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10 Indicators

Doing Well by Doing Good

MKTG 405 | GREEN MARKETING  
Alexia Chang, Ian Hunter, Alex Maggio, Luis Rodriguez

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**ENVIRONMENTAL STRATEGY**

The strategy focuses on three key areas in order to make products without taking them from the Earth. These key areas: Climate change, Smarter Chemistry, and Resources.



**CARBON FOOTPRINT**

The implementation of Apple's Supplier Clean Energy Program allowed from their carbon footprint to lower through the changes in several product design. By calculating its life cycle carbon footprint, Apple understood where to focus it's reduction.



**APPROACH TO CLIMATE CHANGE**

Through Climate change, Apple is taking responsibility for the emissions associated with their operations by significantly reducing emissions and using clean power sources to drive energy efficiency in their operations.



**RENEWABLE ENERGY**

Apple pursues the strongest possible renewable solutions in all markets they operate through local displacement, seeking to displace more-polluting forms of energy in the same electric grid region as their facilities.



**ACCOUNTABILITY**

Through the use third-party registries such as WREGIS, NC-RETS & certification programs such as Green-e- Energy to ensure that Apple takes credit for the renewable energy it generates/ procures. If no systems exist, Apple works w/ industry partners & governmental entities to create them.



**EDUCATING PARTNERS**

Apple shares their learnings w/ their supply partners & helps plot their transitions to renewable energy. Through successful partnerships, such as Foxconn, Apple is helping hold those accountable to focus on the use of renewable energy.



**LOW-CARBON DESIGN**

By designing products with great care to reduce carbon footprinting, using materials efficiently and to use less energy allows for not only consumers, but partners to establish aggressive efficiency targets early in the design stage.



**CIRCULAR FIBER PACKAGING SUPPLY CHAIN**

To improve on packaging, Apple works to eliminate plastic, increase recycled content & reduce their overall packaging. To maximize the use of recycled paper, Apple requires suppliers to source wood fibers from responsibly managed forests or the Forest Stewardship Council (FSC).



**ZERO WASTE PROGRAM**

Apple works to convert into energy all the waste created by their facilities & in their supply chain. Through working w/ their upstream vendors to streamline materials use, Apple was successful in eliminating unnecessary packaging & finding newer ways everyday to reuse the packaging shipped.



**APPLE TRADE-IN**

This program allows for consumers to exchange their old devices for credit so it can be reused by a new owner. Apple works closely w/ their recycling partners to ensure devices are recycled safely & responsibly free of charge. The Trade-in helps reduce the amount of materials needed to be mined from the Earth.