

A close-up photograph of a pile of golden-brown, fried chicken pieces, including drumsticks and wings, scattered on a white surface. The lighting is bright, highlighting the texture of the fried skin.

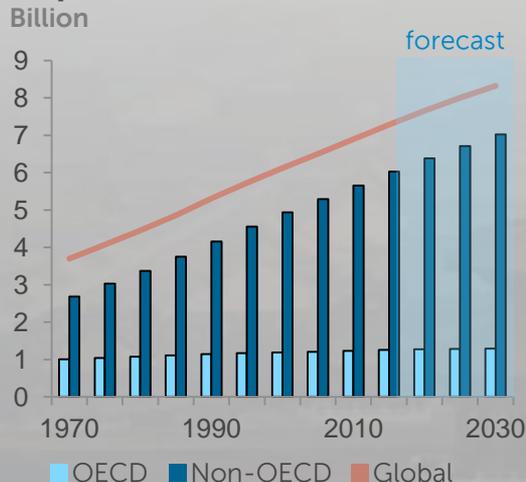
What if you could eat your packaging?

Why innovation matters!

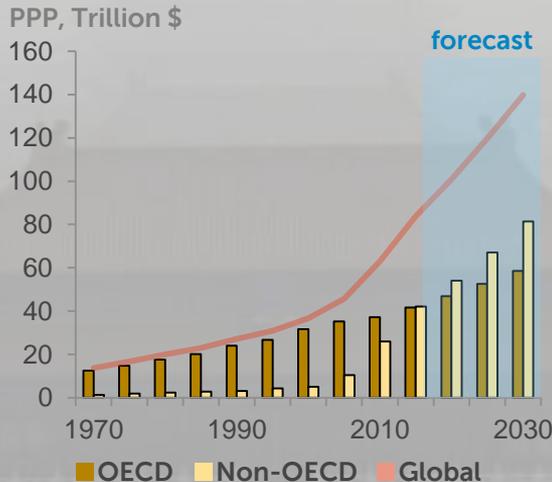
Lovonne Mallory
Dell

Global growth requires sustainable solutions

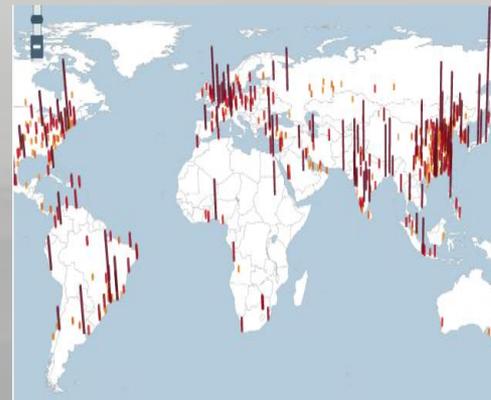
Population



GDP



Urbanization



- Global population estimated to surpass 8 billion people by 2025
- Increase in GDP will accelerate the consumption of resources and energy
- Top 600 cities will be 60% of global GDP by 2025. Global population will be 55% urban

Dell's path to 2020

Legacy of Good

The Environment

- Reduce the energy intensity of our product portfolio by 80%
- Use 50 million pounds of recycled-content plastic and other sustainable materials in our products
- **Ensure 100% of Dell packaging is either recyclable or compostable**
- Reduce greenhouse gas emissions from our facility and logistics operations by 50%
- Reduce our water use in water-stressed regions by 20%
- Ensure 90% of waste generated in Dell-operated buildings is diverted from landfills
- Phase out environmentally sensitive materials as viable alternatives exist
- Recover 2 billion pounds of used electronics
- Identify and quantify the environmental benefits of Dell-developed solutions
- Develop and maintain sustainability initiatives in 100% of Dell-operated buildings
- Demonstrate 100% transparency of key issues within our supply chain, working with suppliers to mitigate risks in those areas
- **Ensure 100% of product packaging is sourced from sustainable materials**

Zero Waste Packaging 2020

2013 - 57%

2020 - 100%

- Recyclable
- Or compostable
- Sustainable sourced



trends

1. Customers want green
2. Governments are legislating green
3. Capital Investment is weighted green

is anybody
building new
Styrofoam
plants?



