



A CONNECTED WORLD

*The impact of HP global citizenship
in 2010—and beyond*



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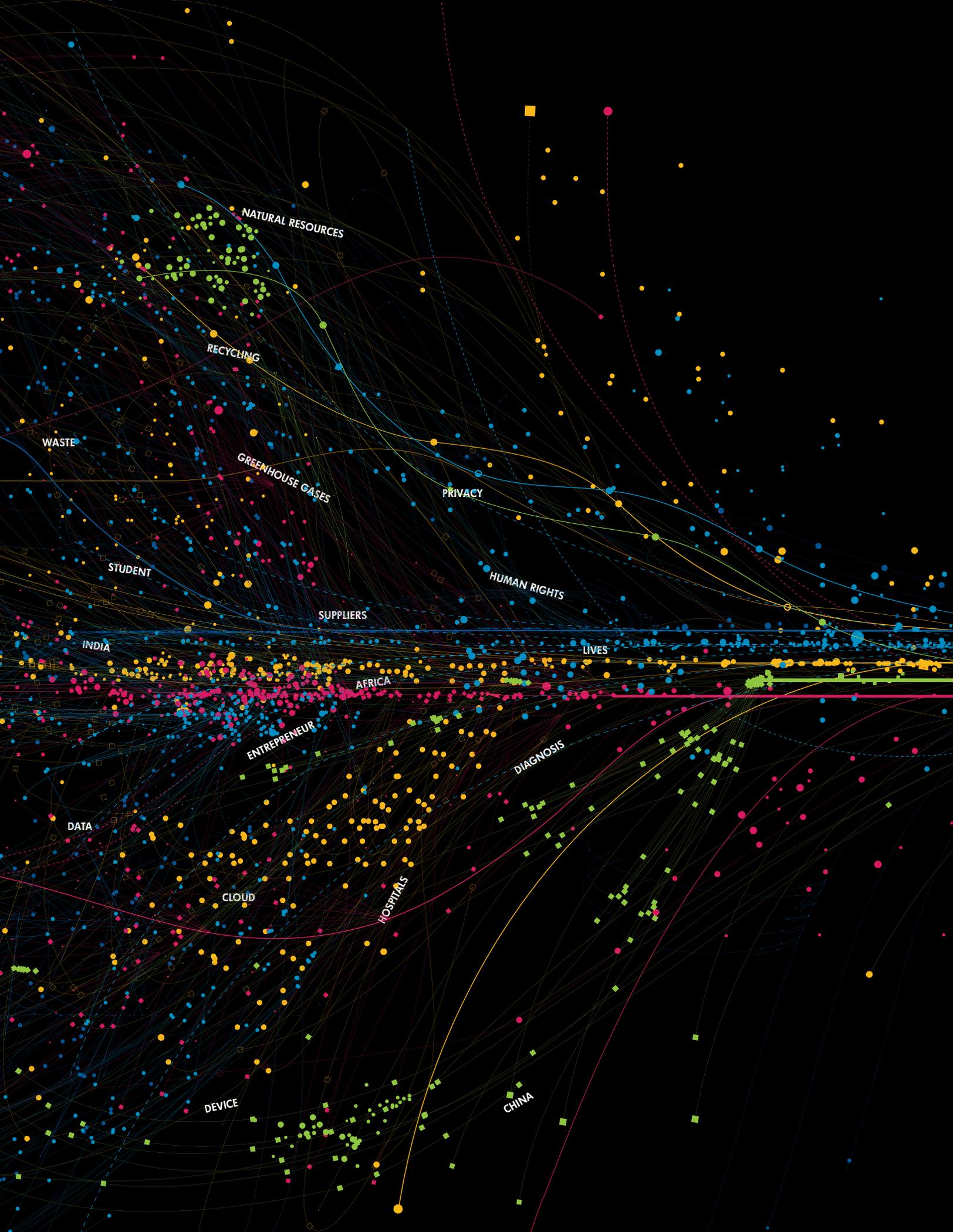
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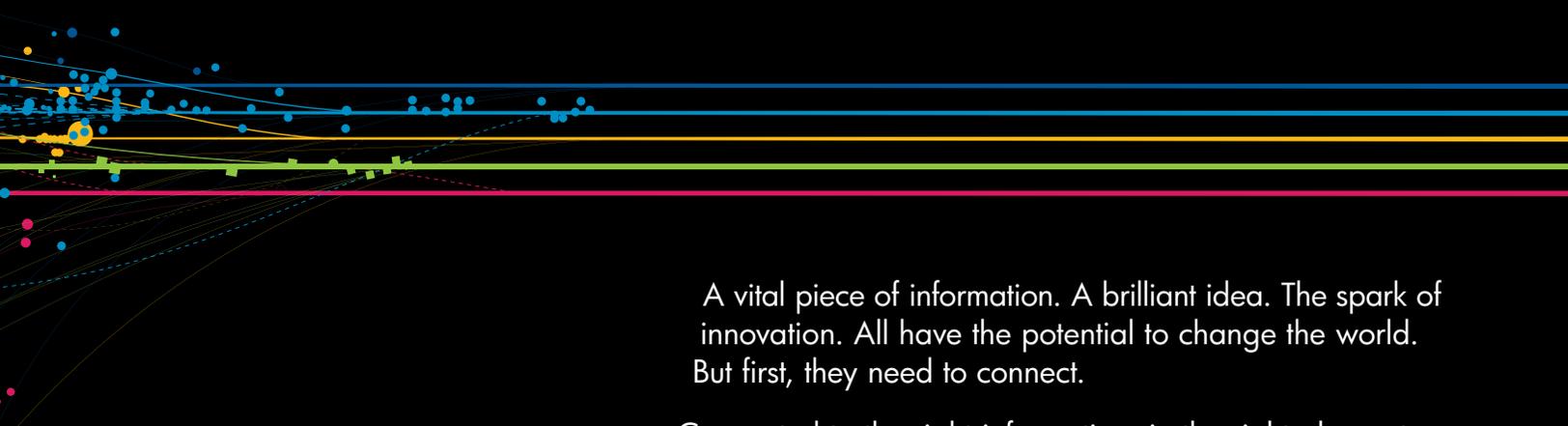
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A vital piece of information. A brilliant idea. The spark of innovation. All have the potential to change the world. But first, they need to connect.

