

## TOSHIBA CARBON ZERO SCHEME:

# BENEFITS YOU CAN ENJOY

### 1. HELP COMBAT CLIMATE CHANGE

First and foremost, your organisation will be doing their part to help combat climate change. With the carbon emissions of all your Toshiba devices being offset from parts procurement through to delivery and the additional opportunity to offset the everyday usage of your device.

### 2. BOOST YOUR CSR EFFORTS

Your organisation can boost its CSR efforts, by using devices that are delivered carbon neutral. By encouraging positive printing practices your printing activities will then help reduce your businesses overall impact on the environment.

### 3. SHOW YOUR CUSTOMERS THAT YOU'RE REALLY MAKING A DIFFERENCE

Tell your customers, both current and potential that you are running a Carbon Zero fleet. Include it on your website, in annual reports, newsletters and any other communications. Everyone likes to know that they are engaging with an ethical and environmentally conscious organisation.

### 4. GIVE YOUR TENDERS AND SALES PITCHES A BOOST

Include details about your Carbon Zero print fleet in your future tenders to boost the CSR elements of your bid – many companies are now including questions about your carbon management when going to tender, which the Carbon Zero Scheme helps your organisation achieve.

### 5. MOTIVATE AND ENGAGE YOUR STAFF ON A NEW LEVEL

You can motivate and engage your staff, by showing them that you are acting in an environmentally conscious way and encourage them to join in the CSR activities with you.

### 6. HELP LIFT PEOPLE OUT OF POVERTY

By participating in the Carbon Zero Scheme your organisation is helping families in need throughout LDC's (least-developed countries) to improve their lives and lift themselves out of poverty; through reducing money spent on essential firewood for fuel and also providing more time for income generating activities.

### 7. IMPROVE HEALTH FOR THOUSANDS OF PEOPLE

The projects you support also help to improve the health of their beneficiaries. By providing a cleaner more effective cooking method, cleaner water and a healthier local environment users lower their risk of contracting an illness.

### 8. PROTECT THE ENVIRONMENT

As well as helping to mitigate carbon emissions, your participation in the Carbon Zero Scheme is helping to protect the environment – with projects working to help protect natural habitats by reducing deforestation, helping to improve soil quality, protecting natural wildlife habitats and encouraging growth of local habitats and plants.

### 9. ENJOY MORE EFFICIENT AND ENVIRONMENTALLY FRIENDLY PRINTING

As well as receiving a carbon neutral device Toshiba's latest devices provide you with the latest technology which can help you reduce energy and paper consumption as well as implementing further environmentally friendly practices.