

eco at GE

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Life Cycle Assessment VIII

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imagination at work

A silhouette of a wind turbine stands on a body of water, with the sun low on the horizon behind it, creating a bright glow and a long shadow on the water's surface. The sky is filled with soft, wispy clouds.

We believe the world's most pressing challenges present an opportunity to do what we do best: **imagine and build innovative solutions that benefit our customers and society at large**

e•co•mag•i•na•tion *(ē'kō-măj'ə-nā'shən)*

(n.) GE's commitment to imagine and build innovative solutions that benefit our customers and society at large.

It is:

- 1) A goal and a methodology
- 2) A business strategy and a solutions platform
- 3) What we do and how we do it





Committed to deliver

- 1.** **Double** R&D investment in cleaner technologies from \$700M in 2005 to \$1.5B by 2010
- 2.** **Increase** revenues from ecomagination products to at least \$25B by 2010
- 3.** **Reduce** our greenhouse gas emissions and improve the energy efficiency of our operations
- 4.** **Reduce** our global water use by 20% from 2006 to 2012
- 5.** **Keep** the public informed on progress

Green is green



Significantly and measurably improving

**Operating
performance**



**Environmental
performance**

A breadth and depth of solutions

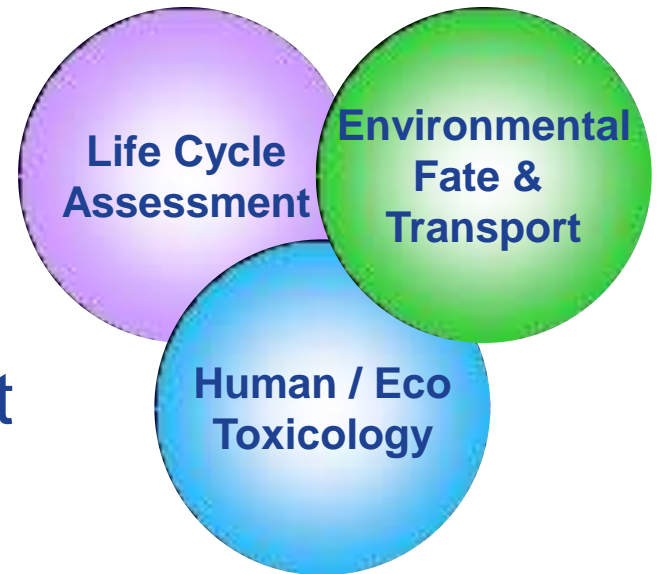


e•co•ass•ess•ment *(ē'kō-ə-śess-mənt)*

(n.) A systematic way to assess the environmental footprint of GE products.

It is:

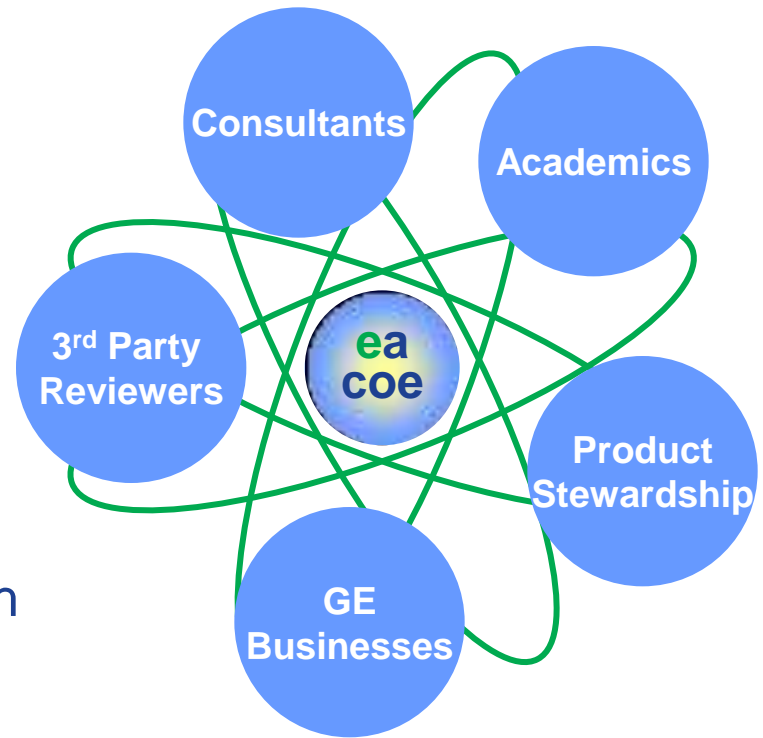
- 1) Life cycle assessment
- 2) Carbon footprinting
- 3) Environmental fate & transport
- 4) Human + eco toxicology



