

Citigroup Project Summary

In February 2002, the Alliance and Citigroup began a joint effort to reduce the environmental impacts of copy paper use. The project focuses on three areas:

- Increasing postconsumer content in copy paper to the maximum level achievable, consistent with functional, cost and quality requirements;
- Reducing paper consumption by encouraging duplex printing and copying;
- Developing criteria for evaluating paper suppliers on forest management and pulp and paper manufacturing.

The Project's success will be measured by the extent to which it:

- ✓ delivers significant and measurable reductions in energy and resource use, solid waste, and pollution;
- ✓ proves that environmental improvements to copy paper practices are economically and functionally viable; and
- ✓ drives positive change for other service firms.

Specific project tasks:

1. Evaluate the feasibility and impact of purchasing postconsumer recycled copy paper.

The Project team will gather information needed to support the business case for purchasing environmentally preferable copy paper. This information will be gathered through functional tests and cost analysis. The result will be a recommendation for purchasing copy paper with postconsumer content at the maximum level achievable, consistent with functional, cost and quality requirements.

2. Develop a program to reduce copy paper use by encouraging double-sided printing and copying.

The team will investigate methods for reducing copy paper usage, focusing on improving existing practices. To do so, the team will develop and test the effectiveness of signs and educational materials to encourage duplex copying and printing. The team will also work with major users (e.g., administrative personnel and equipment suppliers) of printing and copying machines to investigate and create, where feasible, new default settings for double-sided printing for copiers and printers.

3. Develop a process and criteria for paper supplier evaluation.

The team will review currently available environmental standards for purchasing paper to recommend a process, timeframe and set of criteria for paper supplier evaluation.

Project Team:

To execute the Project, the Alliance and Citigroup will form a working team staffed by members of both organizations. The explicit endorsement of the Project, its objectives, and its likely outcomes by both organizations' senior executives is critical to the team's success. An Alliance project manager will have primary responsibility

for the Alliance on the team, with support from other Alliance staff and management. For Citigroup, coordination will come from the Environmental Affairs department with additional participation from staff in business services, purchasing, and marketing.

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The Alliance for Environmental Innovation, a project of Environmental Defense, works cooperatively with companies to create environmental solutions that make business sense. For more information, please visit www.environmentaldefense.org/alliance.

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