

*Driving the Transition to a
Low Carbon Economy*



FCC Workshop: Energy,
Environment and Transportation
August 25, 2009



In the U.S. telecom carrier market, BetterWorld is the only triple bottom line, nationwide service provider focused on serving organizations that have a social and sustainable mission

People. Planet. Profits.

Our Definition of True Client Value



Solutions for Businesses and Non Profits

Technology Agnostic – Dell/HP Model

Traditional and Leading- Edge Communications Services

One Call Resolution - BetterWorld Telecom is a Communications and Applications Integrator and Carrier, providing Business-Grade Services Nationwide

- Switched Local, National and International Long Distance and Toll Free
- Dedicated Long Distance and Toll Free – DS3, T1
- Dedicated Data/Internet – DS3, T1, DSL
- Unified Communications, VoIP, IP Trunking
- Disaster Recovery, MPLS, Applications



Environment & Corporate Responsibility

What is BetterWorld Doing to Set the Social and Environmental Standard in the Telecoms Industry?

BetterWorld places environmental and social advocacy as a top corporate priority – our goal is to help lead the U.S. telecoms industry into a new era of sustainability

- Environmentally Efficient Corporate Design and Operations
 - Low Corporate Footprint
 - 80% Paper Reduction
 - Green Supply Chain
- Certifications
 - Climate Cooler – First Carbon Neutral Carrier 
 - Founding B Corp Member
 - One Percent for the Planet
 - WorldBlu Most Democratic Companies
- Focus on green communications solutions - BetterWork™
- Donations: 3% of Revenues
- Volunteerism: 2.5 Days Per Month Per Employee



Change the world. One call at a time.™



patagonia

GREENPEACE

WHOLE FOODS MARKET



Our Customers:
Aligned by Mission,
Passion



Increasing
Market Share by
Demonstrating
Green and
Socially
Responsible
Commitment



SAATCHI & SAATCHI **S**



CHESAPEAKE BAY FOUNDATION
Save the Bay



Sustainable Industries

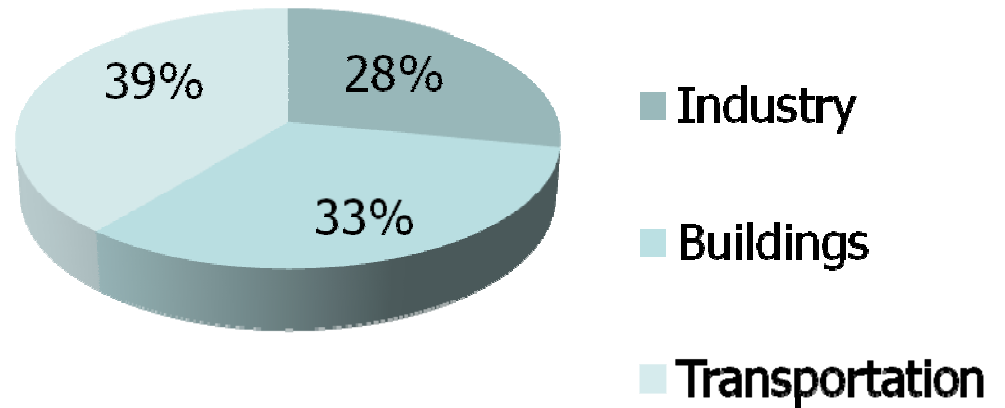


world
of good

“...the madness of American transportation...
leads to only one conclusion: no solution of the
transportation puzzle is possible until work and
home are put back together.”

