

# The Sustainable Advantage

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**Competitive advantage**



**The Science**



International **Post** Corporation

**Legislation**



**Best practice standards**



**FTSE4Good Climate Change Criteria**



**Efficiency and savings**

# Nine reasons to manage carbon

**Public pressure**



**Supplier of choice**



**Share price and investment of choice**



**Employer of choice**

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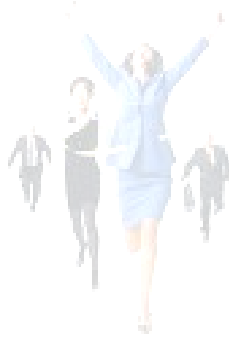
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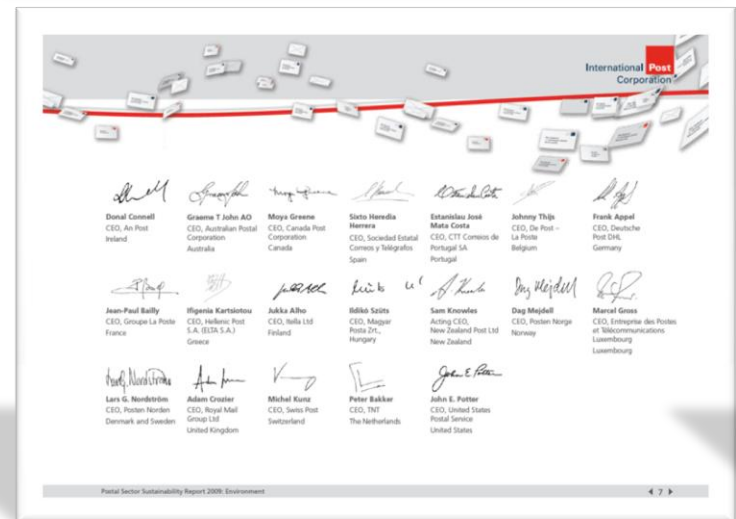
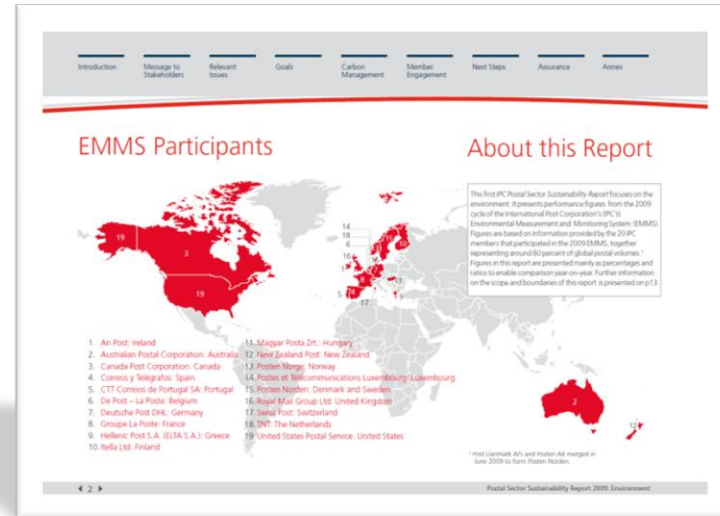
**Employer of choice**

# CTT Correios de Portugal: Business Case

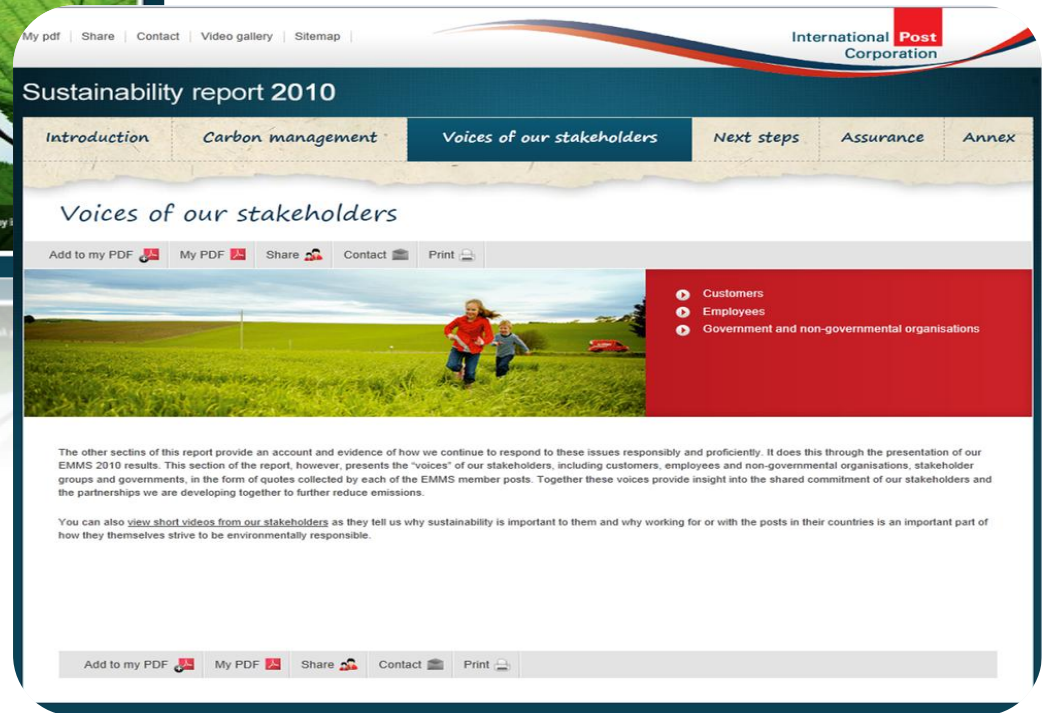
- 2010 launch of Programme Earth: ecological range of products and services
  - Increased association of CTT brand and environmental sustainability since launch
- Correio Verde: recycled and re-usable envelopes and packaging, and carbon compensation system for all items
  - Dramatic volume & revenue increase for Correio Verde
- Eco-range for direct mail products: Senders who qualify for environmental requirements benefit from special rates and can use CTT's Green Merit symbol
  - Significant revenue generated by DM Eco range



# IPC Postal Sector Sustainability Report



# IPC Postal sector sustainability report





# Postal industry sustainability results

2009: target of 20% emissions reduction by 2020

2010: global postal industry reduced CO2 emissions by 600,000 tonnes

- Half from transport
- 120 m litres less fuel used in 2010 compared to 2009
- Average fuel cost € 1.50 per litre = ~ € 180 million

OR

- Carbon trading would have cost ~ € 9 million to compensate these emissions