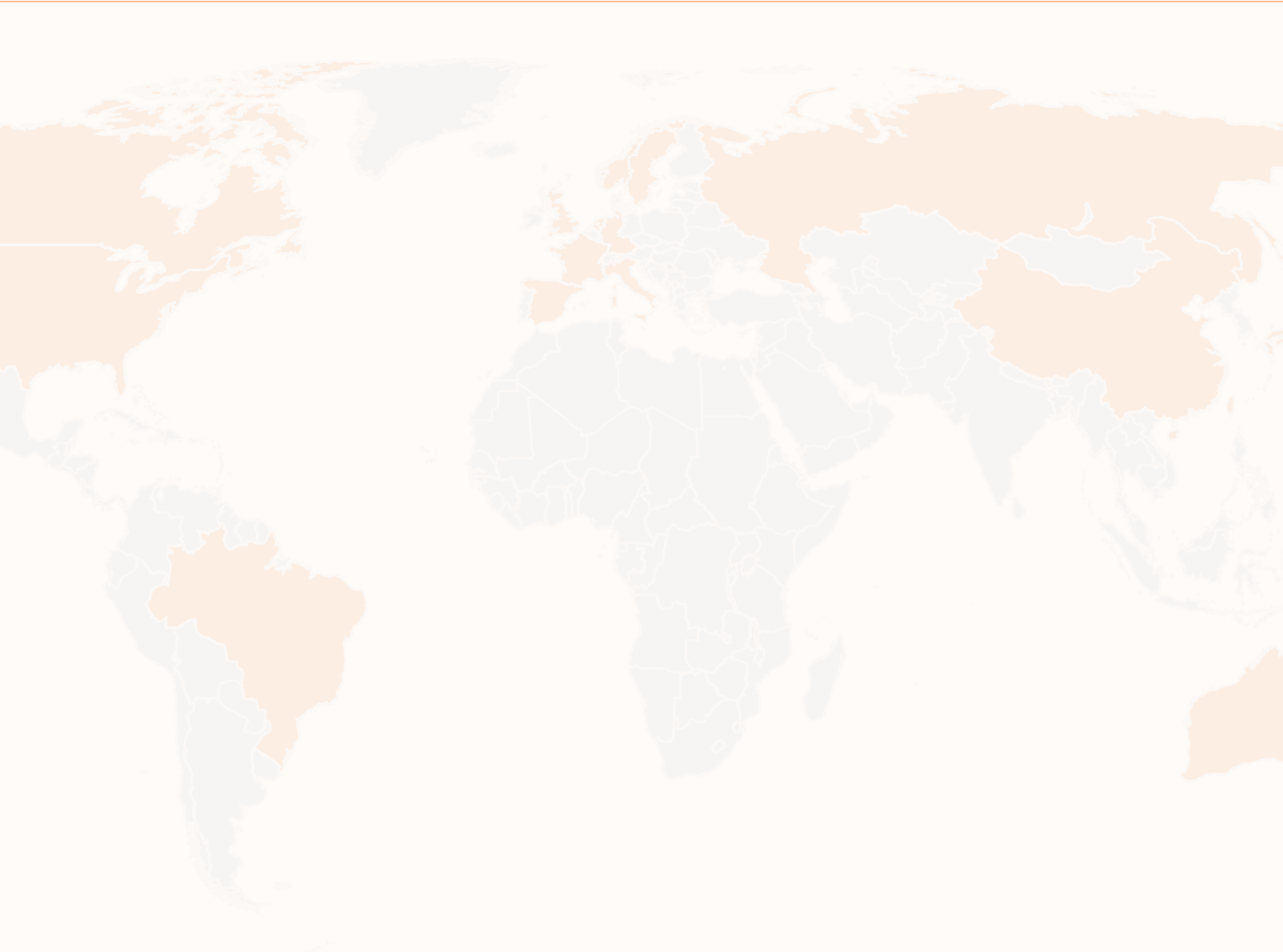


# CORPORATE ENVIRONMENTAL BEHAVIOR AND THE IMPACT ON BRAND VALUES

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**TANDBERG**

See: **performance**

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### OVERVIEW

Since concerns about climate change were first expressed back in the 1980s, there has never been more pressure on the human race to “go green” than there is today. We are bombarded with messages about the impact of carbon emissions every day, from magazine covers, to films such as Al Gore’s “An Inconvenient Truth.” Mandates and incentives to drive businesses to adopt environmentally-friendly policies are being proposed and debated around the world.

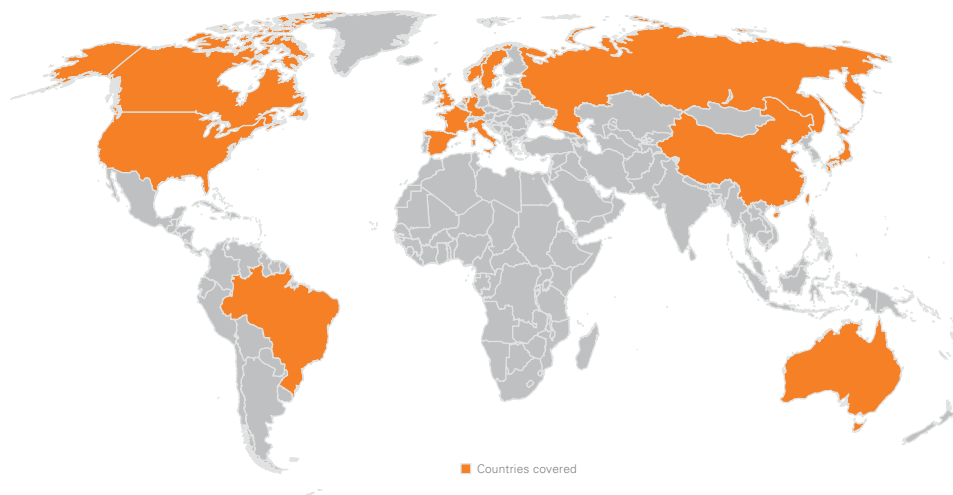
But how is “going green” really affecting the way we live our lives? Does it impact the products we buy and the companies we work for? Who do we want to lead us towards greater environmental responsibility? How can new technologies help us? And what is the best way to go about making a positive impact within our workplaces?

To answer these questions, TANDBERG teamed up with leading global research firm Ipsos MORI to conduct a survey of people’s attitudes in 15 countries. The survey aimed to discover global attitudes toward climate change, and particularly to examine how companies’ efforts to become more environmentally responsible are perceived by both consumers and their own employees.

This survey is one of the largest global research projects into consumer attitudes toward climate change and its impact on corporate brands that has been conducted to date.

### METHODOLOGY

- Ipsos MORI interviewed members of the general public and workers across 15 markets: Australia, Brazil, Canada, China, France, Great Britain, Germany, Italy, Japan, Netherlands, Norway, Russia, Spain, Sweden and the United States
- All results are nationally representative, unless otherwise marked (Brazil and China urban areas only)
- Interviewing was conducted via omnibus survey in each market
- Interviews were completed between May and July 2007
- A total of 16,823 people were interviewed, representing a total global population of almost two billion people



#### EXECUTIVE SUMMARY

##### CORPORATE ENVIRONMENTAL RESPONSIBILITY AND BRAND REPUTATION

The TANDBERG/Ipsos MORI survey revealed the importance of responsible environmental behavior for increasing corporate brand equity and competitive advantage.

