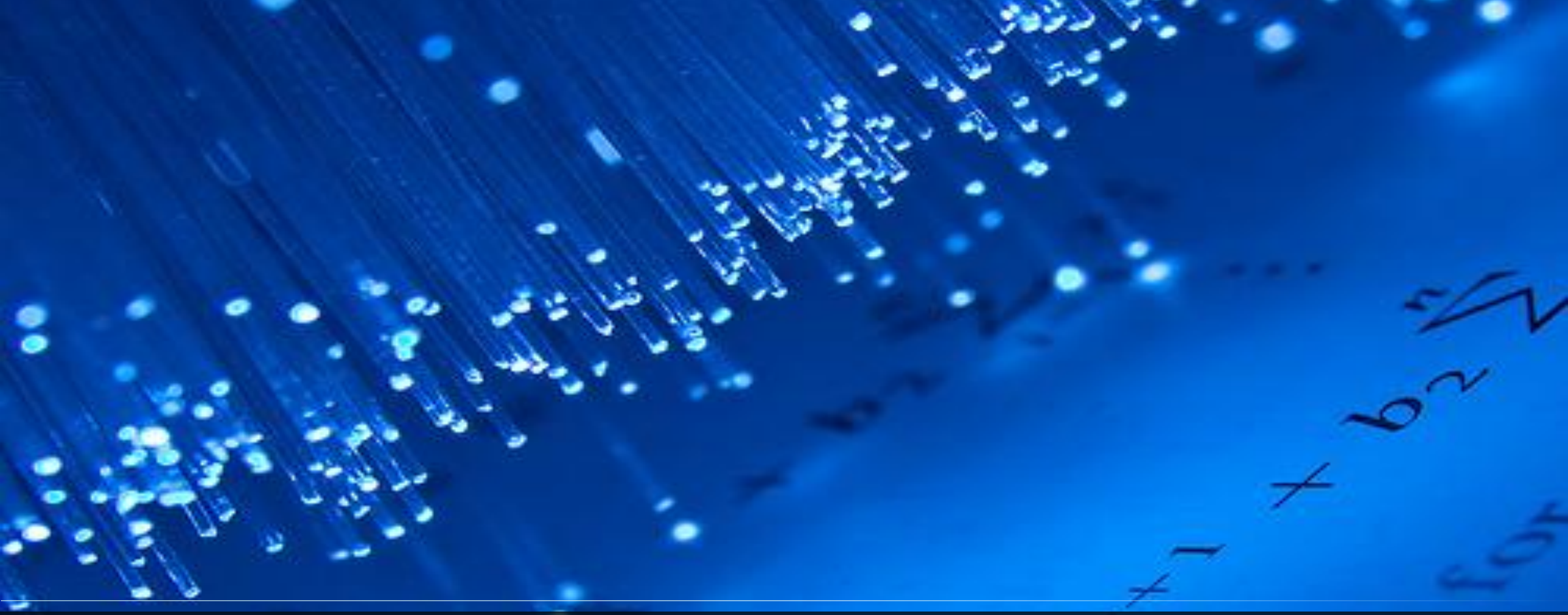


Putting a Price on Carbon: Increasing Accountability & Driving Culture Change

TJ DiCaprio
Sr. Director, Environmental Sustainability

Microsoft

How we think about the challenge

Enable Energy Efficiency

Accelerate Research Breakthroughs

Demonstrate Responsible Environmental Leadership

Data

Demonstrating Responsible Environmental Leadership

Be lean

by reducing energy use and air travel through technology-driven efficiency

- Setting targets for reducing energy consumption in our data centers, labs, and offices
- Setting targets for reducing air travel using Microsoft collaboration technology
- Controlling energy use in our offices with an enterprise-wide energy management program

Be green

by making more environmentally responsible choices with our energy, waste, and water

- Signing long-term renewable power purchase agreements
- Investing capital in new renewable energy projects
- Connecting data centers directly to innovative renewable energy sources
- Purchasing market RECs and carbon offsets
- Establishing reduction goals for waste and water

