



Creating a sustainable future.

DOING WELL BY DOING GOOD

EIMI GRIFFIN / JOSE GARCIA / RONA RICA BARROA / KATIE KULSETH / UYEN HA
MKTG 405: GREEN MARKETING AND SUSTAINABILITY

Aq

1. IMPROVING AIR QUALITY

- Adobe is one of the first companies to adopt the United States Green Building Council's LEED standards in their corporate buildings.
- Switched company vehicles from diesel to electric in India to support their commuting program and help clear the air where their employees live and work.
- Over 70% of their total employees work in LEED-certified buildings where they are able to work in healthy workspaces and breathe clean air, drink safe water, and work under natural light.

Sr

2. SOCIAL RESPONSIBILITY

- The Adobe Digital Academy works closely with local nonprofits to provide apprenticeships and living stipends for career switchers.
- Adobe donates 1 percent of its pre-tax profits to Adobe foundation where the company invested in community development and education.
- 80% of scholarship recipients intern at Adobe, and over 75% go on to a full-time role at Adobe or elsewhere.

Ph

3. PHILANTHROPY

- Also Adobe has a program called Employee Software purchase Donation, where employees can purchase up to 30 products and donate to local schools.
- Adobe's Pro Bono Initiative- For every 10 hours an employee volunteers, Adobe gives a \$250 charitable grant for the project up to \$10,000.
- Every year Adobe holds Community Action Week, where 1000 employees or more all around the world give more than 2,500 hours to participate in 50 different volunteer initiatives.

Di

4. DIVERSIFY WITHIN WORKPLACE

- At the end of fiscal 2019, underrepresented minorities comprised 10.2% of their U.S. employee base , increase of 0.6% from 2018.
- Adobe's female employees earn one dollar for every dollar earned by their male counterparts, and nonwhite employees are also at pay parity with white employees
- Adobe's Supplier Diversity program ensures they purchase more from businesses that are certified as majority-owned and operated by women, minorities, veterans, members of the LGBTQ community, and people with disabilities.

Ce

5. CARBON EMISSION REDUCTION

- Adobe's goal is to operate with 100% renewable energy by 2035 and has implemented a monitoring system to measure their efforts. This system captures data from various data points such as, electricity, water, natural gas usage, and power usage effectiveness.
- Adobe was recognized and listed in CDP Climate A in 2017 and were in the Dow Jones Sustainability Index for the second year in a row. In the DJSI, they were best in environmental policy and management systems; codes of business conduct; and climate strategy

Nr

6. RESOURCE CONSERVATION

- Their products also help other businesses to conserve resources by allowing companies to move their work to digital platforms.
- Adobe creative cloud allows them to conserve fuel, by cutting out the physical delivery from the distribution process.
- With Adobe document and cloud, for every 1 million transactions completed through Adobe Sign instead of paper workflow, they are able to save more than 27 million gallons of water, and 38 thousand pounds of wood.

Ec

7. ENERGY CONSERVATION

- In 2009 Adobe placed 20 Windspire wind turbines at their headquarters, that capture the energy of the wind as it flows between their three office buildings.
- In 2018 Adobe entered a power purchase agreement with Enel Green Power and Facebook to sign the first aggregated purchase of wind energy in the tech industry.
- In 2014 Adobe became the first Fortune 500 company to install an intelligent energy storage system from Stem.

Pi

8. PRODUCT INNOVATION

- Adobe products such as creative cloud document cloud, and experience cloud aid to eliminate the environmental impacts with physical software manufacturing, packaging, and distribution.
- Adobe is reducing environmental impacts by collaborating virtually across the world. For example, their 3D designs and immersive technologies are replacing physical samples, helping to reduce carbon footprints.
- Adobe Experience cloud is helping businesses connect with customers through digital channels to reduce the need for paper for communication.

Wr

9. WASTE REDUCTION

- Adobes employees actively engage in recycling, composting and re-use programs at Adobes facilities worldwide where possible and as a result, has achieved a 92% global in 2017.
- For the waste adobe generates, adobe works with local partners to responsibly divert it from ever reaching landfill, to compost, recycle and especially re-use whenever possible.
- By the end of 2016, over 98% of Adobe licensed products were delivered digitally, effectively eliminating our physical supply chain and drastically reducing the amount of waste produced by our business.

Fm

10. ON SITE FARMERS MARKET

- By providing an on-site farmers markets and edible gardens, employees have the option to lead a healthier lifestyle, and eliminates the need for long-distance travel all while promoting sustainable consumption.
- Adobe has hosted farmers markets, as well as in-person tasting events featuring local vendors, farmers and food producers, at several of its North American offices for several years.