More than half of global consumers interviewed said they would prefer to purchase products and services from a company with a good environmental reputation, and almost 80% of global workers believe that working for an environmentally ethical organization is important. That amounts to one billion consumers and over 700 million workers worldwide.

In fact, 24% of respondents believe that their individual action should be a key to driving environmental change — a sense of personal responsibility that is potentially borne out by their choice of consumer purchases and workplaces.

Despite stating their preference to buy “green” products and work for environmentally responsible organizations, a surprising 32% of respondents admitted that they have not yet taken personal action to reduce climate change.

Are they waiting for those products and services to become more readily available, or for governments and workplaces to step forward and set the priority?

Companies should be aware that the “green” consumer or the “green” worker can appear in any place they may be doing business.

Over half of respondents felt that government should take the lead in limiting the effects of climate change, with 47% percent citing national government and 11% citing international institutions as the key drivers in the environmental movement. Respondents worldwide felt that government has a major influence on other stakeholders. In fact, it was government policies, subsidies, and incentives that were rated the most likely to change corporate environmental behavior.

Twelve percent of respondents felt that business/corporations should take the lead when it comes to limiting the effects of climate change. For example, developing and sourcing environmentally-friendly technologies was listed as a major factor leading to increased corporate environmental responsibility. Recycling programs, water/waste reduction programs, and environmentally-friendly purchasing are already seen as being the most effective environmental initiatives in the workplace.

Workers in some markets cited competitive positioning and the fear of bad publicity as issues that would encourage their organizations to become more environmentally-friendly, showing that external brand perception can indeed have a marked effect on whether a company chooses to “go green.”

The survey reveals some essential information for corporations that are looking to build their brand in specific parts of the world and with particular target markets.

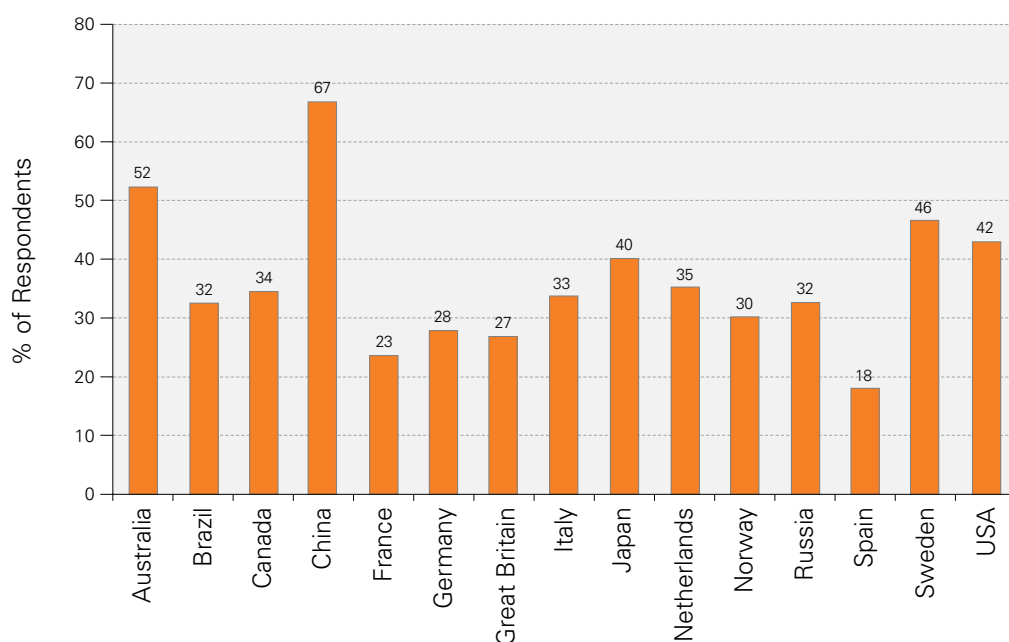
While there are some intriguing differences among countries surveyed (detailed in the charts below), and some differences among certain demographic groups within individual countries, this survey indicates that large groups of potential customers, employees, partners, and investors across the world are consistently thinking about this issue on a variety of levels. Companies should be aware that the “green” consumer or the “green” worker can appear in any place they may be doing business.

## THE STATISTICS

## Section 1 — Corporate environmental behavior and its impact on brand value

## The purchase of products and services

Percentage of respondents agreeing to the statement “I would be more likely to purchase products or services from a company with a good reputation for environmental responsibility.”



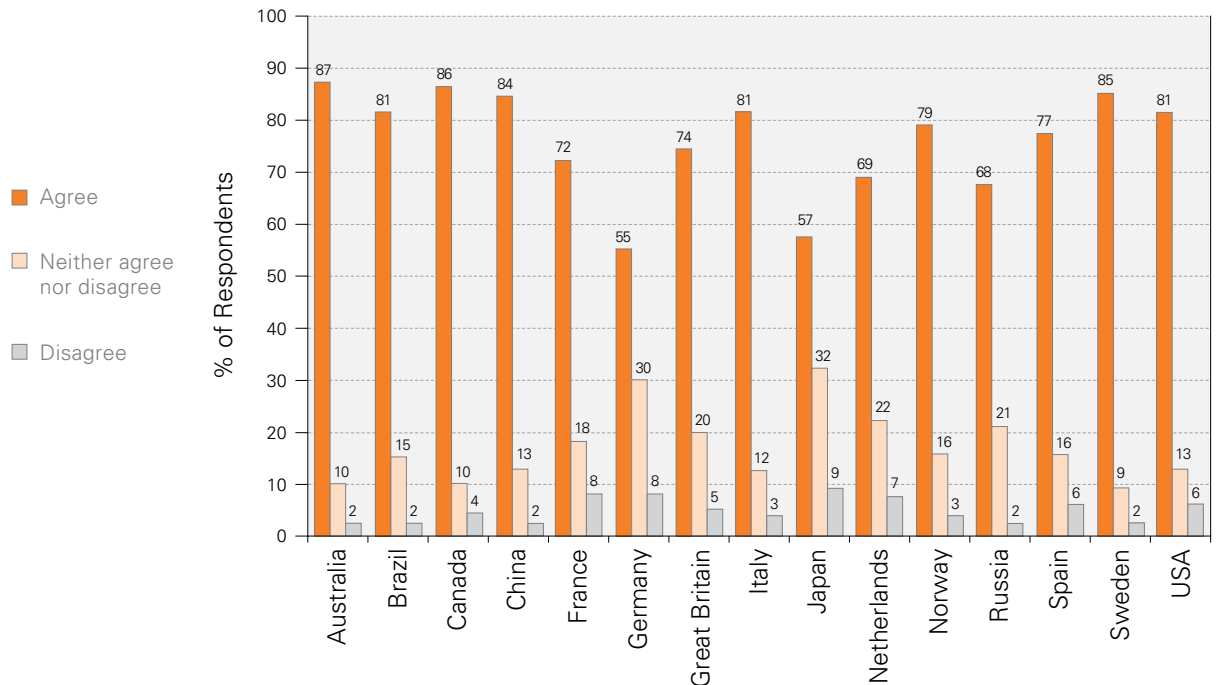
More than half of all respondents would be more likely to purchase products and services from a company with a good environmental reputation. This figure was particularly high in China, with 67% of respondents concurring. Australia was also high with 52%. However, these numbers reduced considerably in Europe, with Germany, Great Britain and France recording 28%, 27% and 23% respectively. The United States, Sweden and Canada were in the middle with 42%, 46% and 34%.