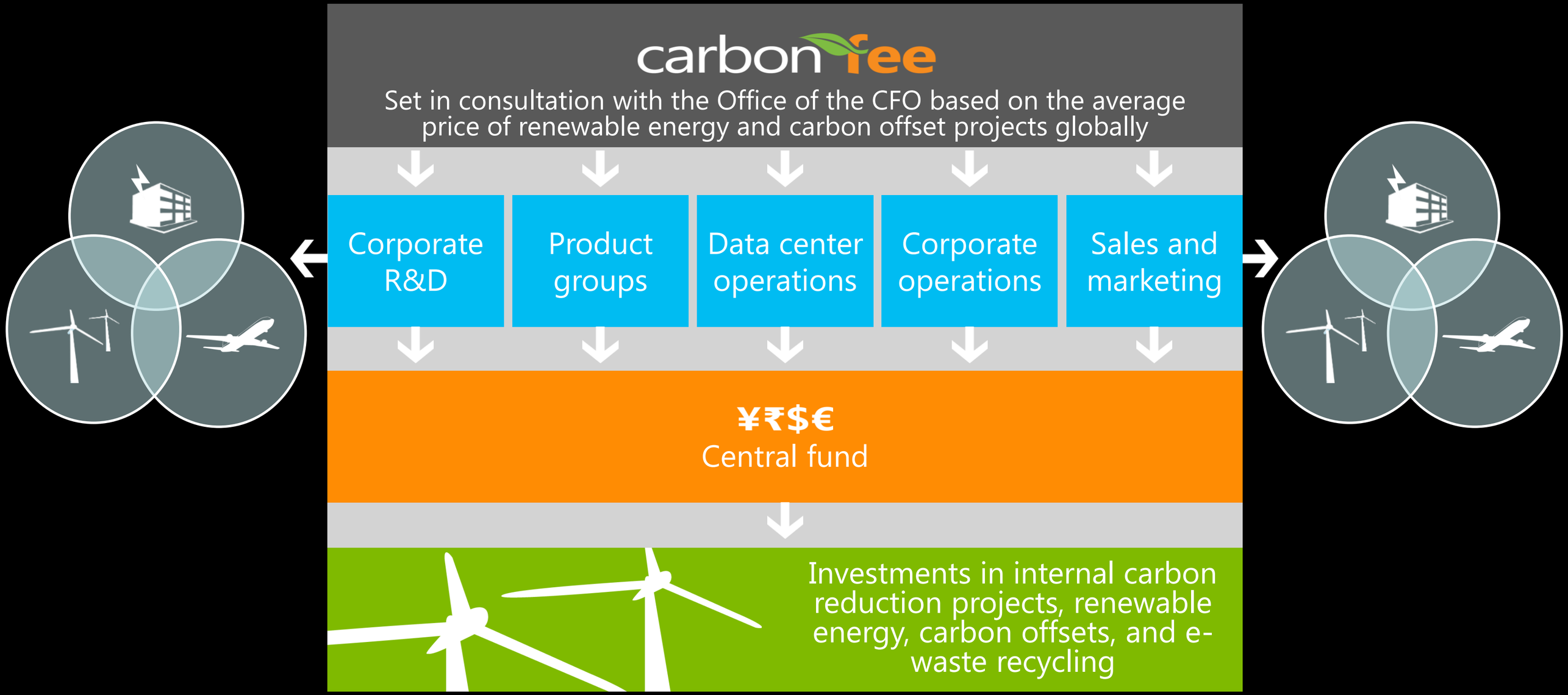
Be accountable

by quantifying our carbon impact and holding groups responsible

- Setting a carbon price to internalize the external impact of our operations
- Charging the teams responsible for emissions from data centers, offices, labs, and air travel
- Improving transparency using emission-tracking software and CDP reporting
- Optimizing the supply chain
- Engaging employees through environmental sustainability programs

carbon neutral™

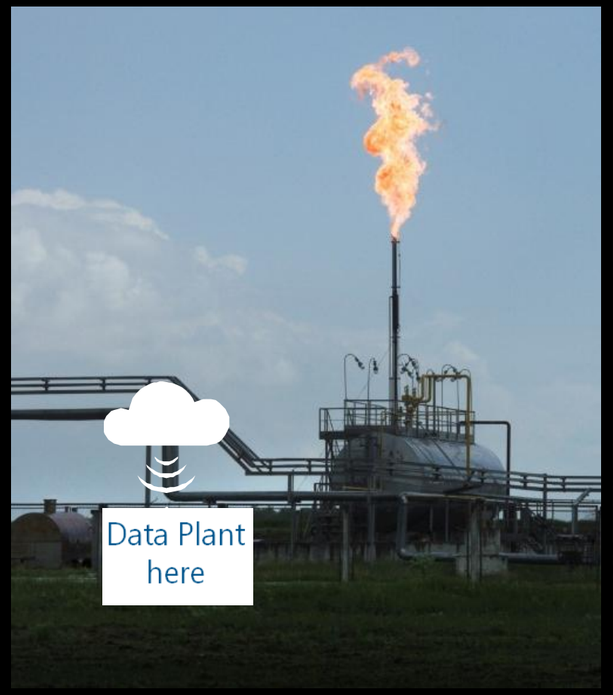
CFO
Data centers
Investment team
Product groups
Travel
Environmental Sustainability
Operational Governance
Non-governmental organizations (NGOs)
Offices
Customers
IT
Procurement
Legal & citizenship
Subsidiaries