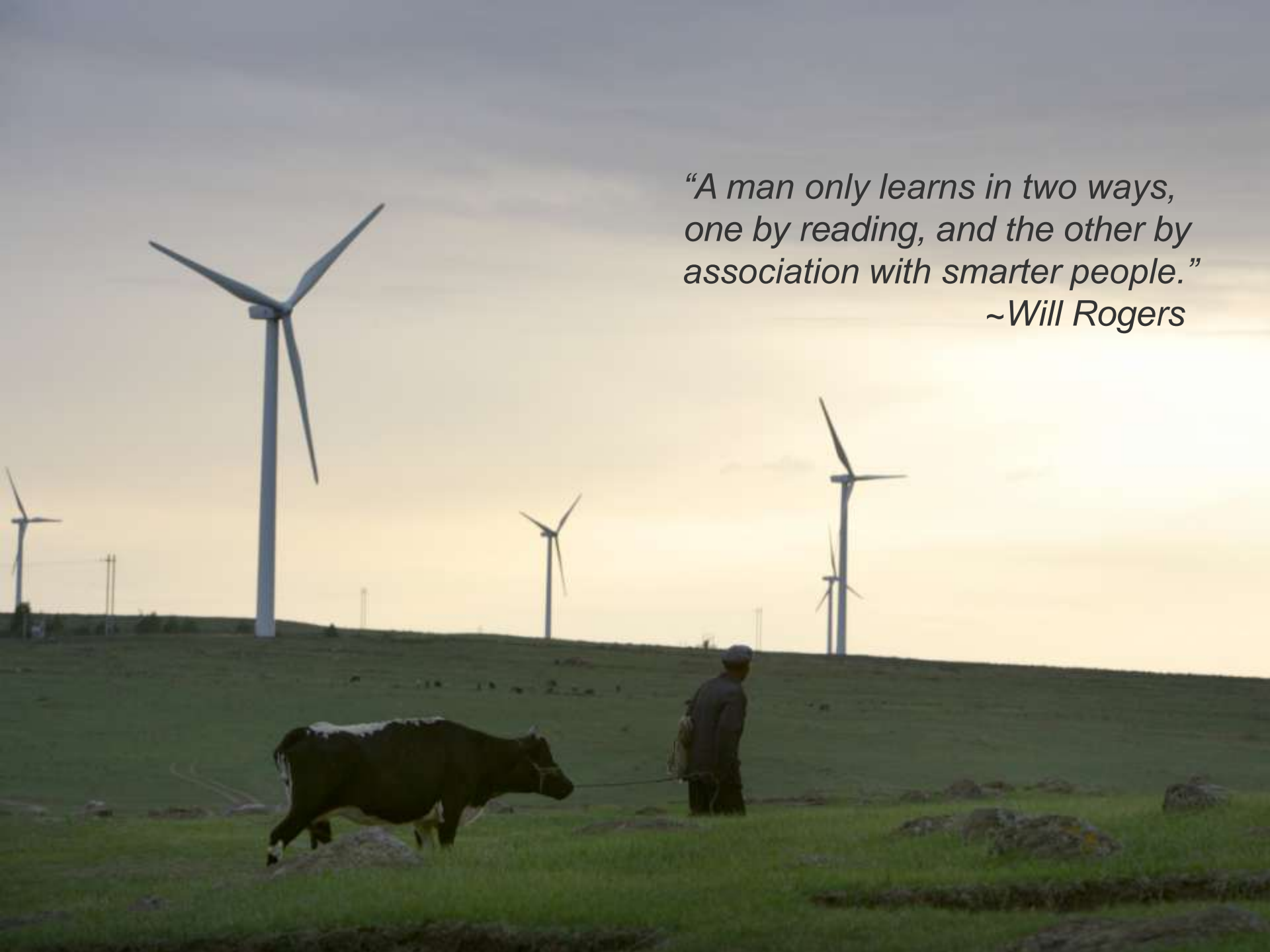
LCA strategy & vision

ecoassessment Center of Excellence

- Internal expertise + external network
- Robust, credible, consistent approach
- Integrated capability build
- Awareness and education



Supporting Growth: providing a roadmap for eco-responsible designs & innovations

A photograph of a rural landscape at dusk or dawn. In the foreground, a man wearing a hat and dark clothing is herding a black and white cow. The cow is walking towards the left. In the background, several large white wind turbines are scattered across a rolling green field. The sky is a mix of soft orange and grey, suggesting a sunset or sunrise. The overall mood is quiet and contemplative.

*“A man only learns in two ways,
one by reading, and the other by
association with smarter people.”
~Will Rogers*