supply chain

perspective



or



case study

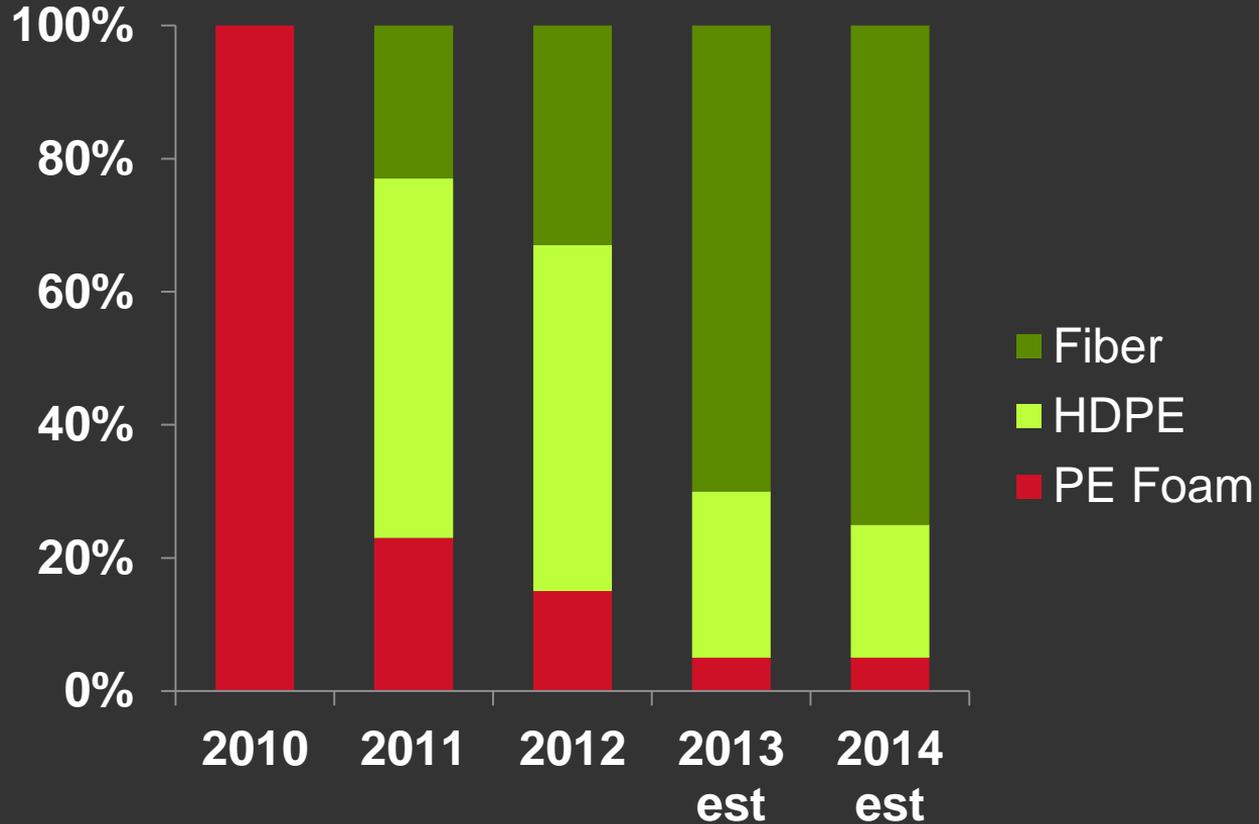
Mushroom packaging

The life cycle of mushroom based packaging



results

Dell North
American
desktop
packaging.



Scale: Percentage of units shipped

results

3C's

- Made it easier for customers to be green
- Saved over \$18M
- Eliminated 20M lbs packaging

A close-up photograph of a field of golden wheat. The wheat stalks are in sharp focus in the foreground, with their heads of grain clearly visible. The background shows a vast field of similar wheat stretching towards a horizon under a bright blue sky with scattered white clouds. The overall scene is bright and natural, suggesting a healthy and productive agricultural environment.

innovation

Good for People
Good for Business
Good for the Planet