It is clear that buying products from environmentally responsible organizations is already important to consumers worldwide. Overall, the 53% who would be more likely to purchase products and services from a company with a good environmental reputation represents over one billion people just in the 15 countries covered.

With the increased focus on the environment, it's easy to imagine this trend increasing. As it does so, it will give many companies little option to ignore their role in addressing climate change, as failure to do so will start to hurt them financially.

### Appealing to prospective employees

Percentage of respondents saying how strongly they agree or disagree with the statement:  
"I would prefer to work for a company that has a good reputation for environmental responsibility."



Across all the countries surveyed, 80% of workers said they would prefer working for an organization with a good reputation for environmental responsibility.

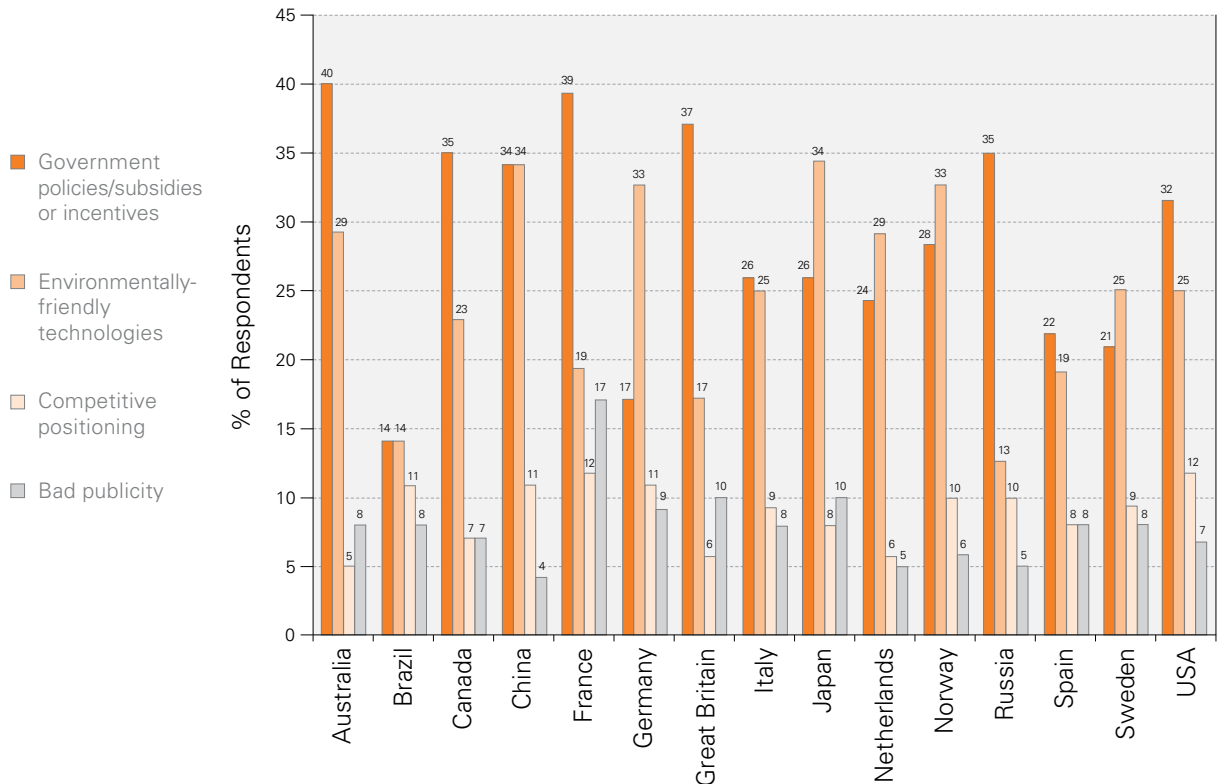
Germany appeared to be the anomaly here with only 55% of respondents agreeing that working for an environmentally reputable company was important. Thirty percent of Germans surveyed neither agreed nor disagreed, perhaps because their organizations are already required to adhere to strict environmental regulations.

It appears that individuals are more concerned about working for an environmentally conscious company than they are about buying products from one. This suggests that employees feel a significant sense of responsibility and association with their employer's actions concerning the environment.

The impact on organizations' recruitment and retention, and the need to demonstrate green qualities to prospective employees as a key criterion to attract the best talent, should not be underestimated.

## Encouraging organizations to become more environmentally responsible

Percentage of respondents stating what they believed would be most likely to encourage their organization to become more environmentally responsible than it is today.



When asked what would be most likely to encourage their organization to become more environmentally responsible than it is today, two options were considered the most popular — government policies, subsidies or incentives came first in the United States, Great Britain, Australia, Canada, Russia, Spain and France, and the availability of environmentally-friendly technologies came first in Japan, Norway, Netherlands, Sweden and Germany. Respondents in China, Italy and Brazil voted for both options in roughly equal numbers.

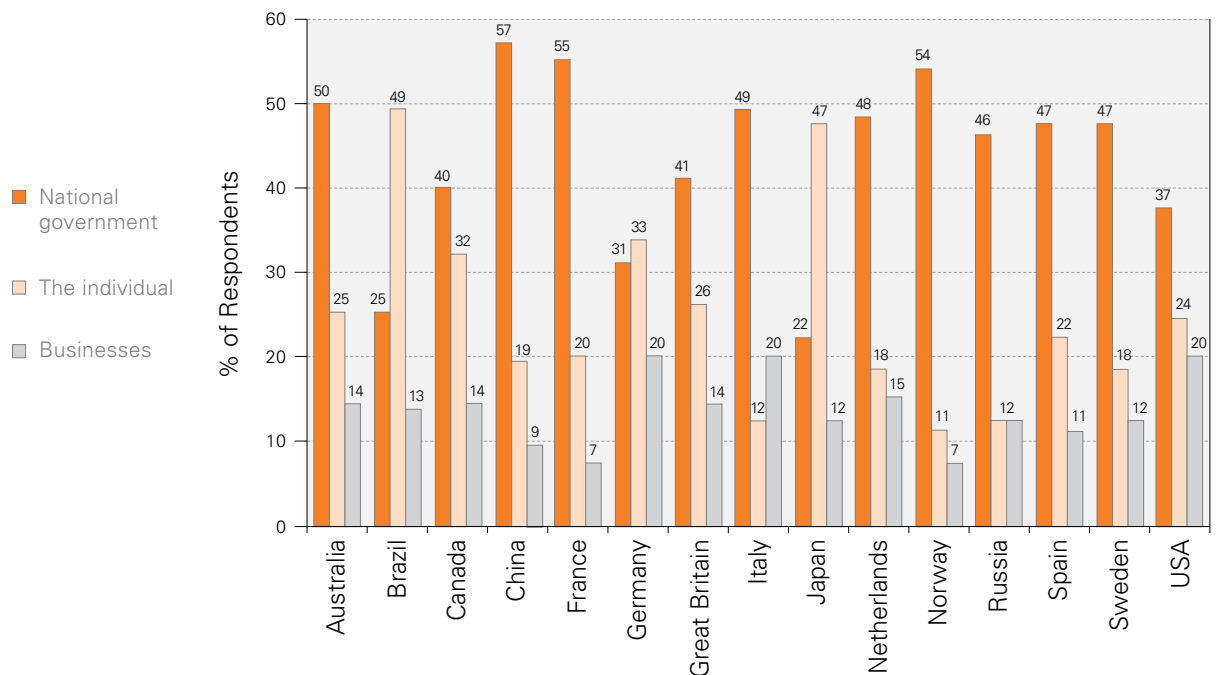
Interestingly, competitive positioning and the fear of bad publicity came in third and fifth places overall, showing that “going green” is considered to have a potential visible effect on the corporate brand and public perceptions of today’s organizations. France was the country with the highest concern on each of these points, with 17% citing bad publicity, and 12% citing competitive positioning as being most likely to encourage their organization to be more environmentally responsible than it is today. Bad publicity was also seen as being important in Great Britain and Japan (by 10% in each case) and keeping up with or ahead of competitors was also seen as being key by 10% or more in the United States, China, Brazil, Germany, Norway and Russia.