Connected to the right information, in the right place at the right time, we have the power to make better decisions. We can mobilize millions by inspiring an audience with a single idea. We can fuel human progress by bringing the right minds together with the spark of innovation.

At HP, we're expanding access to a connected world—uniting people with each other, and with bigger ideas and better ways of living and working. And we're just getting started.

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HP IS USING THE POWER OF INFORMATION TECHNOLOGY TO HELP PEOPLE CONNECT AND CREATE A BETTER WORLD.

This is the foundation of our commitment to global citizenship. By connecting more people to better information, we can improve the way people live, the way businesses operate, and the way the world works.

This publication complements our online 2010 Global Citizenship Report, which provides a comprehensive look at HP's global citizenship policies, programs, performance, and goals over the past year. You'll find highlights from the broader report, and a closer look at HP's groundbreaking advances in environmental sustainability, health, and education. You'll also learn more about how HP is adapting to a changing world—and helping to shape it.

Read more at www.hp.com/go/globalcitizenship.

Hewlett-Packard is a company with a history of strong global citizenship. Social and environmental responsibility are essential to our business strategy and our value proposition for customers.



They are also at the heart of an obligation we all share to help create a sustainable global society. I look forward to helping advance HP's commitment to making a positive difference in the world through our people; our portfolio of products, services and expertise; and our partnerships.

Our workforce of nearly 325,000 talented people is our greatest asset. Through their commitment, HP achieves extraordinary results both in our business and in our communities. With their expertise and innovative drive, we're pursuing a vision of corporate success that goes beyond just creating value for shareholders—we are helping to create a better world.

We're also using our position as the world's largest information technology (IT) company to address some of society's most pressing challenges. Our strategy is to use our portfolio and expertise to tackle complex issues—such as improving energy efficiency, enhancing the quality and accessibility of education, and making healthcare more affordable, accessible, and effective. We approach these issues in a holistic way, stretching beyond quick fixes and piecemeal solutions.

We recognize that these problems are too big for any single organization to address alone, so we're teaming up with partners worldwide to find solutions. We cultivate relationships with diverse stakeholders, such as industry peers, governments, and nongovernmental organizations (NGOs). And to promote higher standards across sectors, we endorse the UN Global Compact.

Throughout this report, you'll see numerous examples of how HP works with partners to solve tough problems. For instance, the HP Catalyst Initiative is tearing down obstacles that prevent students from learning science, technology, engineering, and math (STEM) by bringing together the world's best educators to devise new ways of teaching. Through our partnership with the Clinton Health Access Initiative (CHAI), we're helping to reduce AIDS fatalities by bringing technology and healthcare together in innovative ways. And we're helping companies decrease their environmental impact through HP Energy and Sustainability Management (ESM), a portfolio of services that enable companies to better manage their use of energy and other natural resources.

Looking back at the milestones we reached in 2010, I'm proud of HP and our employees. HP's accomplishments span many areas, reflecting the breadth of our business and global scale of our operations. As we look forward, it's more important than ever for us to maintain our momentum, because the challenges we face—and the opportunities before us—have never been greater.

