

Laura Ipsen: Cisco's Sustainability Strategy

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Hi, I'm Laura Ipsen, Senior Vice President and General Manager of Cisco's Smart Grid Business Unit, and Co-Chair of Cisco's Eco-Board, which is responsible for driving our sustainability strategy and goals.

At Cisco, we believe that doing the right thing for the environment can also be good for business. Cisco Solutions have enormous potential to help businesses and individuals reduce their carbon footprint. Our goal is to enable these new innovative solutions within our own business, and our customers', to help accelerate a global transformation to a low-carbon society.

In order to meet our 25% carbon reduction goal, we've leveraged many of our green innovations, including remote collaboration, data center virtualization, and connected real estate solutions, along with our on-going participation in renewable energy programs.

John Chambers challenges Cisco to be the best in the world, and the best for the world. This is especially true in the area of the environment. This means addressing not only energy efficiency and climate change, but also water, waste, material usage, and other environmental impacts. We view our responsibility for these issues to include our products, and to extend from our own facilities, to those of our suppliers and other business partners.

Please read about our efforts in this year's Corporate Social Responsibility Report, and check out our green updates, on our Ecolibrium blog on Cisco.com. Your feedback over the last year has made a difference, so let us know what you think.

Thanks, so much.

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