## Section 2 — Whose responsibility is it anyway?

### Government vs. corporation

Percentage of respondents stating who they thought should take the lead when it comes to limiting the effects of climate change.



Respondents were asked who they thought should take the lead when it comes to limiting the effects of climate change. Almost half (47%) felt that national government should take the lead. These figures were particularly high in China, France and the Netherlands, with 57%, 55% and 54% of the vote.

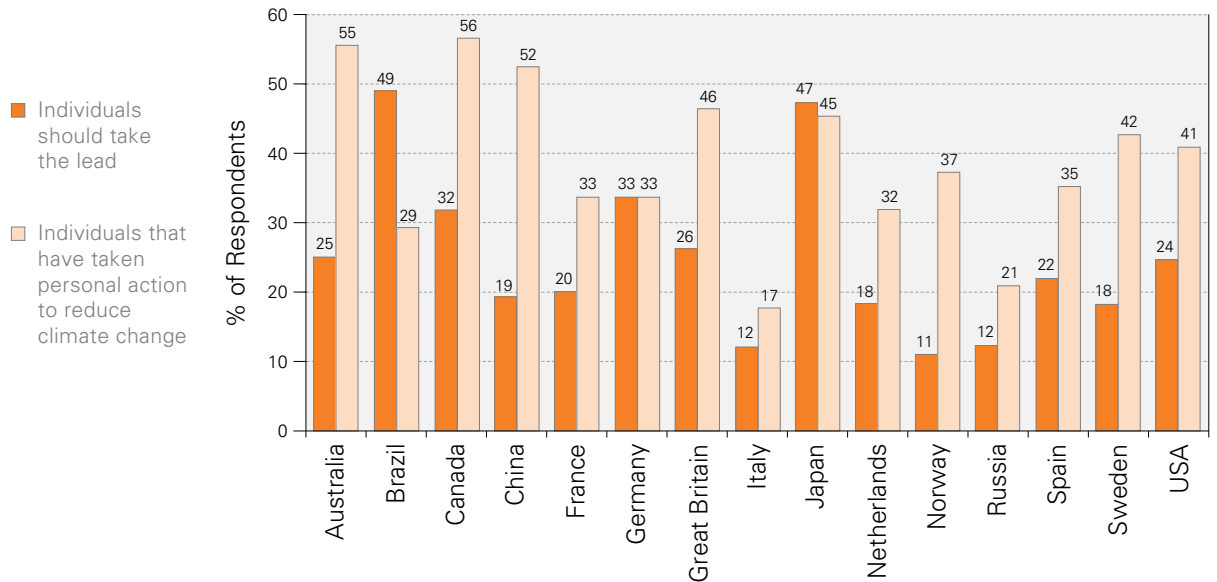
Conversely, significant proportions in Brazil, Japan and Germany felt that this responsibility was up to the individual (49%, 47%, 33%). Across all countries, almost one in four (24%) felt the individual should be the key.

Across the board, 12% felt that businesses and corporations should lead environmental responsibility. This figure was higher in Germany, Italy and the United States (all 20%).

As the environment has become an increasingly political issue in recent years, it is perhaps unsurprising that these results show that most respondents believe their country's government should take the lead in limiting the effects of climate change. However, in countries that are widely considered to be leaders in global business, such as the United States and Germany, the call for corporations to lead the way is higher.

### The Individual

Percentage of respondents who believe individuals should take the lead in limiting the effects of climate change compared with those who have taken personal action to reduce climate change.



Individual action is much higher than the expectation for individual leadership.

It could have been expected that in those countries where some individual action on the environment is most common, leadership on the part of individuals is considered a key ingredient to climate change. Along the same lines, it could have been expected that where individual participation has been low to date, the expectation for individuals to lead the charge moving forward is also low. However, these two variables were not in fact tied together.

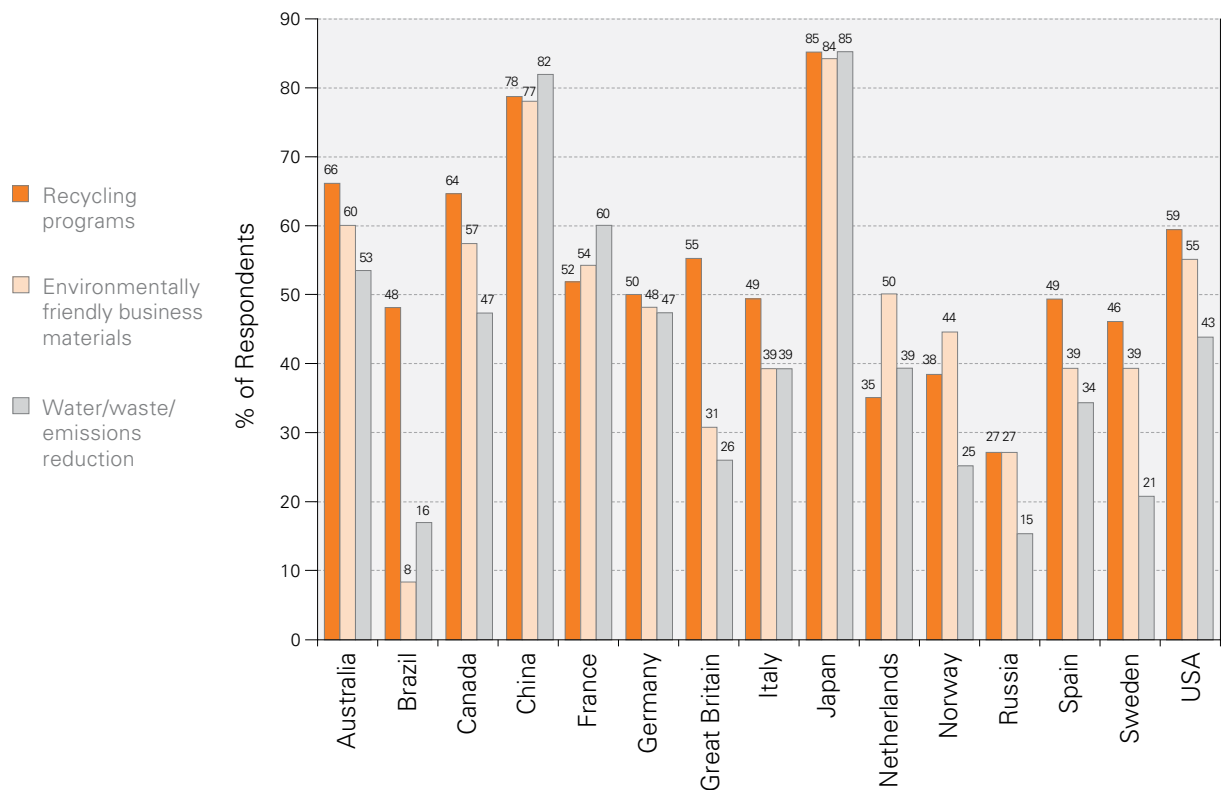
In most countries, individual action is much higher than the expectation for individual leadership. It is possible that people believe they can be a part of the solution by their individual actions, but do not feel they should be in a leadership position to influence other stakeholders.

