

# Environmental Responsibility

*OUR GLOBAL PERSPECTIVE ON A WORLDWIDE CONCERN*





# WERE YOU AWARE

## ***Making a big impact with a small footprint***

*As a language services company, we see the world through the eyes of countless citizens from countries in every corner of our planet. And while our cultural and ethnic diversity is great, we all have a common wish — to live in a clean, safe environment that we can pass along to the next generation. And as our global community draws closer together, everything we do, as individuals and as businesses, influences the quality of our neighbors' lives.*

*Meanwhile, growing environmental concerns have intensified corporate focus on how we build our offices and factories, how we use our workforces, and how we conserve energy and natural resources. So it is incumbent upon us, and any responsible businesses, to consider every action we take and to understand the effect they have beyond our office walls.*

*We didn't fully realize it back in 1982, but establishing a work-at-home employee model put Language Line Services at the forefront of conservation and the green movement. For years we have witnessed first-hand how environmental responsibility can be good for everyone involved. Today, we continue to adopt new environmentally responsible initiatives and to embrace a green business model that shrinks our corporate footprint and lessens its impact.*

*Being responsible goes far beyond creating quality products and providing loyal service. It means being a considerate neighbor and a devoted steward of planet Earth. Our sincere hope is that we can usher our industry into a new era of sustainable practices and innovative thinking that preserve the world for everyone.*

*Louis F. Provenzano, Jr.  
President and Chief Operating Officer*

## Environmental responsibility (in our own words)

On the surface, corporate environmental responsibility is acknowledging and minimizing the impact business activities have on our natural environment. But true responsibility goes much deeper.

Being environmentally responsible involves going beyond complying with legal regulations. It requires a profound understanding that your company touches the lives of people you've never considered, in ways you've never imagined. It demands a genuine desire to preserve the environment for employees, customers, and everyone else by conserving energy, recycling resources, and helping control pollution.

Today, forward-thinking executives are discovering that adopting better environmental practices can also help their businesses become more competitive. Reducing consumption, waste, and emissions isn't just good for the environment. It's good for the bottom line. Being an environmentally responsible business makes it easier to attract customers, recruit employees, minimize liabilities, and build a positive reputation.

Maybe it's time we stop asking what the cost of protecting the environment is and begin asking ourselves what the value of it is.

*ENVIRONMENTAL RESPONSIBILITY AND...*

**OUR OUTLOOK**

# WERE YOU AWARE

## *Environmental origins*

*"Green activism" is an American tradition that can be traced back to Henry David Thoreau in 1854.*

## *Environmental revolution*

*Public concern over Rachel Carson's book, *Silent Spring* led to the creation of the EPA in 1970.*

## *Environmental reality*

*The U.S. is 5% of the world's population but uses 25% of its natural resources.*

Americans with a higher interest in the environment today than they had a year ago?

**35 %**

## A profound respect for people around the world

The day we first plugged in our telephones at Language Line Services was the day the over-the-phone interpretation industry was born. What began as a volunteer venture to help Southeast Asian refugees migrating to the San Jose, California area ultimately evolved into a thriving interpretation business with thousands of employees.

Our employees then were home-office interpreters, and a majority of them still are today. Telecommuting has remained a fundamental element of our business strategy for a host of practical reasons, but also for the positive impact it has on our employees, our economy, and our environment.

Throughout the years, Language Line Services has employed thousands of telecommuting language professionals who come from diverse cultures in distant regions. As a consequence, we've cultivated a deep appreciation and a heartfelt respect for our world's distinct populations and the many different places they call home. So, as you might expect, we feel a certain obligation to help create a more cooperative, more sustainable world.

*ENVIRONMENTAL RESPONSIBILITY AND...*

**O U R R E V E R E N C E**

# WERE YOU AWARE

## *There's value in going green*

*U.S. companies could add more than \$260 billion annually to their bottom lines if eligible employees worked from home.*

## *There's interest in going green*

*Last year, \$2.9 billion was plugged into the "clean tech" field, which includes the development of alternative energy and energy-efficient services.*

## *There's pride in going green*

*Since 1990, more than 5,000 U.S. businesses have participated in the Environmental Respect Awards program.*

Which large countries have the most environmentally concerned populations?

CHINA AND AUSTRALIA

## How technology makes us greener

We may not confront the same, significant environmental challenges faced by much larger companies. Still, we scrutinize all aspects of our business to develop “greener” practices, beginning with our technology.

Going green in the data center is now a necessary step for any company investing in long-term energy efficiency. Because of that, we are currently engaged in an ongoing pursuit of practical solutions that will improve our operational competence and reduce our environmental impact.

