



Case Study from a WindMade™ Pioneer Company: BD

*Driving Demand for Wind Energy through Retail
Purchasers*

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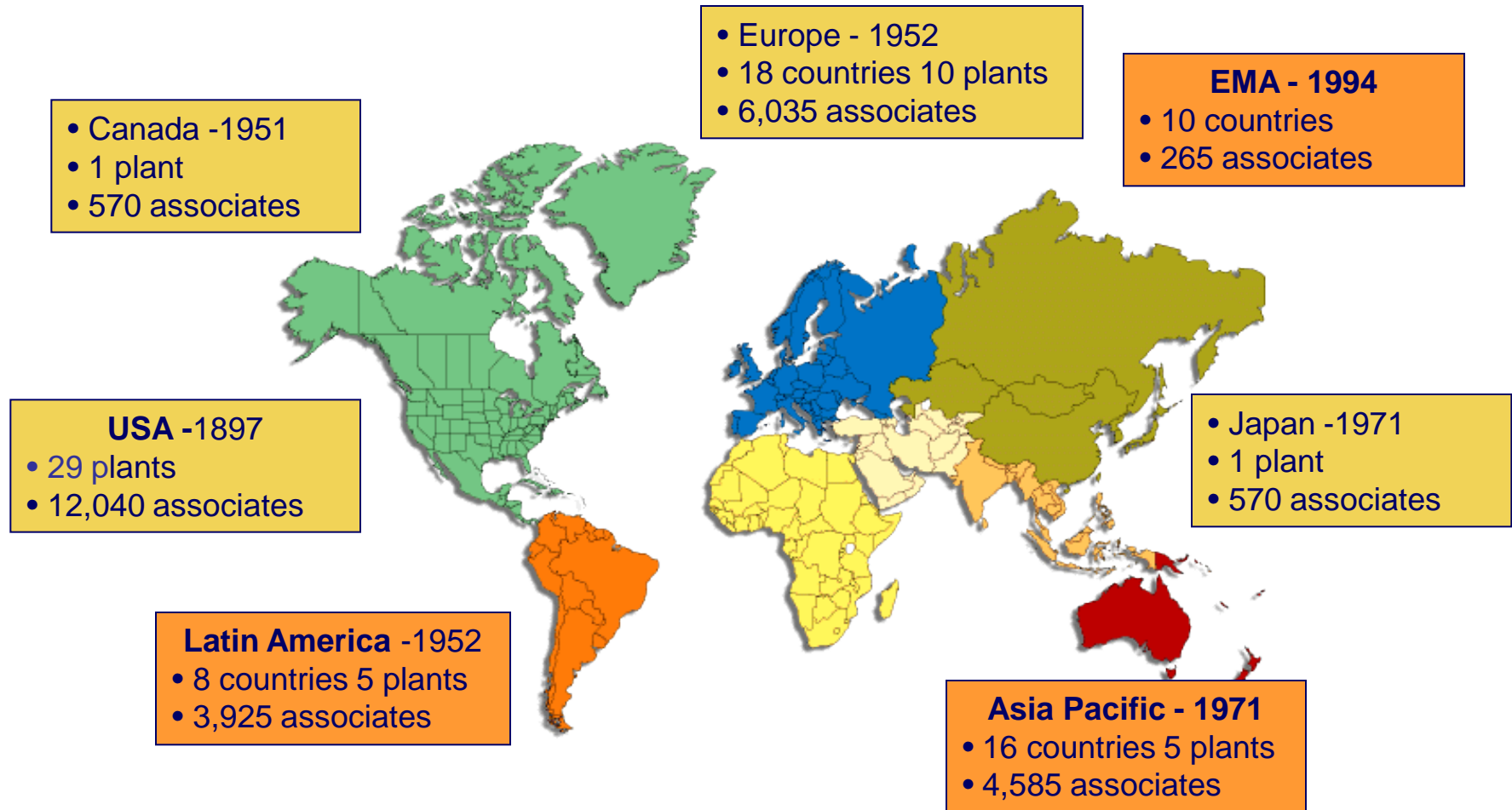
Director, Sustainable Innovation &
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Who is BD?

- **FORTUNE 500** company (#333)
- Locations in **more than 50 countries**
- Approximately **29,000 associates** worldwide
- Serves healthcare institutions, life science researchers, clinical laboratories and the general public
- Sells a broad range of medical supplies and services, devices, laboratory equipment and diagnostic products

BD Locations



 Industrialized Markets
 Emerging Markets



BD Medical
Delivery



BD Diagnostics
Diagnosis



BD Biosciences
Discovery and Development

BD Foundation: Our Purpose and Values

“Helping all people live healthy lives”

We treat each other with **respect**

We do what is **right**

We always seek to **improve**

We accept personal **responsibility**



BD recognizes the connections between **human health** and a healthy **environment**.

We are committed to **reducing our environmental impacts** and helping our customers and suppliers do the same.

In 2011, BD became a **WindMade™ Pioneer**. WindMade is the first global consumer label for products and organizations made with wind power.



