experience and represent our products in a beautiful, inspiring, and innovative style. Our customers tell us they want multiple ways to access our products, including physically holding them in their hands. Our retailers ask for physical boxes for their shelves and must approve certain aspects of our packaging. And, our Quality Management team seeks to ensure the packaging is sturdy enough to protect our products and deliver them safely. Stoecker strives to balance these stakeholders' needs while continuously reducing the packaging content. "We want to get our products to customers every way they want it, while reducing our footprint. This is a multiple-step journey about continuous transition, transformation, and improvement."

Active Participation in EICC

Since 2006, Adobe has been an active and engaged member of the [Electronics Industry Citizenship Coalition \(EICC\)](#), an organization that promotes the industry's code of conduct to improve supply chain-related working and environmental conditions. Adobe's Supply Chain Operations team participates in EICC Working Groups to continuously refine the codes. Adobe recently administered the EICC Supplier Self-Assessment Questionnaire to our three turnkey partners, and plans to extend the Questionnaire to all replicator partners during 2012.



Adobe's Green Team Leads the Way

We believe our employees are agents of change, and we offer opportunities for them to contribute to and help craft our environmental sustainability initiatives. In 2008, Adobe employees created a grass-roots environmental group that has grown into an employee-led Green Team with the goal of educating and empowering Adobe employees to be greener at work and at home. The chair of the Green Team represents the voice of employees as a member of the Adobe Environmental Sustainability Council.



Employees Take Action

Recently, the Green Team enabled Adobe's California and Washington State-based employees, their families and friends to purchase solar panels and other products for their homes at a discount. Through the "group buy" model, the greater the interest in the program, the greater the financial benefits to participants. Green Team members drove the vendor selection process using an RFP and broadcasted the final vendor presentations to Adobe sites. Over 50 employees participated in the selection process and nearly 150 people registered for quotes. In addition, the Green Team is working with a solar energy nonprofit to raise Adobe-matched employee donations for a low-income family to receive a solar installation. Adobe employees will have a chance to volunteer to help install the system for this family.

The Green Team facilitates an ongoing, company-wide discussion about environmental issues, and organizes educational programs and volunteer projects for fellow employees. Programs have included the Green Bag Lunch and Learn Speaker Series covering topics such as home energy audits, zero-waste living, and edible landscapes; Earth Day at Adobe events; E-waste Recycling Drives; and Employee Green Fairs showcasing various eco-friendly vendors. The Green Team is currently developing on-site edible gardens to be managed by employees. This group of passionate Adobe employees empowers its peers to make a difference and go beyond normal job descriptions to create a culture of sustainability within our company.

Due to our employees' success in creating change, **we plan to grow our Green Team by expanding employee participation to all of our 12 major sites globally by 2015.**



Looking Forward

Social responsibility is an ongoing journey with evolving expectations and challenges. We continuously explore new ways to integrate our strategies across business units, countries, and cultures; infuse CSR into our employee experience; and learn from a broad group of stakeholder perspectives. Our Net Zero energy usage strategy, packaging reduction commitments, and Green Team expansion, are just a select sample of initiatives that support Adobe's ongoing commitment to improving operating efficiency and reducing our environmental footprint. We look forward to sharing our progress and announcing new goals in future Adobe CSR Briefs.

Resource Links

Adobe CSR Homepage:

www.adobe.com/corporateresponsibility

Environmental Responsibility at Adobe:

www.adobe.com/corporateresponsibility/environmental.html

Adobe CSR Blog:

<http://blogs.adobe.com/conversations/category/corporate-social-responsibilit>

2011 CSR Data Summary:

www.adobe.com/corporateresponsibility/pdfs/adobe_csr_data_summary.pdf



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www.adobe.com/corporateresponsibility