We’ve modernized our building power supply, improving overall efficiency. We’ve installed larger switches allowing us to manage 42 servers per switch, significantly reducing energy consumption. And we’ve installed advanced cooling technologies in our data center that dramatically reduce consumption and emissions.

Our upgraded fiber optic lines provide four times the capacity while increasing call volume efficiency. Our new lighting system is equipped with occupancy sensors to turn the lights off when no movement is detected. And all of our office PCs are equipped with flat-panel monitors which use a fraction of the power consumed by traditional monitors.

Last but not least, our fire suppression gas systems use a new agent that features a zero ozone depletion potential, a 5-day atmospheric lifetime, and a global warming potential of 1.

*ENVIRONMENTAL RESPONSIBILITY AND...*

**O U R T E C H N O L O G Y**

# WERE YOU AWARE

## *Energy production impacts our lives*

*Electricity production is the leading cause of industrial air pollution in the U.S.*

## *Energy consumption impacts our lives*

*Lighting consumes up to 34 percent of the electricity used in the U.S.*

## *Technology impacts our lives*

*The electricity used to power 100 PCs annually is equal to 38 metric tons of carbon dioxide.*

Which age demographic is more likely to embrace corporate environmental responsibility?

**3 5 T O 4 4 Y E A R S O F A G E**

## A new way to give at the office

It's truly remarkable just how many different things we can do at the office to contribute to a cleaner planet. From recycling to refurbishing to reusing, we can waste less and get more out of each and every workplace resource. All it takes is rethinking the way we apply them.

Our IT staff reuses servers and PCs, transferring them from the data center to the computer room and eventually to the desktop.

This practice squeezes three lives from each device before it becomes obsolete.

We disassemble broken and surplus servers and PCs and reuse the parts in other systems.

And once the devices do become obsolete, we safely dispose of them through a certified e-waste recycler.

To reduce consumption on the desktop, we employ energy-efficient, multi-function devices.

It's no longer necessary to have a fleet of printers, scanners, and fax machines throughout the office to get our work done.

We also have collection points where employees can recycle their headset batteries.

And our toner cartridge recycling program benefits our local school district.

Currently, we have thousands of dual-handset interpretation phones in operation around the country.

Our refurbishing program ensures that returned phones aren't prematurely discarded.

Over half of our clients have opted for our paperless billing alternative.

That eliminates the need for printing materials, shipping resources, and unnecessary energy use.

Whenever possible, we distribute marketing materials electronically through email.

And when we do print documents, we use recycled papers that cut post-consumer waste by 30% or mixed-source papers certified by the Forest Stewardship Council.

*ENVIRONMENTAL RESPONSIBILITY AND...*

**OUR OFFICE PRACTICES**

# WERE YOU AWARE

## *We can recycle more paper*

*Just over 48% of office paper is recovered for recycling.*

## *We can recycle more technology*

*Electronic waste constitutes 2-5% of U.S. municipal solid waste and is growing rapidly.*

## *We can recycle good ideas*

*Every 38,500 eBills saves 1 ton of paper, 20,500 gallons of water, and prevents 57,000 pounds of greenhouse gases.*

People who feel recycling is the most effective environmental initiative in their workplace?

65%

## The home office environment and our natural environment

Service businesses like ours have two choices — allow representatives to work from home, or build large call centers.  
It's quite obvious which choice is better for the environment.

From the very beginning, Language Line Services has championed the telecommuting workforce.  
Today, nearly 60% of our 6,000 employees' field calls from their own home offices,  
and their impact is significant.

Given that the Bureau of Transportation reports the national average daily commute is 30.6 miles,  
our telecommuting workers dramatically reduce gasoline consumption and emissions.  
Meanwhile, the offices of Language Line Services generate less heating and cooling, consume less electricity,  
and engage in far less construction than businesses with large regional call centers.

Think about the following statistics.  
Currently, just 4% of the U.S. workforce works from home, but 40% have jobs compatible with telecommuting.  
If those employees worked just half of their hours at home, our nation would consume 450 million  
fewer barrels of oil each year. We would reduce greenhouse gases by 84 million tons.  
We could save enough office electricity to power 1.5 million homes annually.  
And that doesn't even begin to address the billions upon billions of dollars we would save.

There are numerous case studies that illustrate the significant energy savings and  
emission reductions of a telecommuting workforce.  
But there are notable human benefits as well.  
Consider, for example, how quality of life improves when employees  
no longer waste countless hours commuting and instead have more time to  
balance family life with professional life.

