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# **Market Transformation**

## Wal-Mart's Sustainability Strategy

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Wal-Mart Stores, Inc



***To be supplied 100%  
by renewable energy***

- Existing stores 20% more efficient in 2012
- New stores 30% more efficient in 2009
- Fleet 25% more efficient in 2008, double in 2015



***To create zero waste***

- 25% reduction in solid waste in 2008
- 5% reduction across supply chain by 2013



***To sell products that  
sustain our resources  
& environment***

- Textiles
- Electronics & Hardware
- Food & Ag
- Seafood
- Jewelry
- Chemicals
- Wood & Paper









# 100 MM CFL Bulbs in 12 Months...



+ **\$3 billion** saved on power bills  
(back in our customers' pockets)

+ **22 billion pounds.** of coal  
prevented from being burned.



+ **1 million cars worth** of greenhouse  
gases kept out of our air

+ **700 million** incandescent bulbs  
kept from the landfill.

THE ENERGY CHALLENGE

## Wal-Mart Puts Some Muscle Behind Power-Sipping Bulbs



Emile Wamsteker for The New York Times

Customer Andres Moreno walked past a Wal-Mart display of energy-saving fluorescent light bulbs in Secaucus, N.J.

By MICHAEL BARBARO

Published: January 2, 2007

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## United States

CFL LIGHTBULBS PURCHASED SINCE 1/1/07:

# 20,356,478

VIEW  
STATE  
RANKING

### EQUIVALENCY:

DOLLARS SAVED: **\$601,033,156**

CARS OFF THE ROAD: **144,412**

POUNDS OF COAL SAVED: **2,119,166,434**

POUNDS OF CO2 PREVENTED: **9,070,032,338**

## CHANGE A BULB, CHANGE EVERYTHING

It only takes **18 seconds** to change a light. Save energy and cash now by switching to Energy Star CFL bulbs, available nearly everywhere light bulbs are sold.



## HOW ENLIGHTENED IS YOUR AREA?

low high



SELECT YOUR STATE

OR

ENTER ZIP

FIND IT



The typical home has more than 40 sockets for light bulbs.



# Suggestions & Opportunities

- Education/Awareness – in store demos
- Local Media – radio, TV, print
- Attend May 15 Dialogue in Bentonville with CFL buyers on ways to collaborate locally