2015 Environmental Targets



WASTE

Reduce hazardous waste generation by 10 percent by 2015, from 2008 levels

Reduce non-hazardous waste generation by 15 percent by 2015, from 2008 levels



WATER

Reduce the use of water by 15 percent by 2015, from 2008 levels



ENERGY



Increase renewable energy use in BD's portfolio to 25 percent by 2015, from 2008 levels

Reduce energy consumption from operations by 30 percent by 2015, from 2008 levels

To meet these targets, BD will:

- Conduct energy audits
- Improve efficiency of lighting and equipment
- Use alternative energy generation sources
- **Purchase green power**
- Provide policy and performance guidelines

First BD Site to purchase Renewable

BD Medical in Sandy, Utah

- Began purchasing renewable wind energy each month – equal to **100% of the facility's electricity use** – through Rocky Mountain Power's Blue Sky program.
- Site identified this as one of their ISO 14001 continuous improvement goals
- Used energy conservation savings to fund initial purchase
- Support from site and company leadership



Gaining traction internally

- In the two years following the initial Green Power purchase in Sandy ,Utah, three additional facilities purchased the equivalent of 100% of their electricity
 - BD Medical – Medical Surgical Systems – Canaan, CT
 - BD Medical – Medical Surgical Systems – Columbus, NE
 - BD Worldwide Headquarters - Franklin Lakes, NJ
- Support from leadership was instrumental
- Today, **seven BD** locations in the US purchase enough RECs to offset 100% of their electricity
- Other sites purchase RECs equivalent to lesser offsets, including some outside the US.
 - RECs from four providers, and green power from two utilities
- One onsite generation (solar)

Current Green Power in our Operations

- BD has been awarded membership to the US EPA Green Power Partnership's **2011 Green Power Leadership Club**
- EPA is challenging Fortune 500 corporations to collectively exceed 10 billion kilowatt-hours of green power purchasing. **BD ranks 12th among participating Fortune 500 corporations.**
- According to the EPA, BD's green power purchase of nearly 200 million kWh is equivalent to avoiding the carbon dioxide (CO₂) emissions of **nearly 28,000 passenger vehicles per year**, or the equivalent amount of electricity needed to **power more than 17,000 average American homes annually**
- BD appears **#24** on the EPA Green Power Partnership's **National Top 50 list**



Meeting BD's Renewable Energy Goal

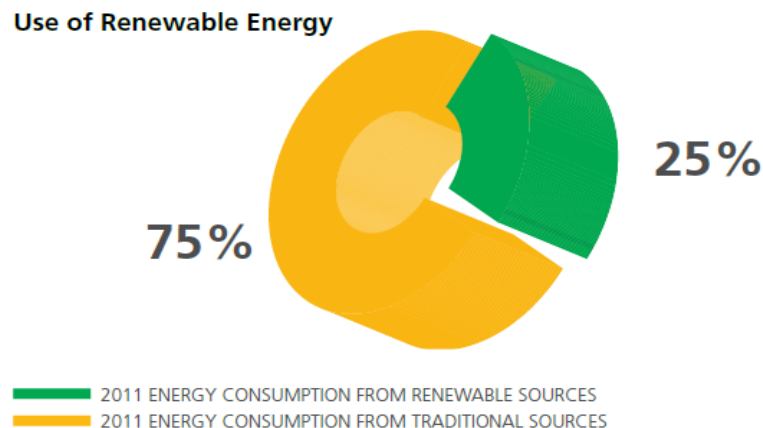
In 2011,

- In the United States, BD's use of renewable was **38%** of our total electricity consumption (primarily through RECs)
- On a global basis, 25% of our electricity was renewable

Increasing in 2012!

- Currently, in the U.S, **59%** of our electricity is from renewable

Achieved BD 2015 Renewable Energy Target



Communicating Green Power

- BD associates
 - Create sense of pride that they are contributing to BD's environmental stewardship
- Customers
 - Increase awareness that BD manufactures products that use less energy during manufacturing
- Communities in which BD operates
 - Increase awareness that BD manufactures products that use less energy during manufacturing
 - Raise awareness for potential BD employment candidates

BUT...we needed a way to consistently communicate this among all our stakeholder groups in each region!!

Choosing WindMade™

- Good fit for our global operations and markets
- Helps us communicate consistently to our stakeholders about our wind power use
- Currently being verified for Organizational Label (BD Global Operations)
- In the future...looking to certify some products after the Product Standard is available



Choosing WindMade™

- WindMade™ reflects BD's commitment to renewable energy use and is an excellent way to communicate BD's global efforts to customers and external stakeholders.
- Previously, communication vehicles for these activities varied by region; the WindMade™ label will provide consistent messaging around the world.
- WindMade™ also allows BD to collaborate with organizations outside the medical technology industry to promote wind power and building capacity for renewable energy infrastructure.



Choosing WindMade™



“Using wind power helps BD become a more sustainable organization, and the WindMade™ label sends a message to our customers and the industry that supporting clean sources of electricity is a sound business decision and an important choice in reducing a corporation’s environmental footprint.”

- *Glenn Barbi, Vice President, Global Sustainability, BD*