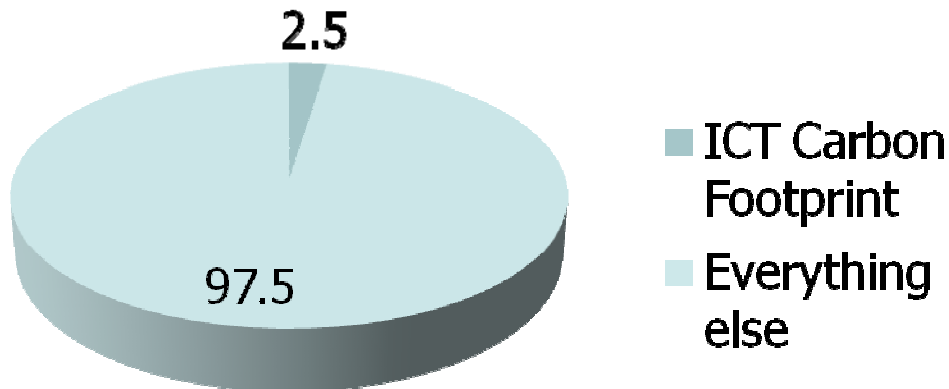
Kirkpatrick Sale, *Human Scale*, 1980

U.S Carbon Output by Category



Source: International Energy Agency

ICT Share of the Global Carbon Footprint



Source: International Telecommunications Union

Trends: Substitution must begin if we are going to curb climate change...

- Number of hours Americans waste each year sitting in traffic = **4.2B**

Source: Texas Transportation Institute

- Estimated cost to the U.S. economy: **\$78B**

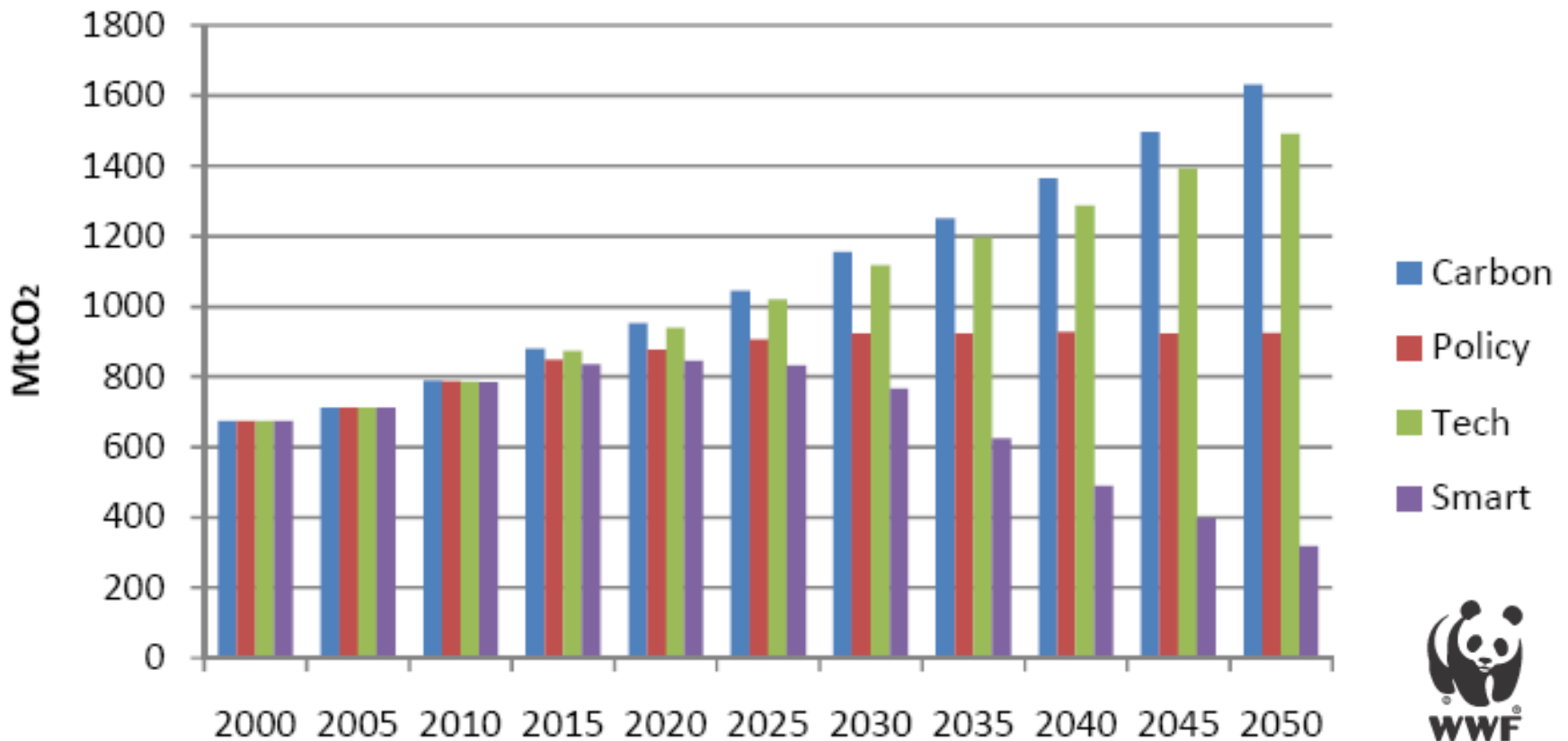
Source: American Society of Civil Engineers.