A handwritten signature in black ink, appearing to read 'Léo Apotheker'. The signature is stylized and fluid.

LÉO APOTHEKER
President and Chief Executive Officer

CHALLENGE AND OPPORTUNITY IN A CHANGING WORLD

The world is changing—fast. By 2050, the population will swell by more than 2 billion.¹ Rapid economic growth in emerging countries is shifting the balance of the global economy and adding 70 million people a year to the middle class.² At the same time, IT is increasingly affordable, abundant, and accessible. Today, about a quarter of the world's population is online—but by 2020 it will be two-thirds.³ Most people will connect through a mobile device.

These changes are opening doors even as they create unprecedented challenges. HP is helping individuals and businesses meet these challenges and make the most of the opportunities ahead.

How will we sustainably meet the rising demand for IT?

As demand for technology surges, the world will use increasingly more energy and raw materials to manufacture, transport, power, and eventually dispose of it—in turn driving up greenhouse gas (GHG) emissions.

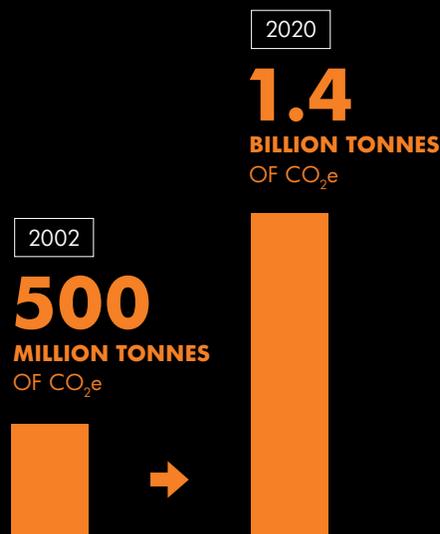
REDUCING THE ENVIRONMENTAL FOOTPRINT OF IT AND BEYOND

At a minimum, we must design IT to be as energy and resource efficient as possible. HP has long been a leader in designing products with the environment in mind.

But that's just the beginning. HP also helps customers make more efficient use of energy and other resources, build intelligent infrastructure, and replace outmoded, inefficient systems with more productive and sustainable alternatives.

See page 10 for details on how HP helps our customers do more, with less impact.

EMISSIONS FROM THE IT SECTOR⁴



How will we make the most of our data?

In 2009, our digital lives—all of our photos, videos, emails, texts, and tweets—amounted to as much data as a stack of DVDs stretching from the earth to the moon and back. If this trend continues, in 2020, the stack would reach halfway to Mars.⁵

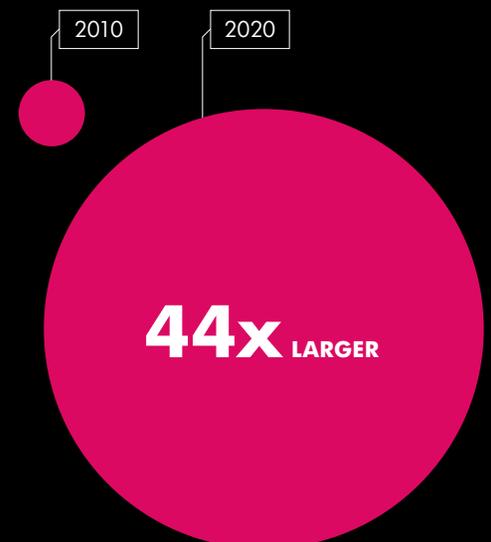
TRANSFORMING DATA INTO VALUE

While IT helps create this avalanche of data, it also gives us the power to make the most of it. The right tools can turn raw data into useful, accurate information, available in an instant—so we can make better decisions, capitalize on opportunities, and anticipate needs.

HP helps organizations use the power of information to do everything from transform their business processes to tap into new markets. We're also empowering individuals with tools that help them make smarter choices.

For more on how HP is helping customers connect to the information they need, see page 12.

SIZE OF THE DIGITAL UNIVERSE⁶



How will we extend the reach of technology to improve lives?

For the world's poor, a mobile phone can be a lifeline, helping them overcome unreliable or scarce services. A phone allows them to connect with others, access education and healthcare, and conduct business, creating new opportunities for growth and prosperity.