Across all countries, an average of 45% have taken personal steps to reduce climate change, but only 24% believed that individuals should take the lead.

Most notably, a high proportion of respondents in Canada (56%), Australia (55%) and China (52%) claimed they had taken personal steps to reduce their carbon footprint, despite the fact that comparatively fewer respondents in those countries believed that individuals should take the lead in reducing climate change (32%, 25% and 19% respectively).

### Section 3 — How can organizations be encouraged to be more environmentally responsible?

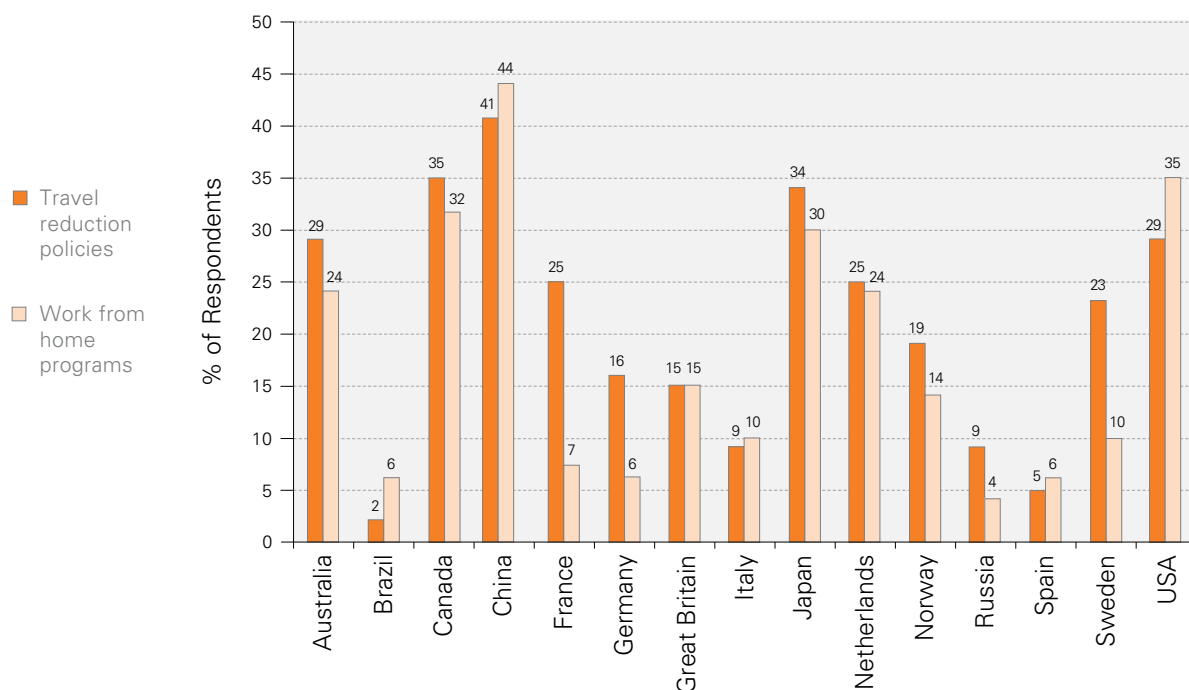
Percentage of respondents stating which environmental initiatives they considered as being most effective for their workplace (top three results).



Respondents were asked which of a series of environmental initiatives they would consider to be the most effective for their workplace. Recycling programs were the most popular choice overall, with 65% of the vote. Other popular initiatives were the use of business materials that are good for the environment, e.g. recycled paper (60%), and the reduction of water and waste emissions (60%).

The popularity of recycling in the workplace is unsurprising as in many parts of the world offices already have some form of paper and/or can and bottle recycling program in operation. Such programs are also highly visible and rely on the individual to make them a success, while decisions regarding, for example, the purchase of environmentally-friendly business materials and reducing waste, are usually the responsibility of certain departments or more senior management.

Percentage of respondents finding travel reduction policies and working from home programs as most effective for their workplace.



Over one fifth of respondents (21%) find that travel reduction policies are the most effective means of reducing their company's carbon footprint, and a further 18% believe working-from-home programs to be a good environmental initiative for their workplace. These options were particularly popular in Australia, Canada, China, Japan and the United States.

Interestingly, respondents in Brazil, Italy, Spain and Russia were least likely to think that any of the environmental initiatives suggested would be effective in their workplace, and had the highest "don't know" and "none of the above" responses in the survey.

