

MEDIA ADVISORY: For Meeting Thursday Feb. 25, 2010

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Why Can't Apple Make Greenhouse Gas Curbing Commitments?

Proxy Proposal Challenges Apple to Make Public Commitment on Greenhouse Gas Emission Cuts

Who: Apple Board members, including Al Gore, and shareholders

What: Apple's Annual General Meeting and Proxy vote

Where: Apple Corporate Headquarters, 1 Infinite Loop, Cupertino, CA

When: 10 a.m., Thursday, February 25, 2010

Cupertino, CA—Why is a red-hot company like Apple with a Nobel-Prize winning board member, Al Gore, unable to set public goals to reduce its carbon footprint? That's the question raised by a shareholder proposal to be voted on tomorrow at the Apple annual shareholder's meeting.

Apple is telling shareholders in its proxy that it “provides its customers and shareholders with an unmatched level of detail on environmental performance.” That is **not** the case. Apple has no formal corporate social responsibility report as do its peers such as Dell and Hewlett Packard.

As You Sow Foundation will present a proposal asking Apple for a sustainability report describing corporate strategies on climate change, development of goals for reducing greenhouse gas emissions, and a focus on discussing environmental and social impacts and employee and product safety.

“Vice President Al Gore won a Nobel Prize for his climate change education and activism efforts. With a figure of this caliber on its board, Apple should be second to none in greenhouse gas reduction commitments and detailed discussion of its approach to the issue,” said Conrad MacKerron, director of the group's Corporate Social Responsibility Program.

As You Sow compared categories disclosed in public reporting by Dell, HP and Apple. Apple lags peers notably in establishing forward-looking goals. Dell and HP provide multiple energy efficiency goals in their Corporate Social Responsibility (CSR) reports; Apple provides no goals. Dell has environmental product design goals; Apple does not; Dell has set multiple packaging reduction goals; Apple has not.

Apple also lags peers in other key areas of CSR reporting:

- Dell and HP disclose OSHA data on injury rates which many companies routinely report; Apple does not.
- Apple is the world's largest music retailer. Its Safari browser is widely used on company products. There's no discussion of efforts being taken to protect user privacy. HP discusses privacy and sets privacy improvement goals.
- There is minimal discussion of employee engagement efforts; Dell and HP discuss in detail.
- There is no discussion of corporate philanthropy, a staple of most CSR reports. Dell and HP discuss in detail.

After the vote, As You Sow will continue to engage Apple on this issue and report to stakeholders on improvements in its corporate responsibility reporting.
Co-filers of the proposal include the New York City Pension Funds and Calvert Asset Management Co.

As You Sow is a non-profit group promoting corporate social responsibility through shareholder engagement.

RESOURCES

Background on Apple and Greenhouse Gas Reporting

<http://www.asyousow.org/sustainability/climate%20IT%20apple.shtml>

Text of shareholder proposal and company response

<http://www.asyousow.org/publications/2010%20articles/AAPL%20Proxy%20.pdf>

Comparison of Apple, Dell and HP sustainability reporting

<http://www.asyousow.org/publications/2010%20articles/Comparison%20chart.pdf>

Information Sheet for Apple Shareholders

<http://www.asyousow.org/news/Apple%20vote.htm>

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