*ENVIRONMENTAL RESPONSIBILITY AND...*

**OUR TELECOMMUTERS**

# WERE YOU AWARE

## *Telecommuting saves money*

*Office space for the average worker costs \$10,000 per year.*

## *Telecommuting saves gas*

*Telecommuting saves 840 million gallons of fuel annually in the U.S.*

## *Telecommuting saves energy*

*The energy saved by telecommuting could power 1 million U.S. households for a year.*

How many Americans were allowed to work remotely at least one day per month in 2008?

**17.2 MILLION**

## Environmental responsibility takes cooperation

We all live and work on this planet together.  
So keeping it clean will require a mutual effort on the part of  
individuals, governments, and the many businesses that make our world go around.

Language Line Services created the over-the-phone interpretation industry.  
Naturally, we take particular interest in the industry's success.  
We're proud, as well, of the profound way in which language interpretation  
has improved the lives of countless citizens all around the world.  
We want the communities we serve to hold our industry in high regard.  
It's important to us.

But we don't expect to affect change all on our own.  
We hope that by demonstrating sound, sustainable business practices,  
by seeking out new opportunities to preserve natural resources,  
by grooming tomorrow's eco-friendly citizens,  
and by leading through example, others in our industry will follow.

The things we have accomplished as a solitary company are commendable.  
But they pale in comparison to the collective good we can do as an  
environmentally responsible industry.

*ENVIRONMENTAL RESPONSIBILITY AND...*

**OUR INDUSTRY**

# WERE YOU AWARE

## **Cooperation is good ethics**

*There is growing recognition that international cooperation can bring greater benefits than fighting over or merely dividing shared resources.*

## **Cooperation is good politics**

*The Commission for Environmental Cooperation was created by Canada, Mexico, and the United States to address regional environmental concerns.*

## **Cooperation is economics**

*Recycling creates 6 times as many jobs as land filling.*

Global workers who prefer working for an environmentally ethical organization?

**N E A R L Y 8 0 %**

## Telework makes a difference

While government agencies, customers, and the general public continue to pressure the business world to implement environmentally responsible initiatives, companies struggle to comply. “Going green” often demands the overhaul of entrenched policies and procedures. That can be a complicated, expensive proposition.

Language Line Services is in a more fortunate position.

Our home-based interpreter workforce frees us from many of the environmental concerns associated with a commuting workforce.

And with nearly 9 out of 10 employees serving our clients from home, our conservation efforts begin to add up.

Multiply 3,600 potential drivers by the national average 30-mile daily commute, and the resulting gas consumption and emission reductions are impressive.

To fully grasp the positive impact our telecommuting workforce has on the environment, take a look at the compelling numbers in the chart on the next page.

*ENVIRONMENTAL RESPONSIBILITY AND...*

**O U R   W O R K   S T Y L E**

# WERE YOU AWARE

<i>LLS Number of Telework Interpreters</i>	<i>3,600</i>
<i>Average Agent Round Trip Commute</i>	<i>30.6</i>
<i>Total Yearly Reduction in Vehicle Miles Traveled</i>	<i>40,208,400</i>
<i>Carbon Dioxide Emission Saved (Rate 1.1 Pounds / Mile)</i>	<i>44,229,240</i>
<i>Reduction in Gasoline Consumption [gallons]</i>	<i>1,787,040</i>
<i>Savings from Reduced Gasoline Consumption</i>	<i>\$5,093,064</i>

Estimated annual gasoline savings U.S. workers could potentially save by teleworking?

**OVER \$1,400**



# WERE YOU AWARE

## ***Our commitment to a cleaner planet***

*We feel a sense of pride here at Language Line Services.*

*We've experienced the kind of success we could never have anticipated.*

*From our humble beginning as a community service, and through our years of dedicated service, we've watched the industry flourish. Our business has grown and expanded.*

*We've seen firsthand the many benefits language interpretation provides to limited-English speaking people of every culture in every geography.*

*And we've witnessed the tremendous impact it has had on businesses and organizations everywhere. We've had the opportunity to touch people's lives through communication.*

*Now we have a similar opportunity to promote efficient environmental management and become better stewards of the environment.*

*Corporate involvement in creating and preserving a clean environment, though, isn't merely a passing trend.*

*Progressive business leaders recognize it as a critical part of the global environmental movement. It's also a ticket for greater economic growth and an opportunity to reinvent the relationship between business and society.*

*We can make our world more efficient, more sustainable, and more hopeful.*

*At Language Line Services, we believe, this is our responsibility, and it is a responsibility that we welcome.*



Language Line  
services

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