

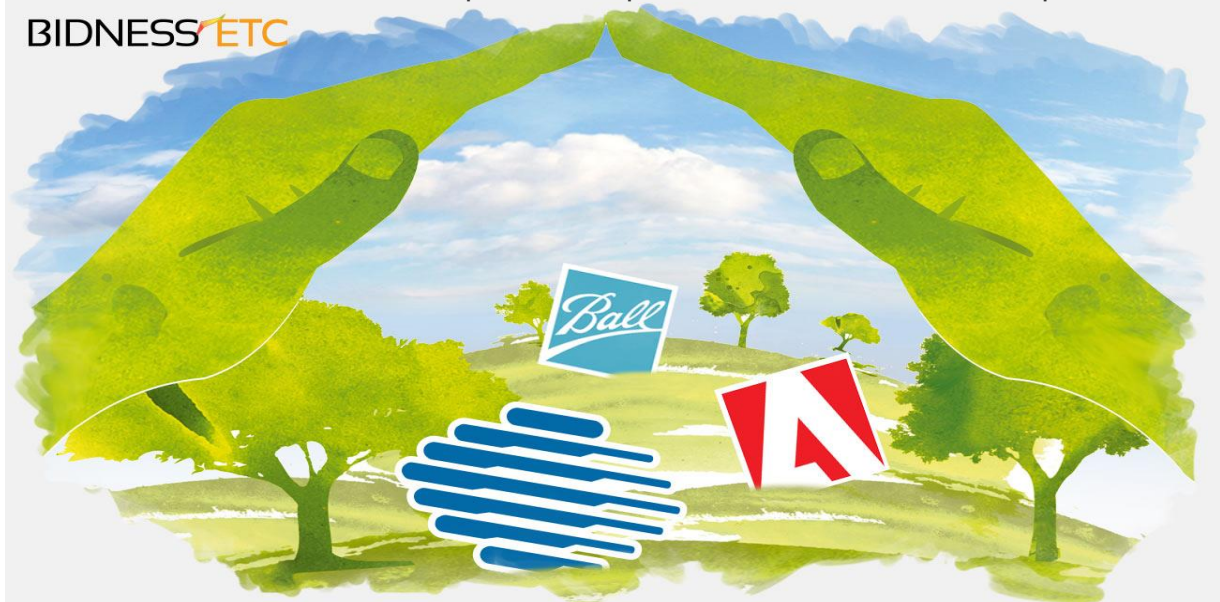
# 3 US Companies That Are Committed To The Environment

Newsweek recently released its global ranking of the most environment-friendly companies for 2014. Bidness Etc discusses the list's top 3 US companies, and the successful strategies they implemented to achieve their high rankings

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**BIDNESS ETC**



Newsweek paired with research and media firm, Corporate Knights Capital, and several sustainability experts such as RepRisk, to release the fifth version of its “Green Rankings.” Known in some quarters for its perennially changing methodology, this year’s list scrutinized several factors in order to evaluate large corporations’ contributions to the environment: efficiency in managing water, energy, greenhouse gases, waste, and association of sustainability to the company’s revenue. Companies were then given a final score on a scale of 0-100.

The list also showed which companies actually reported their carbon emissions and other environmental data to investors. Nearly 60% of the US companies and 75% of the global companies – which were also part of the 500 publicly-traded companies in the list – disclosed their data, against the grand total of zero that did in 2004.

IT, healthcare, and consumer staples were among the leading industries seen in the top US companies; tech and finance had dominated the list in 2012.

Let's take a look at some of the effective campaigns and initiatives taken by the three leading US companies.

## 1. Allergan, Inc.



With a final green score of 85.1%, the pharmaceutical giant Allergan, Inc. ([AGN](#)) was at number 1 in the US rankings, and number 2 in the global rankings, a tremendous upgrade considering that the company did not even place in the 2012 rankings.

Allergan is among the few pharmaceutical companies in the US that are part of the United Nations Global Compact – a platform that gives businesses an opportunity to support and influence their operations in the areas of human rights, the environment, and anti-corruption. Allergan, a member of the UNGC since May 2009, is also part of their Caring for Climate Program, and a member of the Water Disclosure Working Group, which takes on the responsibility of building guidelines and developing the framework at the UN's CEO Water Mandate conference since 2011.

Allergan also helped reduce water consumption for the Carbon Disclosure Project and the World Resources Institute. It endorsed the 2012 "Rio+20" Conference that focused on reducing poverty and ensuring environmental conservation in Brazil. The conference gathered thousands of people – including world leaders and NGO volunteers – who managed to gather \$513 billion for the project. The company collaborated with Ecodesk in order to

collect information on greenhouse gas and energy consumption from supply chain partners. It used the data to measure its carbon emissions and made comparisons with its performance from the previous year through the Ecodesk platform.

Allergen has come up with a number of green policies and strategies to ensure the protection of the environment. Its policies ensure efficiency by reducing water and energy consumption in all of its product development processes. The company also implements several management programs, and collaborates with the government on issues regarding environment conservation. It recently published a corporate sustainability report in which it highlighted its initiatives in the last two decades, as well as its future targets in its “Sustainability Vision,” made public on its website.

For its efforts, Allergan was presented with the 2014 “Energy Star Partner of the Year” and “Sustained Excellence” awards by the US Environmental Protection Agency.

## 2. [Adobe](#) Systems



The computer software company [Adobe](#) Systems ([ADBE](#)) was number 2 in the US rankings and number 3 in the global rankings, another impressive achievement given it too missed the 2012 list. The company received a final green score of 84.4%.

Adobe aims to maintain a culture of environmental preservation, by crafting policies that will help reduce waste and conserve energy and natural resources. It had a net zero carbon footprint at its North American facilities in 2012.

Adobe has created a system that will monitor and capture energy based on electricity, water, and gas data points. The company has managed to collect more than 30,000 data points at [Adobe](#) headquarters in California. It annually calculates and submits carbon emission reports to various environmental agencies. The company has set up 20 Windspire wind turbines to capture energy, and has also installed Bloom Energy fuel cells to produce more energy and transform biogas into electricity at its headquarters.

As of 2002, Adobe has conducted over 160 energy conservation projects, with which it has reduced energy consumption by 50%, gas consumption by 30%, and decreased both domestic and irrigation water usage by over 70%. 23 of their facilities have been awarded Leadership in Energy & Environmental Design (LEED) certification, of which 17 have reached Platinum status, placing them among the most environment-friendly buildings in the world.

### 3. Ball Corporation



Ball Corporation ([BLL](#)) was placed at number 3 in the US rankings and received a final green score of 83.5%. The company recently released its 2014

sustainability report, in which it explained its strategies and targets, as well as its overall environmental performance. Ball Corp. has thus far invested roughly \$18.5 million in energy conservation projects. It began a management system for four of its plants in 2014, following the ISO 50001 standard to reduce energy consumption and greenhouse gas emissions.

One of its more successful campaigns is “Cut/4 Carbon,” which aims to reduce carbon emissions 10% by 2020, and make its plants more efficient by saving energy. Another initiative it has taken is to redesign its cans to be thinner, in order to increase recycling rates and cut down on aluminum production. The corporation obtains its containers through various avenues which include government recycling programs, where recyclable items are collected from households and separated into recycling bins.

Ball Corp. has become one of the largest manufacturers of sustainable food and beverage packages in the world.