

THE POWER OF

Partnerships

Protecting the environment is everyone's business today. EDF opens the door for progress by forging alliances with partners ranging from farmers to Fortune 500 companies.

By working with leading corporations, we have demonstrated the business benefits of environmental innovation and created a race to the top of the green ladder.

In every partnership, we aim not just to improve one company's performance, but to spur environmental gains across an entire economic sector. A recent *Financial Times* study of 850 business-nonprofit partnerships worldwide named EDF the #1 environmental partner.

"To maintain our objectivity, we accept no funding from our corporate partners. That independence frees us to set aggressive goals and drive change across entire industries."

GWEN RUTA
VP CORPORATE PARTNERSHIPS

> **VIDEO:** See innovative partnerships in action at edf.org/partnerships



McDonald's eliminates 150,000 tons of waste

1990: In the first collaboration between an environmental group and a leading corporation, McDonald's accepts the recommendations of our joint waste-reduction task force, doing away with foam-plastic sandwich boxes and eliminating 150,000 tons of packaging waste over ten years. Others in the restaurant industry quickly follow suit.

Helping the planet and the bottom line



Four million acres of wildlife habitat preserved

1995: North Carolina's Pinehurst Resort becomes our first partner in Safe Harbor, a program that gives landowners incentives to help endangered species on their property. Red-cockaded woodpeckers at Pinehurst and rare species at other Safe Harbor properties have enjoyed a resurgence. Today more than four million acres of critical habitat on working lands are being protected.



Delivering better mileage, with 96% less soot

2000: We begin a partnership with FedEx to develop a cleaner, more efficient delivery truck. The resulting hybrid electric trucks, designed by Eaton Corporation, cut smog-causing emissions by 65%, reduce soot by 96% and get 50% better mileage. Today, all major U.S. truck manufacturers offer midsize hybrids and more than 100 fleets use them.



One company influences 100,000 suppliers

2007: EDF becomes the first environmental group to open an office in Bentonville, Arkansas, home of Walmart. We're helping the world's largest retailer improve energy efficiency and cut waste. We're also working with Walmart to set a high environmental bar for its suppliers in China. EDF recently helped launch a process to create a sustainability index, which will be used to assess the environmental performance of Walmart's 100,000 suppliers.



LEVERAGING AN OPPORTUNITY

A greener portfolio gains \$100 million in value

2007: When private equity giants Kohlberg Kravis Roberts (KKR) and Texas Pacific Group asked us to help draft the terms of their acquisition of Texas utility TXU, we negotiated the cancellation of eight planned dirty coal plants. That's how a \$45 billion buyout was made contingent on climate action.

In 2008 we took another giant step with KKR to develop an approach to improve the environmental performance of its portfolio of companies. In the first year, three companies identified savings of \$16 million and 25,000 tons of greenhouse gas emissions, while boosting KKR's portfolio value more than \$100 million. We expanded to include five more KKR companies, and as other private equity firms adopt our approach, the benefits will multiply.

“EDF gave us environmental and business expertise in one package.”

BOB LANGERT

McDONALD'S SENIOR DIRECTOR OF SOCIAL RESPONSIBILITY