“Increasing virtual meetings and telecommuting today could...help to save more than 3 billion tons of CO2 emissions in a few decades; which is **equivalent to half of the current US CO2 emissions.**”

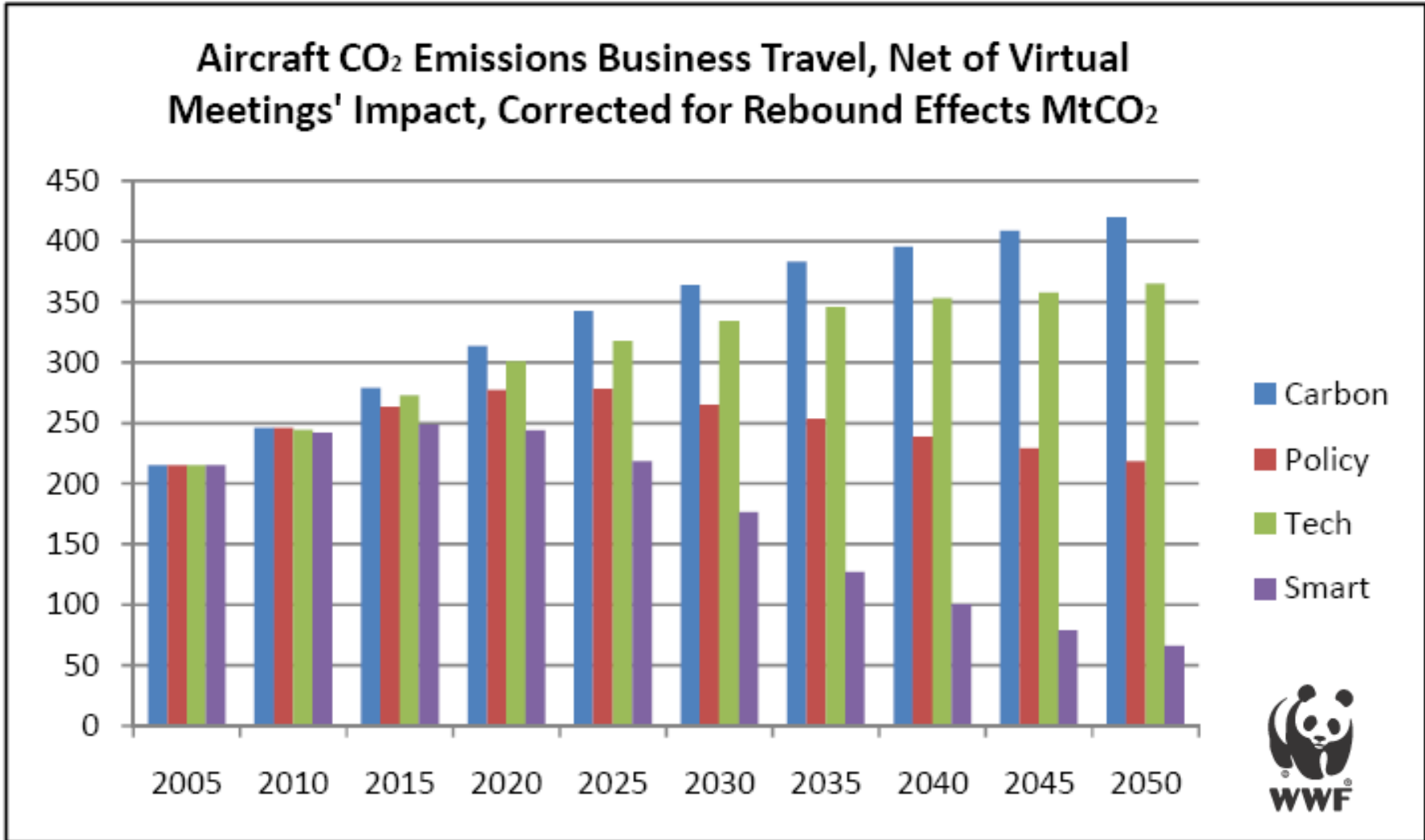
World Wildlife Fund Report, *From Workplace to Anyplace*, March 2009

