



Cornerstones of Sustainability Initiative



- Certification to ISO14001
- Achievement of carbon neutrality for all business air travel
- Addressing the key impact areas of:
 - energy
 - waste
 - travel
 - procurement

a living strategy

Global Environment Week



- Communications suite
- Local 'Green Teams'
- Movie screenings
- Taking the Initiative home
- Taking out the trash
- Green day
- Switching off
- Recycling
- Sustainability inbox

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Communications Suite



- Email
- Intranet
- Audio
- Be innovative!



NEWSGRAM

GLOBAL ENVIRONMENT WEEK AT DLA PIPER

January 26, 2007

Announcing Our Sustainability Initiative

Next week is DLA Piper's Global Environment Week

We are pleased to announce that on Monday, January 23, DLA Piper will launch our new Sustainability Initiative to affirm our commitment to operating in a way that manages our environmental impact. This initiative is yet another opportunity for all of our people to come together and collectively support our values to give back to the community and build a healthier planet for future generations.

To promote the launch, all offices will celebrate Global Environment Week from January 29 to February 2. The week will feature a variety of information and activities at global and local level.

Clearly, as a professional services firm, our environmental footprint is considerably smaller than that of an industrial concern, but nevertheless our worldwide network has a significant impact. With this in mind, the Sustainability Initiative sets forth the following targets for 2007:

- Certification of compliance with ISO 14001, a globally accepted standard for environmental management that will measure our commitment to the

Email Footer Coming Monday

To draw awareness to our Sustainability Initiative, a special email footer will automatically be added to all email messages sent outside the firm from January 29 to February 2. The footer will appear below your email signature and above the outbound email disclaimer. It will look something like this - and will appear in local language where possible:

Global Environment Week at DLA Piper.

For more information, please visit www.dlapiper.com/sustainability

Please consider the environment before printing this email.

For more information, visit:

DLA Piper Sustainability Initiative Homepage

Global Environment Week

FAQs

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'Green Teams' and Inconvenient Truths



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Bringing it all back home



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Taking out the trash



- Bins removed from under desks
- Stationery amnesty



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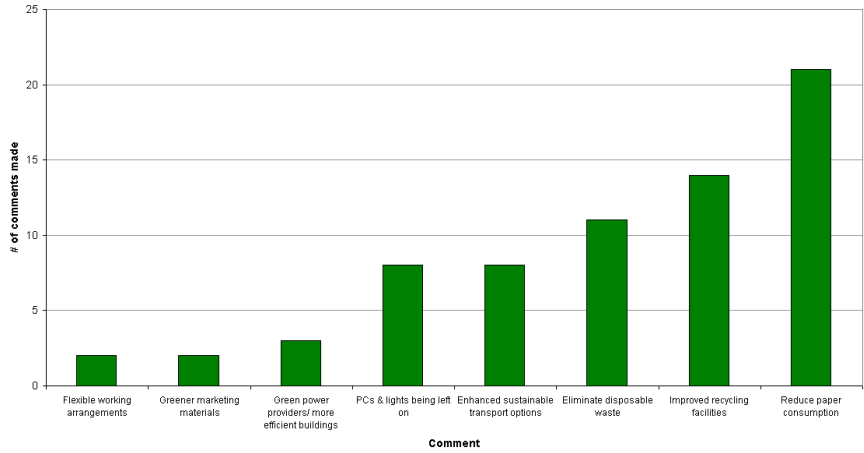
Green Day



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Feedback during GEW

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Cooling the Planet




Former Vice President, Al Gore & Sir Nigel Knowles, Joint CEO, DLA Piper LLP.

Chairman Emiritas, Senator George Mitchell



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Why Campaign?



2 main reasons...

Firstly,

- Our people are one of our most important stakeholder groups
- 96% of them are concerned about environmental issues
- They want to be educated and enabled to help
- And in doing so, they become our greatest environmental champions, internally and externally!

Secondly,

- We try to automate efficiency wherever possible, but there are some things that have to be done by staff (eg. lights off, separating waste)
- There are big gains to be made

Our Campaigning Experience



- We have identified 4 environmental Key Impact Areas:
 - energy
 - waste
 - travel
 - procurement
- We run 2 campaigns per year (this is enough!)
- Campaigns are organised globally, but offices are encouraged to put a local spin on them

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Reduce, Reuse, Recycle (April 08)



Aim: to educate our people about the amount of waste that we produce, and educate them on how they can reduce their share

Key features:

- Waste sculpture competition
- Duplex printing: changed default settings (US), and education
- Locally sourced 'green breakfasts'
- Celebrated some of our 'environmental champions'
- Asked employees to make pledges to reduce their production of waste
- Disseminated handy 'waste tips' from individuals across our network
- Resources on Sustainability intranet

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Reduce, Reuse, Recycle – Waste Sculptures



Manny Ramirez, Boston Red Sox ↑



Trix & Flix, Salzburg →

↓ Big Ben, London



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Reduce, Reuse, Recycle - Results

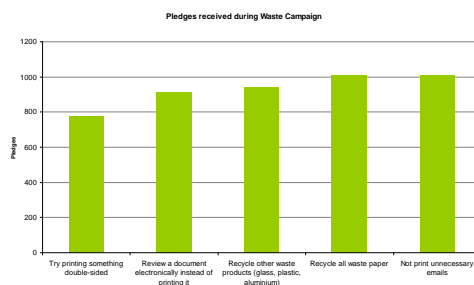


- Engaged people from all around the world
- Received over 100 emails from people with tips, suggestions, comments and praise
- Global paper consumption is down considerably in 2008
- Pledges were made as follows:

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Reduce, Reuse, Recycle - Results



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TravelSMART (October 08)



Aim: To help our people to make more sustainable travel decisions

Key features:

- Held a 'no travel week'
- Developed and promoted global 'Sustainable Travel Principles'
- Developed a 'Green Meetings Guide'
- Encouraged the use of videoconferencing
- Trialled exec-level desktop videoconferencing
- Asked people to send in photos of their sustainable travel habits for our Intranet
- Broadcast an interview we conducted with Nobel Peace Prize laureate Wangari Maathai

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Results of Campaigns



- Received 100 photos, messages and notes of support into our Sustainability Inbox
- UK train travel in October 2008 was down 16.4% on October 2009
- Over the same period, air travel was down 20.3%
- Videoconferencing rates increased

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Lessons Learned



- Get your timing right. Campaigns shouldn't be too long or people lose interest. 2 weeks max.
- Establish an organising committee and try to include people from all parts of the business (operationally and geographically).
- Having said that, keep your main decision making group to a small core of people (say 5). This will make sure you don't get bogged down in bureaucracy.
- Email is convenient, but people tend not to read them. You need to communicate with them in a variety of ways.
- Be as creative and innovative as you possibly can. There will always be people who see things like waste sculpture competitions as stupid, but that doesn't mean you shouldn't go ahead. At least it will get people talking!

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