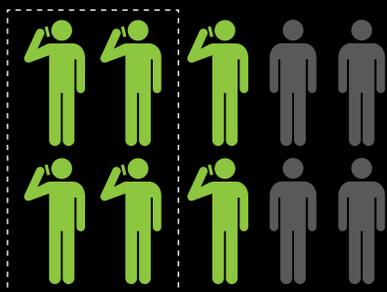
CONNECTING MORE PEOPLE THROUGH THE CLOUD

A revolutionary new cloud-based service from HP called SiteOnMobile gives people access to web content from a basic mobile phone—no Internet connection required. Now, a farmer in rural Ethiopia can use her mobile phone to access commodity prices for her crops, send money to relatives electronically, or book a train ticket—activities that were difficult or impossible just a few years ago.

We're also using the cloud to break new ground in the delivery of critical health information. See page 15 for more details.

GLOBAL MOBILE PHONE SUBSCRIPTIONS⁷

6 of 10 people have mobile phone subscriptions



2/3 of mobile phone subscribers are in developing nations

How will we better prepare cities to support more people?

Our fragile urban infrastructures are straining under a flood of new residents. As the number and proportion of urban dwellers continue to rise, most of the growth will take place in developing regions.

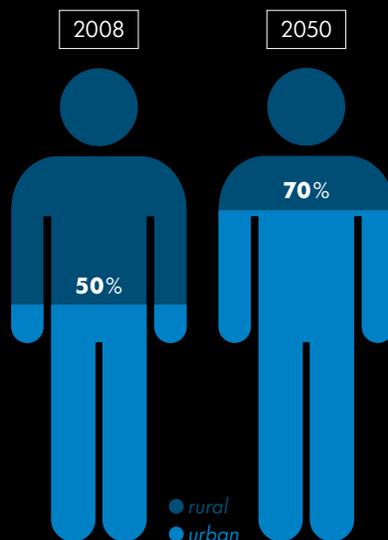
EMBEDDING TECHNOLOGY TO MAKE BETTER USE OF RESOURCES

Constructing more buildings, bridges, and roadways is only part of the solution. To meet the demands of more people, we need to ensure our urban infrastructures—today's and tomorrow's—are more efficient and environmentally sustainable.

Everything from water and power to transportation and communication can be delivered more efficiently, with less waste. Integrating IT into the fabric of cities can help us match resource supply with demand, reduce waste, and better meet residents' needs.

For more on how HP is helping to make this vision a reality, see page 12.

URBAN POPULATION GROWTH⁸



How will we help the next generation succeed?

As the global population grows, so does the number of people in search of work. Less developed countries could see a workforce gain of nearly 1 billion, with about half of that occurring in Asia and nearly 40% in Africa,⁹ presenting a challenge to maintaining healthy levels of employment and economic growth.

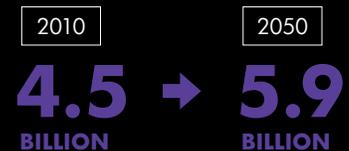
PROMOTING EDUCATION AND ENTREPRENEURSHIP

The next generation needs the knowledge, skills, and technology know-how that will ensure success in an information economy.

By promoting education—especially in science, technology, engineering, and math (STEM)—and fostering young entrepreneurs, HP is developing tomorrow's innovators, business leaders, and skilled workers. HP works with organizations to help young people acquire the IT skills and knowledge required to succeed in the workplace, launch new businesses, and contribute to their local communities.

See page 16 for more on the impact we're making in STEM education and entrepreneurship training.

GROWTH IN GLOBAL WORKFORCE¹⁰





SPARKING A BILLION DREAMS

It took more than a quarter of a century to reach 1 billion PC users, but experts predict another billion in less than 10 years.¹¹ Reaching these next billion people—many of whom live in rapidly developing regions—is an essential business and global citizenship opportunity for HP.

But what people want in places like the United States and Europe won't necessarily meet the needs of consumers in China or India. In response, HP is shifting how we develop products, especially in emerging markets, ensuring first and foremost that they are relevant to the needs of specific customer groups.

The HP DreamScreen⁴⁰⁰ exemplifies this approach. To design it, we interviewed 2,600 people in India to understand the barriers that keep them from purchasing and using PCs. We then built prototypes and placed them in about 200 homes to observe how people used them.

We expected affordability to be the main barrier—but to our surprise, that wasn't the case. We found that many people in India think PCs are too complicated. Knowing how to use and navigate a typical PC, unlike a camera or mobile phone, isn't immediately obvious. People wanted an easy-to-use device to connect directly to the content and services most relevant to their lives.

We designed the HP DreamScreen⁴⁰⁰ with ease of use in mind, featuring an icon-based, touch-optimized interface. Then we partnered with leading regional content and service providers in India to deliver information and an overall experience tailored to the market. The result is a product and a technology experience designed specifically for the Indian market.

Simple, affordable, market-specific solutions such as the HP DreamScreen⁴⁰⁰ represent a new way for HP to provide technology access to the next billion customers and deliver a universe of online content and services to a whole new set of people.