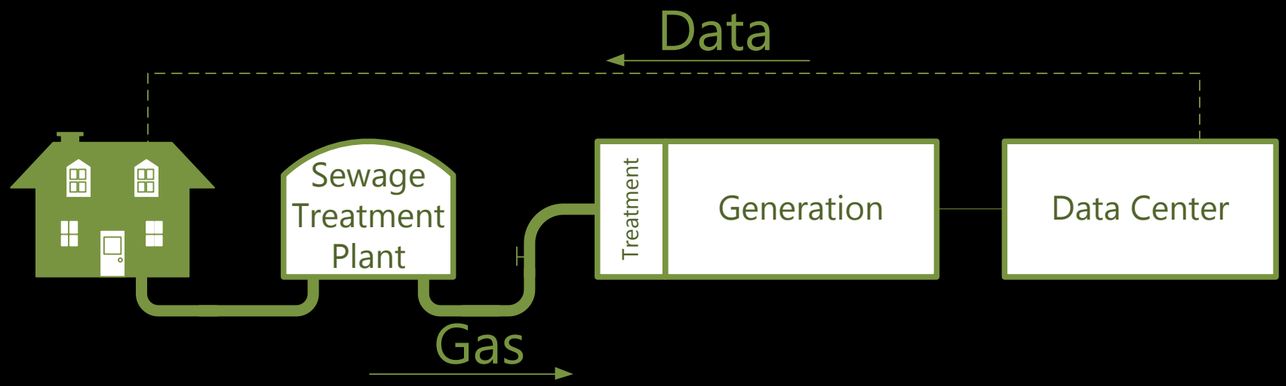


CARBON FEE: How it works

- 15M sq. ft. / 118 Buildings
- 30k pieces of mechanical equipment
- 7 major bldg mgt systems
- 500 million data points collected per day
- $1.5M in cost savings in first year

A **LIVING LAB**: Microsoft's Puget Sound Campus





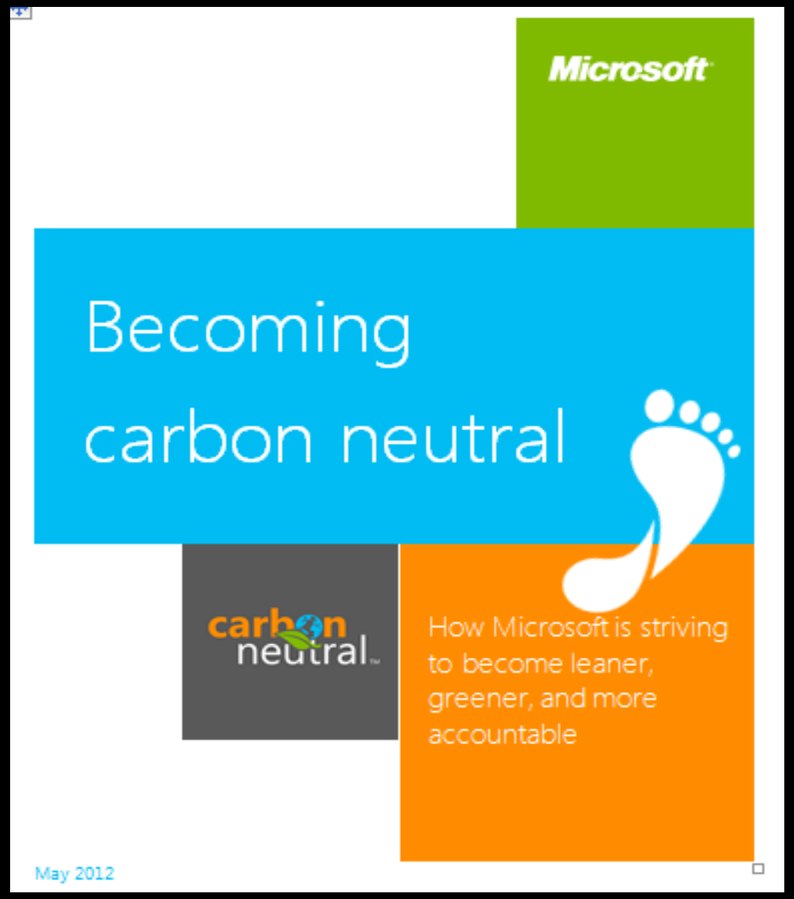
INSPIRING **INNOVATION**: Waste for Clean Power

The path **FORWARD**

Whitepaper

http://www.microsoft.com/environment/Carbon_Fee/Carbon_Fee.aspx

TJDICAP@Microsoft.com



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