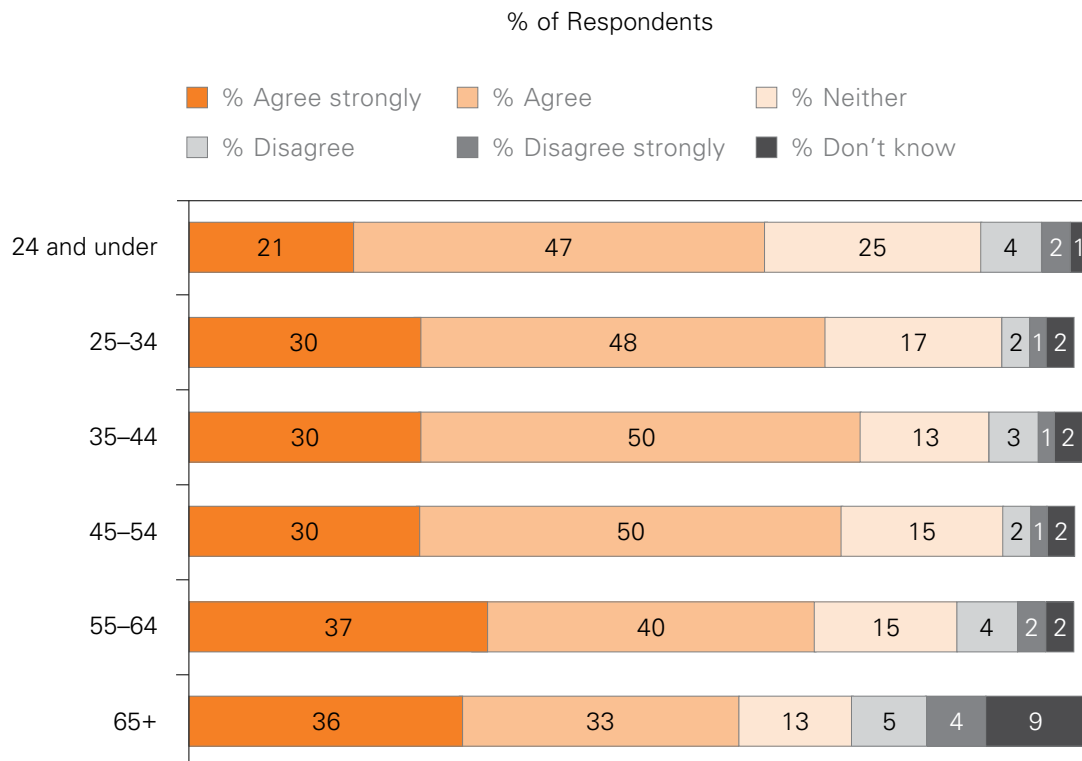
Reducing business travel and working from home are both popular and viable options for organizations looking to become more environmentally responsible. These initiatives reduce carbon emissions as well as raise productivity and cut costs. It is important for businesses considering these options to maintain the personal interaction among their employees and with their customers. Technologies that allow face-to-face interaction can raise the success rate of these programs.

## Section 4 — Generations

### The generational views on climate change

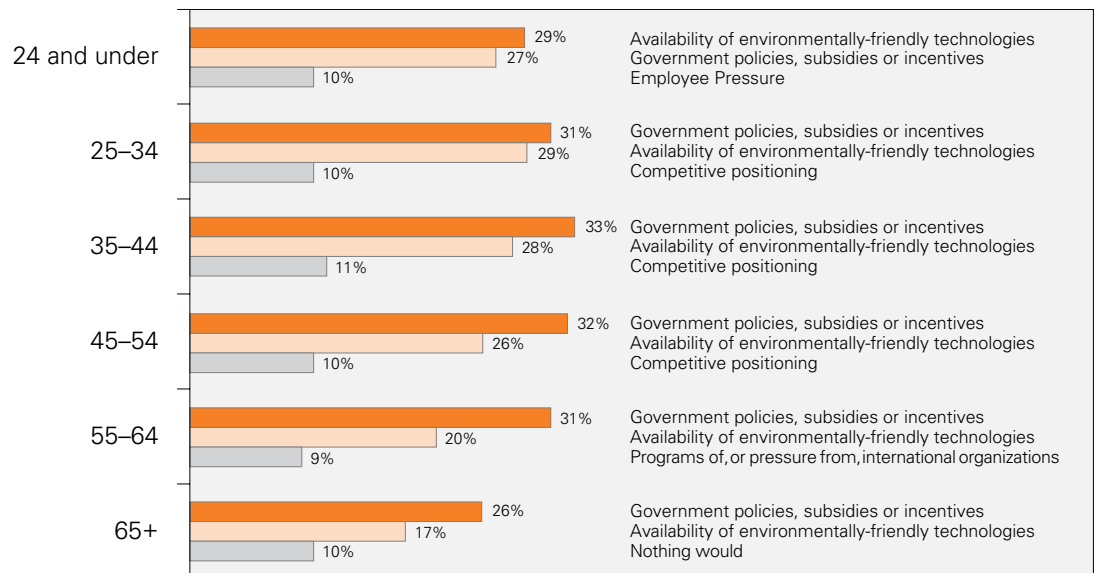
Viewing the survey results from a demographic perspective offers some interesting differences of opinion between generations.

When asked how strongly they agreed or disagreed with the statement: “I would prefer to work for a company that has a good reputation for environmental responsibility,” four-fifths of workers aged between 35 and 54 — a key talent pool across all countries — said they would prefer to work for a company with a good environmental reputation.



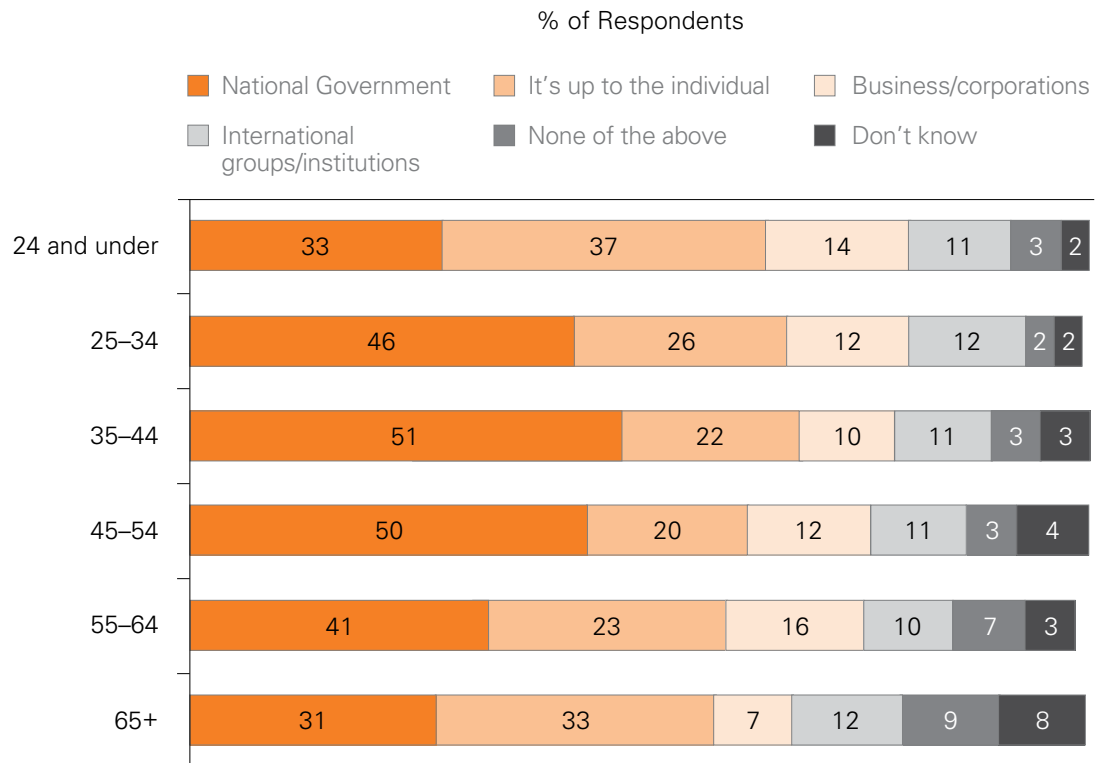
The demographic group that was least likely to agree strongly that they would prefer to work for a company with a good environmental reputation was those respondents aged 24 and under. This is surprising given that this age group has grown up firmly in the shadow of climate change.

