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*Interface*

# Going Carbon Neutral- Interface's "Cool" Approach

Erin Meezan, Director  
Environmental Affairs



*Mission Zero:  
our promise to eliminate any  
negative impact our companies  
may have on the environment  
by the year 2020.*

# Interface, Inc

Interface is the largest commercial carpet manufacturer in the world. H.Q. in Atlanta, GA.

Commercial interiors manufacturing company and a global leader in environmentally responsible floor coverings and fabrics for residential and commercial interiors.

Manufacturing facilities at 14 sites on four continents, including USA, Canada, Australia, Thailand, UK, Northern Ireland and Holland, with offices and sales in more than 100 countries.

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# Interface - Sustainability Commitment

Broad commitment focusing on bringing to life a vision to " **be the first company that, by its deeds, shows the entire industrial world what sustainability is in all its dimensions: people, process, product, place and profits - by 2020 - and in doing so we will become restorative through the power of influence.**"

Ray Anderson

# Interface-Broad Vision, Simple Philosophy

Our sustainability commitment focused on several critical indicators of a sustainable business: waste, emissions, energy, transportation, raw materials, manufacturing processes, our employees, our stakeholders.

Boils down to a simple promise:  
Mission Zero™

**to eliminate any negative impact its  
companies may have on the environment  
by 2020.**

*Interface*

# Mission Zero – Get Rid of GHG emissions

Strong focus on eliminating GHG emissions across all our operations and our supply chain.

Started by reducing GHG emissions from own operations, employee emissions and business travel, moved to product emissions and now looking at opportunities to reduce supply chain GHG emissions.

# Cool Fuel™-carbon neutral driving

In 2002, Interface began a unique partnership with our fuel supplier who provides rebates based on our fuel purchases.

Rebates provide funds to invest in carbon sequestration to offset the CO2 emissions associated with driving company vehicles.

Since August 2002, Interface associates have purchased more than 310,000 gallons of fuel with their Cool Fuel cards. As a result, Interface has purchased and retired offsets for over 3,500 metric tons of CO2.

# Trees For Travel™

Since 1997, Interface has offset the CO2 emissions from business related air travel through this program.

Travel agency tracks and reports all air miles flown by Interface employees. Employees are required to book air travel through our authorized agent.

Since the program inception, Interface employees have flown 93,000,000 miles.

# Trees For Travel™

Interface has sponsored the planting of over 62,000 trees in various locations throughout Central America and North America, offsetting over 28,000 metric tonnes of CO<sub>2</sub>.

One tree is required to offset the CO<sub>2</sub> emissions for every 1,500 passenger air miles flown, so **Interface plants three trees for every one required to ensure that the necessary amount of trees survive to balance the emissions.**

Potential to do this out-of-house, several non-profits (Sustainable Travel Internatl) and airlines (British Airways) provide this service - very easy to administer.



# Carbon neutral commuting

## Cool Co2mmute™

Several Interface facilities have initiated voluntary programs for employees to offset the CO2 associated with their commutes to and from work.

Program helps associates determine their carbon emissions from commuting to and from work.

GIVES THEM THE CHOICE to BE PART OF THE SOLUTION.

Interface shares half of the cost with the employee to offset the carbon emissions from their commute, bringing the cost for an employee to offset their commute to an **average of \$12.00 per year**.



Interface, Inc. and AMERICAN FORESTS®  
are issuing this certificate to

**Erin Kelley and David Meezan**

in recognition of a contribution toward restoring and maintaining  
the ecosystem and improving our community.

Your monetary contribution through Interface, Inc.'s partnership with  
American Forests and its Global ReLeaf Initiative  
will result in the planting of trees  
for the purpose of offsetting emissions generated  
by your personal travel mileage for 2006.

  
Executive Director

February 17, 2006  
Date

*the gift of trees*

# Employee Climate Programs

## Legacy Program/**Associate Legacy Awards**

The Legacy Award program is an environmentally focused opportunity for employees that wish to have trees planted on their behalf in lieu of traditional length of service awards.

Employees can have from 80-500 trees planted on their behalf by American Forests, depending on their length of service.

# Climate Neutral Products

## Cool Carpet™

Option available on all carpet products made by Interface worldwide that allows our customers to balance the GHG emissions of their purchase.

Designed to offset the impact of global warming of the carpet by using Life Cycle analysis to measure the CO2 emissions from its raw materials, manufacture, transport and use.

Once the emissions are measured, Interface invests in a diverse portfolio of offset projects designed to keep an equal amount of carbon dioxide from being released into the atmosphere

# Life Cycle Emissions of Carpet



Raw Material Extraction & Processing - 71%



Internal Manufacturing - 10%



Raw Material & Product Transportation - 3%



Installation & Maintenance - 9%



Product Return and Reuse - 7%

# Cool Carpet Impact

Since launch of Cool Carpet in 2003, Interface and its global businesses have sold over 15 million square yards and retired **over 320,000 metric tonnes of CO2**.

Recognized for leadership-awarded EPA's Climate Protection Award in 2003 for our "cool" programs and results.

Major global impact on GHG reduction projects-supported projects in USA, Scotland, New Zealand, Canada, South Africa, and Western Uganda.

# Going Carbon Neutral 101

Step 1

**Define and prioritize your goal**

PR?

Differentiate products or services?

Reduce corporate climate emissions?

Engage employees?

# Carbon Neutral 101

## Step 2

**Define the scope of your commitment** (Just office operations, manufacturing operations, fleets, air travel, supply chain?).



# Carbon Neutral 101

## Step 3

**Measure your carbon footprint**, tools and process (GHG Inventory, publicly reporting emission levels, third party review)

# Carbon Neutral 101

## Step 4

**Balance** your carbon emissions (how to buy/invest in credible offsets or how to do a credible offset project-lfg)

Key Issues buying credible offsets or investing in credible offset projects.

Third party review.

# Carbon Neutral 101

Step 5

**Market your commitment.**

Discuss with employees and customers.

# Note on using carbon offsets

Still a controversial strategy for some, has checkered history in the UK. Very high profile images of rock bands planting trees to offset CO2 emissions from their excessive lifestyles.

Credibility of accounting systems often attacked-forestry in partic.

"even if" argument applied, even if credibility is established, it is still a way to buy your way out, not reduce or address the problem.

Best way - offset only for your irreducible minimums and areas where you have little control. Critical to have 3<sup>rd</sup> party review and stakeholder engagement.

Has to be done hand in hand with corporate goals and communicated together.

# Carbon Neutral 101- Summary

Define and prioritize goals (PR/brand, reduce corporate carbon emissions, learn the markets, which is largest priority)

Define the scope of your commitment( e.g just office, manufacturing operations, fleets, air travel, supply chain)

Measure your carbon footprint

Balance your carbon emissions (either how to buy/invest in credible offsets or how to do a credible offset project-lfg)

Market your commitment.

# Need Help?

**Interface RAISE** – just launched.

Range of consulting services on climate issues for corporations from the perspective of someone who has done it.

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# Call Me

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