

Being blue. Going green.  
Hundreds of IBMers submit videos



## **IBMers contribute to a better planet Grass roots community initiatives come in Green and Blue**

The seeds were sown via a world wide call to action and IBMers responded in droves. They have responded by incorporating innovative grass roots energy and environmental practices with clients, at work and in their homes and communities. In fact hundreds of IBMers from twenty-seven countries responded to a call to participate in a “green” *Innovation that Matters* video contest by submitting ideas related to energy and the environment.

Nick Donofrio, IBM executive vice president of Innovation and Technology, issued the following challenge to employees...“We want to know more about what you are doing - with clients, in the workplace, at home, in your community - to cut energy consumption and improve our planet's ecosystem.” Wrapping up the video contest Mr. Donofrio said “Once again, our company and employees have demonstrated their ingenuity and passion for innovation...for a cause we all care deeply about, energy and the environment. Beyond the emerging business opportunities in the field of energy and the environment, it's clear from the videos that IBM and IBMers are concerned about the future of the planet and are doing their part to help.”

### **Solar earth-friendly practices at home**

According to the U.S. Department of Energy, the sun can produce five kilowatt hours of energy per square meter of land per day potentially accounting for three times the world's current energy needs.

IBMers are already making use of that powerful resource.

- A performance engineer lives entirely without the aid of Germany's power grid. Solar panels collect more energy to power his electric car, electric garden tractor and maintain all aspects of home energy demands including hot water and central heat.
- A product engineering professional in Tucson, Arizona, generates 80 percent of home energy from the sun, eliminating an estimated 1,780 pounds of CO<sub>2</sub> and other pollutants versus burning approximately 800 pounds of coal.
- A “virtual worlds” architect who works at IBM's Boeblingen, Germany Lab, built a smart house equipped with a monitoring system to control energy

consumption...automatic pre-warm bath water when the alarm clock rings, when leaving for work the heating and cooling units set to a minimum simultaneously turning all lights off. Conversely the house warms just before re-entering the house.

## IBM employees have new ways to work

- A Tucson, Arizona employee clocks 32 miles in two hours on his bike every day – more than 70,000 miles since his full-time trek since he began to advocate alternative modes of transportation in 2005
- A London, England employee drives to work in his electric car...the G-Wiz. With a range of 40 miles and top speed of 40 miles per hour the carbon footprint is minimal. He opts for the city's rail system for business travel to work while commuting to remote locations.

## See the forest and the trees

- A Global Technology Services employee purchased 40 acres of land in his UK community to plant 12,500 English Oak, Ash and Alder saplings
- A Global Business Services employee in Toronto, bought 100 acres of forest originally logged for large old white pine trees and recognized as a United Nations biosphere.
- SAP technology project manager of West Chester, Pa, makes good use of trash through compost piles to fertilize a vegetable garden.
- IT architect in Santiago, Chile, is transforming desert valleys in the north of Chile for subtropical agriculture by desalination of sea water with solar energy.
- A research employee in Haifa, Israel with 150 families collected non-decomposable materials to build a fence of 15,000 plastic soft drink bottles and dozens of used car tires to construct an animal fence.

## It's simple: take action

Reduce. Re-use. Recycle. Install and correctly dispose of compact fluorescent light bulbs. Work/life flexibility options like telecommuting when possible to save gasoline and reduce ozone emissions. Over three decades IBMers have increasingly embraced innovation to serve clients and themselves to help save our planet. No matter how small, collective actions can make a huge impact. Please view the [IBM employees videos](#), hopefully it will serve to inspire to make a difference in your roots community activities.