↑ **2x**

India has the fastest-growing population of Internet users in the world, expected to double in the next few years.¹²



3.5 Number of products HP ships every second.¹³

10,000 Number of cows it would take to generate enough methane to power a medium-sized data center, according to a 2010 HP white paper.¹⁴



The HP DreamScreen⁴⁰⁰ is an Internet-connectable touchscreen device that's intuitive enough for every member of the family to use, even first-time technology users. The HP DreamScreen⁴⁰⁰ can deliver the latest music in more than 10 languages, Bollywood movies, streaming religious services, educational tools, and travel and bill payment services. Its interface allows individuals to navigate in either Hindi or English—a must-have for bilingual Indian families.

OUTSIDE VOICES

MARK KRAMER

FOUNDER AND MANAGING
DIRECTOR, FSG

Meeting the needs of underserved populations can create enormous value for businesses and society, but only if products are genuinely aligned with the needs and capabilities of the people being served. Conventional business practices often overlook the opportunities hidden in unconventional markets, while corporate responsibility rarely looks beyond a company's own operations.

As my colleague Professor Michael E. Porter and I recently wrote in *Harvard Business Review*, innovative companies like HP have moved beyond these conventional limitations to embrace the idea of creating shared value. A shared-value approach initiates policies and practices that create economic benefits for companies while simultaneously improving social and environmental conditions. Companies that pursue shared value have recognized that today's urgent societal needs also define new market opportunities that can propel the next wave of global growth.

Technology can play an enormous role in shared value creation around the world. Solutions such as SiteOnMobile, the DreamScreen⁴⁰⁰, and the medication authentication service recently pioneered by HP, were all developed specifically to meet the needs of underserved markets. These innovations can connect individuals to critical information, including weather predictions vital to their crops, educational content for their children, and health information that can save lives.

HP's strategy to co-create products in their local markets, rather than just adapting products developed for markets in Europe and the United States, ensures that genuine value is created for an entirely new segment of customers. Products like these not only expand markets but play a crucial role in helping families from all over the world connect to information and lead healthier and more productive lives.

20%

Percentage of time researchers at HP Labs spend on off-the-roadmap ideas. The rest is focused on one of 24 "big bet" projects.

\$2.9

BILLION

Total value of HP research and development spending in 2010.

SPOTLIGHT ON CHINA

A nation in dramatic transition, China plays a crucial role in many serious issues dominating the international conversation today. It's home to more people—and more Internet and mobile-phone users—than any other nation on the planet.¹⁵ It's the second-largest economy in the world, with more than a trillion dollars in imports and exports each year.¹⁶ While China acknowledged in 2010 that it emits more GHGs by volume than any other country,¹⁷ it's also a leader in clean energy finance and investment. Current estimates put China on a path to attract \$620 billion in investments in renewable energy over the next decade.¹⁸

HP began doing business in China more than 25 years ago. Well beyond manufacturing and selling products, our efforts in this dynamic nation offer a snapshot of the breadth and depth of our global citizenship strategy around the world.

HP LIFE

The HP Learning Initiative for Entrepreneurs (HP LIFE) gives aspiring Chinese business owners the training and IT skills they need to create successful microenterprises—which in turn stimulate local economies.

In China, 22 HP LIFE entrepreneurship education centers have trained

9,600 PEOPLE

who have gone on to launch

1,500 NEW BUSINESSES

and create

10,000 NEW JOBS

Supplier capability programs

We work closely with our suppliers to assess and audit their programs and performance in areas of social and environmental responsibility (SER). We also help build their SER capabilities. For example, in 2010, HP supplier Foxconn faced unprecedented challenges when more than a dozen workers committed or attempted suicide at two factories in Shenzhen, China. In response, HP supplemented traditional audits and senior executive meetings with third-party and HP-led worker attitude surveys at Foxconn

facilities. Among other desires, the workers surveyed said they wanted better wages and improved communication between employees and management. Based on the results of those surveys and several group interview sessions, HP and Foxconn executives agreed on corrective action plans including implementing supervisor training, reducing overtime working hours, and more. HP continues to work closely with Foxconn to support its SER efforts and ensure sustained progress.

The awareness campaign reached nearly

20,000 EMPLOYEES / **7** SUPPLIER SITES

Anti-discrimination awareness campaign

HP teamed up with the Inno Community Development Organisation on a campaign to combat discrimination against Chinese workers with the hepatitis B virus (HBV). Chinese employers often mistakenly fear that hiring someone with HBV will spread the disease throughout the workforce. The entertaining, educational campaign was designed to dispel such misconceptions and help suppliers comply with HP's Electronic Industry Code of Conduct. The result: managers and employees gained a better, more accurate understanding of HBV, and HP found positive changes in supplier policies and attitudes among employees.