When asked what would be most likely to encourage their organization to become more environmentally responsible than it is today, the availability of environmentally-friendly technologies consistently ranked in the top two, and was first choice for respondents aged 24 and under.



It seems that today's younger generation considers advancements in environmentally-friendly technologies to be a key factor in reducing carbon emissions and ensuring that organizations are encouraged to be more environmentally responsible. Having grown up with iPods in their pockets and mobile phones on their ears perhaps makes today's under-25s more disposed to technology and hence less fearful of it than older generations.

When asked whom they believed should take the lead in limiting the effects of climate change, those aged 25-64 were more likely to think that national governments should take the lead in reducing the impact of climate change, while those under 25 and the 65+ believed that it is primarily the responsibility of the individual.



The global message on climate change is reaching every generation and every demographic group.

It appears that members of the younger generation are more willing to take personal responsibility for their carbon footprints. Interestingly, this viewpoint appears to come full circle over time, as the over 65s surveyed are the second most common demographic group to put individual responsibility above that of national governments.

However, despite the aforementioned differences in generational opinion, one of the most surprising aspects of the survey results was in fact the consistency of opinion between the different demographics interviewed.

Generally speaking, the views of the individual demographic groups did not vary as much as could be reasonably presumed when conducting large scale, multi-country research of this kind.

This pattern suggests that the global message on climate change is reaching every generation and every demographic group, which can only be a good thing. But as time moves on it becomes ever more vital that this message is ingrained in our children, through education in schools and supporting and advising individuals as they grow up.

Ultimately, they will have the real power to effect change. Not only will they be encouraged to take greater responsibility for their personal impact on the environment, but also, as this survey shows, they will be more likely to make decisions regarding whom they work for and where they buy products and services based on an organization's green credentials. And, perhaps more significantly, the challenge is to national governments to accept that they are seen as having ultimate responsibility to lead. If they fail to do so, in many areas of the world, they could see a difference in their vote.

### Section 5 — International landscape

#### Which countries are leading the race to reduce their carbon footprints?

Based on the desire to work for an environmentally responsible organization, taking personal action to reduce climate change, and the desire to purchase "green" products and services, the most environmentally concerned populations of the 15 countries surveyed were China and Australia.

"GREENEST" POPULATIONS						
Rank	Country	Percent preferring green workplaces	Percent preferring green purchases	Percent taking personal action	Total	Average percent responding to green indicators
1	China	84	67	52	203	68
2	Australia	87	52	55	194	65
3	Canada	86	34	56	176	59
4	Sweden	86	46	42	174	58
5	USA	81	42	41	164	55
6	Great Britain	74	27	46	147	49
7	Norway	79	30	37	146	49
8	Japan	57	40	45	142	47
9	Brazil	81	32	29	142	47
10	Netherlands	69	35	32	136	45
11	Italy	81	33	17	131	44
12	Spain	77	18	35	130	43
13	France	72	23	33	128	43
14	Russia	69	32	21	122	41
15	Germany	56	28	33	117	39



The most environmentally concerned populations are China and Australia.

It seems that the population of China is struggling to balance its desire for economic advancement with its concerns for the environment. With the forthcoming Beijing Olympic Games in 2008, China is keen to improve its global image, and it seems that this ambition is also extending to the country's environmental outlook.

Australia's leading position is perhaps unsurprising given its proximity to the hole in the ozone layer that was made so famous in the early 1990s, and which led directly to the abolition of CFCs in a number of products, including food packaging and aerosol sprays. It is fair to assume that these factors acutely raised awareness of climate change in Australia at an earlier date than in some other regions covered by this survey.

Not far behind came Canada and Sweden. Canada and Sweden are both countries well known for their diverse landscapes and love of nature. Perhaps their proximity to the melting icecap of the North Pole also gives them further reason for concern.

Using the same benchmarks conversely, the least environmentally conscious countries surveyed were France, Russia and Germany. The French were one of the least likely to be concerned about purchasing "green" products and services, although 17% considered negative publicity as being one of the most likely pressures to encourage their organization to be more environmentally responsible than it is today.

Respondents in Russia were one of the least likely groups surveyed to have taken personal action against climate change, and when asked which of a number of environmental initiatives they considered to be most effective for their workplace, 18% of Russians said that they didn't know. There is evidently a lack of "green" education in these countries that needs to be addressed if the human race is to move forward as one to tackle climate change.

Germany has been one of the earliest and loudest voices in the global climate change effort. Therefore, it is curious that due to the relatively low responses among the German population for green products, green workplaces and personal green action, the country ranked 15<sup>th</sup> among all nations surveyed. In fact, using these individually-based criteria, the low rank of Germany is particularly surprising given the tendency of Germans to feel that the individual should be a key future leader in the climate change movement.

## CONCLUSION

This survey, one of the largest of its kind, has revealed some important trends. Perhaps the most notable of these trends is the impact that taking action regarding climate change has on corporate brands from the perspectives of both customers and employees. We are already seeing consumer buying patterns start to change, with sustainability of products gradually becoming as important to buyers as quality and cost.

Employees want to feel secure in the knowledge that the organizations they work for have a “green” agenda, and that they are implementing practices and programs to reduce their carbon footprint. As time goes on we will doubtless see graduates choosing jobs with the most environmentally conscious companies, forcing an even more fierce competition among workplaces for the best talent.

Technologies that reduce energy consumption, waste, and unnecessary travel hold great promise for organizations that are seeking to enhance their “green” reputation and competitive advantage. The adoption of “green” technologies is expected to continue as more companies recognize the need to implement measurable environmental programs and address the needs of the younger workforce.

Globally, young people are more likely to embrace the use of new technology to help address climate change. The good news is that they have already become habituated with visual communication, having spent hours immersed in the world of online videos, interactive Web sites and open communication networks. More and more, their generation will expect on-demand, face-to-face communication in the workplace as well.

Fredrik Halvorsen, TANDBERG CEO, comments: “The technologies that will convince organizations to become more environmentally-friendly are those that also have a proven return on investment by building brand value and competitive advantage. We hope that the results of this survey mobilize more organizations to seek solutions to become more environmentally responsible.”

There is no doubt we are heading in the right direction to act together on a global scale against climate change. The big question is, will we get there fast enough? Judging from the results of this survey, there appears to be large-scale agreement that governments have a bigger role to play than perhaps they do today. This survey represents a significant call to action for world leaders. Citizens across the globe are looking for them to take greater responsibility, whether that is in the form of direct action against the big polluters, setting and sticking to rigid carbon emissions targets, or simply helping raise awareness of the situation and encouraging businesses and individuals to do more.

The technologies that will convince organizations to become more environmentally-friendly are those that also have a proven return on investment by building brand value.

It is certainly true that our political leaders do not act in a vacuum. Looking at these survey results, maybe our planet's biggest concern should be the apparent lack of personal responsibility taken by individuals and corporations who "talk the talk" of environmental consciousness but don't "walk the walk" by taking action.

With numerous campaigns about how to become carbon neutral, the message concerning climate change is certainly getting through to the population at large. But unless individuals and companies are prepared to take personal action and be responsible for reducing their day-to-day carbon footprints, it's hard to see how we can collectively move forward in the short term and make a big enough difference to the planet.

