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Think Green, Act Green: August 2013 Edit

Owner Meg Taylor, created on Jun 10, 4:55 PM

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OneFuture: A Big Green Year for EMEAR

The green community for Cisco's EMEAR region, OneFuture, recently closed out FY'13 with its 18th OneFuture Rapid session, during which Joe Franses, CSR Director for Coca-Cola, talked about sustainability. During this session, Franses discussed what the company with the #1 most recognized brand in the world did in 2012 to reduce its carbon footprint, decrease its water usage, and contribute to package recycling.

OneFuture will be back in September with a new season of sessions

Since OneFuture launched less than a year ago, one of its biggest contributions to green community building and information exchange at Cisco has been the OneFuture Rapid sessions, which have featured speakers from the World Wildlife Foundation, HSBC, and Renault, and internal spokespeople from Corporate Affairs, Supply Chain, and the EMEAR sustainability team.

OneFuture will be back in September with a new season of sessions. In the meantime, listen to some of this past year's sessions and register to become a member of this prolific community.

Video Spotlight

Meet Shradha Chaplot, "greengineer" at Cisco.



Every Day Is Earth Day: Neil Harris

Cisco's Every Day Is Earth Day program of year-round webinars continued in July with an invitation to Neil Harris, sustainability leader for European Sales, to provide an overview of EMEAR's successful new green initiative, OneFuture. [More](#)

Recycle IT Day Tops Last Year

In April 2013, Cisco employees from 116 sites around the world celebrated Recycle IT Day by bringing in 456,396 lbs. of e-scrap (or e-waste) from their homes, labs, and offices, an increase of more than 30,000 lbs. over 2012's global event. [More](#)

Make Your Next Meeting a Greener One

Next time you've got a meeting to run, check to ensure you're doing all you can to make it an eco-friendly meeting. Cisco Global Events has put together best practices, resources, and a discussion forum to guide you toward a greener event. [More](#)

A Fresh Way to Be Green: Be a Building Ambassador

If you've added a sustainability pledge to Cisco's "Make a Pledge" page, that is great, but here's a way to step up your game: volunteer to be a green ambassador for your building at Cisco. It's a commitment of a few hours a month but one where you could see yourself making a bigger difference. [More](#)

The Panda Made Me Do It!

Cisco and the World Wildlife Fund (WWF) U.K. are partnering to create a super-connected eco-campus for the WWF-UK headquarters near London: the Living Planet Centre. This will be an exemplary sustainable building integrated with Cisco technology throughout. [More](#)

Cisco in the News

- "Around the World with Smart Cities" (IT Business Edge)
- "IBM, Cisco Top Smart City Technology Vendors" (Environmental Leader)
- "Connected Car, Highway Will Require Huge Outlays, Consumer Acceptance, Experts Say" (Automotive News)
- "How Will Smart Cities Transform the Future?" (ThomasNet News)
- "Cisco and Nice Say Bonjour to a Smarter City" (GreenBiz)
- "Tech Giants Team Up for Smart Cities Council" (Ecoseed)

Cisco Corporate Social Responsibility Blog Posts

- "Accelerating the Shift to Renewable Power" (Ali Ahmed)
- "It Takes a Village to Green a City" (Ali Ahmed)
- "Taking Carbon Out of Commuting" (Ali Ahmed)
- "Cisco Tied for #1 with Google on Greenpeace Cool IT Leaderboard" (Alexis Raymond)
- "Cisco's Supply Chain Climate Leadership Recognized with EPA's 2013 Supply Chain Leadership Award" (Edna Conway)
- "Cisco Announces New Greenhouse Gas Reduction
- "Scoring Suppliers on Sustainability" (Alexis Raymond)

Green Awards and Recognition: 2013 Interbrand "Best Global Green Brands" Results

Cisco earned a good score in this year's Interbrand rankings that qualified it as a "top riser" while still dropping 17 spots (from 11th to 28th) from the 2012 survey. Is it a sign that other global brands are also starting to rise to the challenge of being greener? [More](#)

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Alexis Raymond

I really like this new format. It is easy to navigate and get a "preview" of the content you'll find if you click on the links. Thanks also for including links to the CSR blogs about environmental