~1,000 Number of production suppliers for HP, in approximately 1,200 locations, in addition to nearly 50,000 nonproduction suppliers.

260,000+ Number of workers at supplier sites audited in 2010 that produce HP products.

2,000,000

NUMBER OF PEOPLE THE HP RURAL HARVEST PROGRAM HAS REACHED IN 31 PROVINCES

Rural Harvest Program

Through the HP Rural Harvest Program, we're reaching out to Chinese residents beyond the nation's urban areas. At 115 computer centers in villages throughout China, we're introducing locals to HP technology and conducting PC training sessions. We're also working with recent university graduates in leadership positions throughout the Chinese countryside to identify needs and find out where we can help most.

8

SUPPLIERS

12

FACTORIES

↓ ENERGY USE AND GHG EMISSIONS

BSR energy-efficiency program

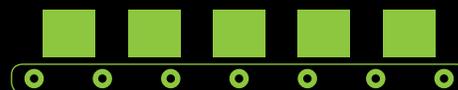
Together with Business for Social Responsibility (BSR), HP launched a yearlong pilot program to help our suppliers in China reduce energy use, GHG emissions, and costs. Eight suppliers with 12 factories in China joined the program, which has helped them craft their own energy-improvement plans, share best practices, and learn from energy-efficiency experts.

HP Labs China

At our HP Labs headquarters in Beijing, we're collaborating with the Chinese academic and research communities, whose fresh ideas and creativity help us innovate new products and open new market opportunities. Currently, we're working on new technologies for networking and automated publishing.

100%

PERCENTAGE OF HP PC PRODUCTS SOLD IN CHINA THAT ARE MADE THERE¹⁹



Made in China for China

Today, with the exception of some high-end workstations, 100% of HP PC products sold in China are made there. Our newest HP manufacturing facility in Chongqing has the capacity to produce 40 million PCs a year for the Chinese market. The new facility will move Chongqing closer to its goal of becoming a major technology hub.

ONE OF THE TOP

50

HP made *Business Watch* magazine's list of China's 50 Green Companies for the second year in a row.

2010

People.com.cn, an influential government website in China, recognized HP China as the country's Low Carbon Champion for the year.

UNLOCKING ENERGY'S FULL POTENTIAL

Energy sustains the global economy and powers modern life. With global consumption forecast to increase by more than 50% over the next 25 years, economic and environmental challenges loom large.²⁰

Rising energy use is expected to strain supplies, drive prices higher, and increase associated GHG emissions. We all have a stake in addressing these challenges.

With our considerable scale and portfolio, HP offers solutions to help everyone from individuals to enterprises boost productivity, lower costs, cut power consumption, and reduce environmental impact.

CHOOSE ENERGY-EFFICIENT TECHNOLOGY

Energy is affecting the way people choose and apply technology, making energy efficiency a priority for both businesses and individuals.

And HP has made it our priority too. Simply by choosing energy-efficient technology from HP—and enabling power settings—customers are cutting consumption approximately in half compared with our products introduced as recently as 2005.

Yet improvements like these can only take us so far. The long-term solution includes applying technology in creative ways to fundamentally change how we use energy.

CONSOLIDATE TECHNOLOGY AND INCREASE EFFICIENCY

By shifting to HP products and solutions that streamline redundant systems or replace inefficient practices, customers save even more energy while improving performance.

Disney seeks the best solutions to help deliver on its environmental promise and worked with HP to develop its Document Output Management Program using HP Managed Print Services. Disney reduced the number of printing devices by 59%. As a result, Disney reported that its energy consumption for printing dropped by 18%, and it avoided an estimated 185 tonnes of carbon dioxide equivalent (CO₂e) emissions over three years.

HP is also helping replace inefficient practices with new, more sustainable alternatives. HP Visual Collaboration is a high-definition videoconferencing solution that reduces the need for business travel, saves money, and helps businesses avoid GHG emissions. With HP Visual Collaboration, employees can walk down the hall to meet with colleagues around the world.

In a 36-month period, HP Visual Collaboration Studios saved users almost 175,000 tonnes of CO₂e emissions that would have been generated had the meetings taken place in person.²¹ This is equivalent to removing nearly 33,500 vehicles from the road for an entire year.

HELP CONTROL ENERGY USE WITH INTELLIGENT SOLUTIONS

Technology that measures and manages energy use in real time is critical to unlocking energy's full potential.

Imagine a data center so intelligent that it seems to monitor itself. HP Data Center Smart Grid technology collects and communicates thousands of energy-related measurements across data center IT systems and facilities. With interconnected sensors that detect when power is being wasted, HP Smart Grid allows IT managers to make adjustments in real time.