One thing is very clear; we must all — both individuals and the organizations we work for — accept that we have to take direct action and tackle global warming together, and soon.

It's this simple: staying off the roads and out of the skies means adding less CO<sub>2</sub> to the atmosphere.

#### THE ROLE OF TELEPRESENCE, HD VIDEOCONFERENCING AND MOBILE VIDEO IN REDUCING CLIMATE CHANGE

The key to engaging enterprises in the environmental movement is to identify solutions that provide measurable savings and increase competitive advantage. For TANDBERG and its customers, travel reduction programs that leverage telepresence, HD videoconferencing and mobile video solutions are an essential element of climate change strategies.

It's this simple: staying off the roads and out of the skies means adding less CO<sub>2</sub> to the atmosphere.

On average, customers tell us that by implementing a visual communication program they are able to reduce unnecessary businesses travel by 30% and achieve ROI within the first year of implementation. Those results are measurable in terms of CO<sub>2</sub> reduction, cost savings, and productivity gains.

Elimination of air travel helped Vodafone reduce carbon emissions by over 5,500 tons annually.

For example, TANDBERG's client Vodafone, the telecom giant, has a company-wide travel reduction philosophy. They require that every employee use an online booking system for all flights and justify why any meeting travel cannot be replaced by using one of the 24 video "lounges" and over 200 units they have in 14 countries around the world. As a result, Vodafone has eliminated 13,500 flights per year since committing to videoconferencing as a business tool. This elimination of air travel has helped Vodafone reduce its carbon emissions by over 5,500 tons annually and achieve ROI for its video investment within one year.

Visual communication is not just a travel replacement for business meetings for top executives using room-based telepresence solutions. With desktop units and mobile, PC-based video that is accessible to every employee, it is also a solution for telecommuters to stay visually connected to the office.

An average 5-day commuting workweek releases more than 5,000 pounds of carbon dioxide annually, per employee. In the United States alone, motor vehicles on the road — even newer, cleaner models — account for at least 25 percent of air-polluting emissions nationwide, according to the Federal Highway Administration. What's more, rising congestion and gasoline prices are a concern for us all.

As a result, after flatlining for years, the number of Americans whose employers allow them to work remotely at least one day per month increased 63 percent, from 7.6 million in 2004 to 12.4 million in 2006, according to a recent report issued by WorldatWork.

Organizations that are embracing telework are finding measurable results. They save the cost of office rental and energy use. They also find that employees who participate in telework programs have higher retention rates and lower sick rates. And, they ensure business continuity because employees can stay connected in times of crisis.

At the same time, however, there is a hesitation on the part of many managers and employees to implement large-scale telecommuting programs. Employers are worried that "off-site" means "out of sight." They wonder — are their employees really working? In addition, many workers fear that promotions and other rewards will come to those dedicated stars that stay in the office.

“Visual telework” ensures that people maintain that personal, face-to-face connection despite being out of the office.

In addition to environmental savings, an organization also realizes productivity gains when it implements telepresence, HD videoconferencing and mobile video that can increase its competitive advantage.

- **Accelerated decision-making.** Video allows organizations to bring their best and brightest together in one place when they need them, without waiting for people to travel or materials to arrive. BJB, a German manufacturer, uses video for product development. With international project teams, customers, and suppliers weighing in on product design via video, time to market is cut by four months.
- **Scaling knowledge.** Video can be used to increase the efficiency of service and maintenance. Statoil, one of the world’s major oil and gas companies, uses video for remote diagnostics and repair, by linking people visually from land to oil platforms in the North Sea.
- **Unifying the organization.** Leaders need to make sure everyone is on the same page. With all of the employees going in the same direction, they can make decisions more confidently and act independently. This is particularly applicable for organizations with geographically dispersed teams or those who have recently merged or acquired another organization. For example, Caylor recently underwent one of the largest banking consolidations in Europe, and estimates that communicating visually helped unify the organization in half the time it would normally take to meld cultures.
- **Work/life balance.** Job satisfaction improves when people don’t have to travel. Companies like Commerzbank and the manufacturer EADS tell us that employees are less stressed and more productive as a result of less travel demands. As a result, companies have an easier time recruiting and retaining employees.

TANDBERG is committed to building awareness for the climate change issue and helping customers reduce their carbon footprint.

#### TANDBERG AND THE ENVIRONMENT

TANDBERG is a leading global provider of telepresence, high-definition video-conferencing and mobile video. With dual headquarters in New York and Norway, the Company provides sales, support and value-added services in more than 90 countries worldwide.

As a global company with strong corporate values, TANDBERG is committed to being an environmental leader and embracing technologies that help companies, individuals and communities creatively address environmental challenges.

##### **Our environmental objectives are to:**

- Develop products that reduce CO<sub>2</sub> emissions, traffic congestion and unnecessary business travel, while maintaining or improving productivity
- Provide products and services that improve relationships among people and make communication more effective
- Produce products that can be recycled or disposed of safely at the end of product life
- Comply with all relevant environmental legislation for our industry

Two EU directives, on Waste Electrical and Electronic Equipment (WEEE) and Reduction of Hazardous Substances (RoHS), have been critical to TANDBERG and companies in the EU to become more environmentally responsible. Under WEEE, when EU customers buy new TANDBERG equipment, they can send their old equipment for recycling on a one-for-one, like-for-like basis and send the new equipment back for recycling when it reaches the end of its useful life. The RoHS complements WEEE by effectively banning certain hazardous substances from use in new electronic equipment, including lead, mercury and cadmium.

Within its own operations, TANDBERG is implementing programs to reduce energy consumption, CO<sub>2</sub> emissions and waste throughout its offices worldwide. These initiatives include recycling programs, environmentally-friendly printing, and the purchase of green business materials.

In order to reduce unnecessary meeting travel, TANDBERG employees use telepresence, HD videoconferencing, and mobile video solutions between offices and with customers and suppliers. For major in-person company events, TANDBERG balances the impact of employee travel either through carbon offset programs or other environmental initiatives in our operations.

TANDBERG supports telework initiatives that maintain a strong company culture and a high level of performance, while reducing the emissions caused by commuting. We enable employees to utilize desktop and PC-based video to visually telecommute.

Fredrik Halvorsen, TANDBERG CEO, emphasizes, "TANDBERG is ensuring that we practice what we preach. We have implemented a new 'Green Manifesto' and a third-party audit of our environmental record, and we are continually putting new programs in place in our offices around the world. We are committed to building awareness for the climate change issue and helping our customers reduce their carbon footprint."

**You can learn more about TANDBERG's environmental action plan and resources for companies seeking to reduce their carbon footprint at [www.seegreennow.com](http://www.seegreennow.com).**

#### ABOUT IPSOS MORI

Ipsos MORI is the sum total of two successful research companies, Ipsos UK and MORI, which joined together in October 2005 to create the second largest research company in the UK. With a focus on Social Research, Media and Corporate Reputation, the company's 950 staff offer a full range of quantitative and qualitative research services, as well as extensive international research capacity thanks to strong links with Ipsos companies around the globe. Working with hundreds of clients in both the private and public sectors, Ipsos MORI embraces both traditional and innovative research methods.

**[www.ipsos-mori.com](http://www.ipsos-mori.com)**