Total CO₂ Emissions from Commuting, Net of Home Working, Impact and Rebound Effects



MtCO₂ = Million Metric Tons

CO₂ Emissions From Business Air Travel In Projections of Future Worlds



MtCO₂ = Million Metric Tons

*3% of the U.S. workforce telecommutes a majority
of the time today...*

...if 40% who can did so more than ½ the time...

We save **453 million barrels of oil** (57% of Gulf oil imports)

Environmental Impact = taking **15 million cars permanently off the road**

Gas savings 2X more than current production of all renewable sources combined

National productivity increases by \$200 billion

Businesses save \$194 billion annually in real estate, electricity, absenteeism, and turnover

150,000 people/year would be saved from traffic-related injury or death

The **annual economic benefit would total \$800 billion** a year

Green Communications Solutions for the Enterprise – Work Anywhere

\$256B Opportunity

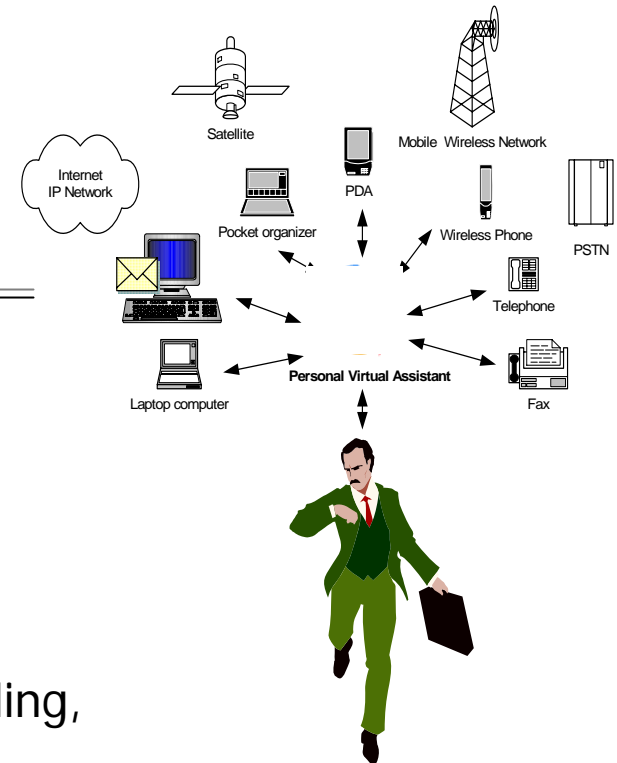


Solutions...

- Web/Audio/Video Conferencing
- Unified Communications
- Voice Over Internet Protocol (VoIP)
- Virtual PBX and Phone Numbers
- Cloud based Communications

...that Enable

- Remote Work, Work Anywhere
- Flexible, Mobile Workforce
- Branch/Remote/Touchdown Office Capabilities
- Less On-Premise Equipment, Wiring, Heating/Cooling, and Less Building Space





BetterWork™
A New Strategy for Work

2009 BetterWork Study

BetterWorld Telecom and *Bainbridge Graduate Institute* Team to Develop *BetterWork™* Framework

- Ground-level view of the cost and environmental impacts to enterprises implementing Remote Work / BetterWork philosophies
- Case studies featuring successful programs implemented by Sun Micro, Cisco, and Best Buy
- Developed an enterprise model that incorporates commuting and travel substitution combining mobile, VPBX, unified comms, conferencing, etc.