Businesses can quickly measure and control energy use across an entire data center, to reduce power consumption and expenses, and shrink their environmental footprint.

MOVE FORWARD

One of the fastest and easiest ways to reduce environmental impact and save money is to make the most of the energy we're using today. With innovative, energy-efficient IT products and solutions, HP is helping to improve how people live, businesses operate, and the world works.

For more information, visit: www.hp.com/go/unlocking.

70,000 TONNES Estimated CO₂e emissions avoided in 2010 by using HP Visual Collaboration for meetings instead of traveling by airplane.²²

\$11 MILLION Investments in energy-efficiency improvements in our facilities in 2010, projected to save \$5.7 million a year.

SUSTAINABLE CITIES START AT HOME

Saving energy and money is important to many homeowners today. Residential energy management is also a key component in creating the sustainable cities of tomorrow.

Looking toward this future, HP Labs piloted a project to test the HP Home Energy Manager in 2010. Researchers from HP Labs deployed sensors in seven residential homes, collecting energy data for individual appliances and activity zones, such as the home office and kitchen.

The team collected more than 20 million sensor readings over 14 months through a wireless network that feeds data every three seconds to a cloud-based system. An intuitive dashboard makes the information easy to access and use. HP Home Energy Manager is designed to help homeowners spot usage patterns, learn where energy is being wasted, and identify what they can do to save energy and reduce costs.

HP Labs is also looking to extend this concept beyond the home. Research is focused on developing a system that will allow utilities to more effectively monitor and manage resources on the scale of cities.



Simulated image for illustration only.

HP Home Energy Manager includes an intuitive user interface that allows a homeowner to view energy usage data alongside other resources, such as natural gas and water.

OUTSIDE VOICES

ARON CRAMER

PRESIDENT AND CEO, BSR

Information technology has the potential to solve some of the world's most pressing environmental challenges, and HP is aiming to demonstrate leadership through innovation on both business models and products.

HP has long been a creative leader in building new solutions that enable human progress. The big opportunity ahead for HP—as for most companies—is to create new business models that rely less on rapid product obsolescence, and create new forms of value that are radically less dependent on natural resource consumption. By creating 21st-century solutions, HP can lead progress and sustain its position in a fast-changing global marketplace.

HP Labs can play a crucial role through efforts like its Central Nervous System for the Earth (CeNSE), which aims to create an information ecosystem that catalyzes major leaps in efficiency. These and other efforts by HP Labs show the way to a truly sustainable economy.

I hope that HP will use its innovation prowess not only to make current models more efficient, but also to build fundamentally new models that bring truly sustained prosperity.

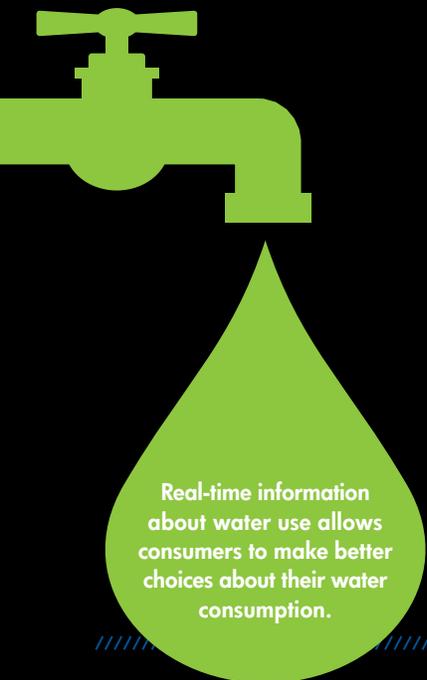
46% Increase in energy efficiency of HP ink and laser printing products, relative to 2005.²³

2 YEARS Number of years in a row that HP has been rated among the top environmental leaders on Newsweek's Green Rankings list.

BREAKING NEW GROUND IN ENVIRONMENTAL SUSTAINABILITY

HP is taking the lead on an unprecedented opportunity—applying our scale, portfolio, and expertise to turn advancements in environmental sustainability into benefits for our customers.

Here are just a few of the ways we've broken new ground in 2010, as well as a look at how we've helped some of our customers improve their environmental performance and save money.



Real-time information about water use allows consumers to make better choices about their water consumption.

A TRUE MEASURE OF WATER USE

Aging infrastructure and error-prone manual meter readings make for a bad combination when it comes to running a major utility.

That's the position Detroit Water and Sewerage Department (DWSD)—the third largest water and sewer utility in the United States—was in several years ago. So it turned to HP to help build one of the largest, fixed-network advanced metering infrastructure systems in North America.