Case Study

Sun Microsystems *OpenWork*

BetterWork™
A New Strategy for Work



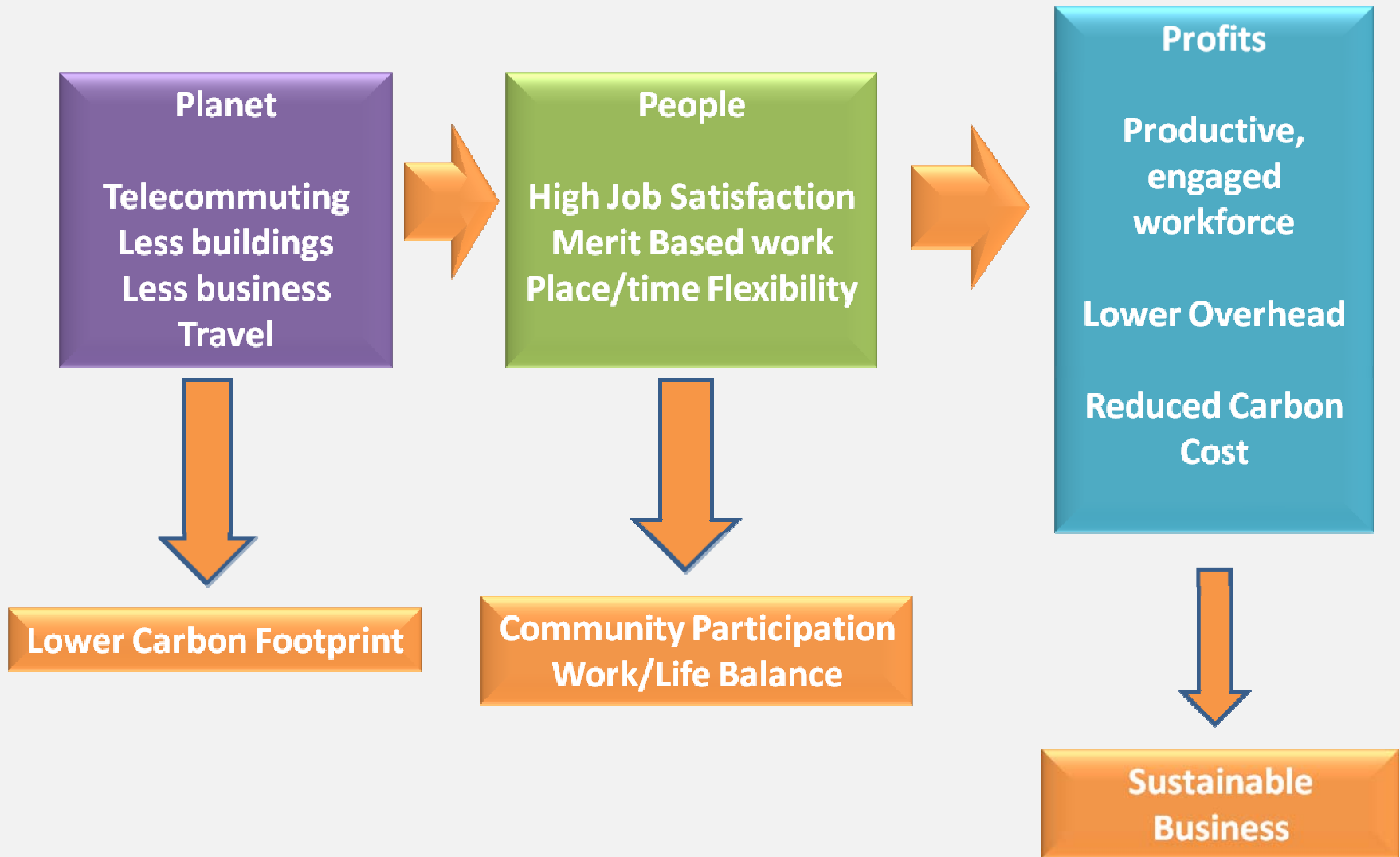
9,095 employees (55% of total workforce) are in the Open Work program, working from home at least 2 days per week

Huge reduction in office space :

- In 2007 Sun reduced their real estate holdings by 15% (2.7 million square feet) and save \$68 million in real estate costs.

The subsequent reductions in building energy use and commuting saved 23,868 metric tons of CO₂ in fiscal 2007.

BetterWork™ Framework = Sustainable Business





Conclusion

Telecom, Society and Climate Change

The ICT sector is positioned to be the least cost, quickest-to-market option that the world has at its disposal to create meaningful carbon mitigation and substitution in the coming decades

- Industry Mobilization and Cooperation
- Marketing, Sales, Education and Promotion to Customers
- Emulate and learn from transformative efforts like the USGBC, work with governments for end-user incentives, not handouts