The HP Advanced Meter Infrastructure (AMI) Solution enables two-way communication from the meter to the billing system.

As a result, the utility collects data automatically from commercial customers every five minutes, quickly delivering reports to both DWSD and its customers. The system reports residential customer data every two hours.

Using this information, DWSD can more effectively analyze trends in water use, forecast demand, and adjust rates.

And because customers now have greater visibility into their own water use, they have the power to make better, more responsible choices.

DRIVING LESSONS IN EFFICIENCY

A company that produces alternative and low-carbon power trains deserves an equally powerful and innovative IT infrastructure.

Fiat Powertrain Technologies (FPT) is a division of Fiat Group, a leading manufacturer of low-carbon vehicles in Europe. When the company decided to take the same approach to its IT environment, it turned to HP.

FPT created a new, centralized infrastructure based on 150 super-efficient HP ProLiant DL 360 servers, and replaced their older, power-hungry workstations with HP thin clients. The restructuring enabled FPT to slash its energy consumption while considerably reducing CO₂e emissions and heat dissipation.

The result? Since the implementation, FPT has seen 90% savings in energy consumption and a steep decline in emissions.



Each HP thin client workstation consumes about as much energy as a 50-watt incandescent lightbulb.

90% SAVINGS IN ENERGY CONSUMPTION

2x HP purchased approximately 311 million kWh of renewable energy worldwide in 2010—more than twice the amount in 2009.

100% Percentage of new HP notebook products that were BFR- and PVC-free at the end of 2010.²⁴

STRATEGY POWERS BUSINESS WITH LESS ENERGY

Energy and other natural resources are all around us, but often hidden from view. An enterprise that makes the most of available energy and resources can realize millions in savings and reduce its carbon footprint.

HP Energy and Sustainability Management (ESM) is a portfolio of services that can help companies assess, plan, and transform their approach to using energy and other resources.

HP ESM can cut costs, reduce waste, and boost efficiency across the workforce, supply chain, IT, and facilities.

Through efforts ranging from an Energy and Sustainability Discovery Workshop to the Energy and Carbon Reporting Service, HP ESM helps enterprises tap into the information they need to create a more sustainable business.



A STEP FORWARD IN CALCULATING THE CARBON FOOTPRINT OF IT

Knowing the full carbon footprint of IT can yield big benefits. Businesses can use the insights to make operations more efficient, improve procurement policies, and save money. In addition, providing access to this information can help meet rising customer and stakeholder expectations.

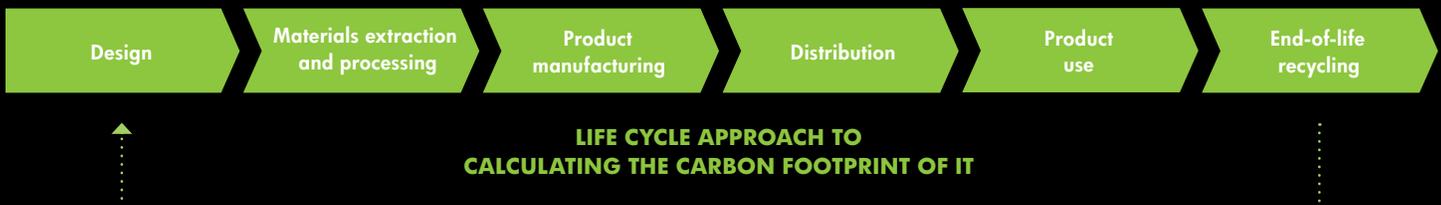
Today, HP offers the HP Carbon Footprint Calculator. A free, web-based tool, it helps individuals and businesses estimate the impact of HP computing and printing products during use.

It's a step in the right direction, but it doesn't provide the entire picture.

That's why HP is working to assess the carbon emissions associated with all phases of the product life cycle—from how raw materials are extracted and processed, to how a product is shipped, used, and disposed of.

HP is leading a collaborative effort that is designed to move our industry forward. We're working with

other IT companies, universities, and third-party organizations to create a credible, transparent, universally accepted methodology for assessing the carbon footprint of IT. The results will allow our customers to compare products side by side, make informed choices, and take steps to meet their environmental goals.



320 TONNES Weight of packaging material saved by using our award-winning ClearView packaging.

20% HP's goal for cutting GHG emissions from HP-owned and -leased facilities by the end of 2013, relative to 2005 levels, on an absolute basis.

BUILDING BETTER HEALTH SYSTEMS

Putting the right information into the right hands at the right time is a prescription for better health. But without the tools to easily capture and share information, it's easier said than done.

With cutting-edge diagnostic tools and breakthrough advances, healthcare providers can treat patients and save lives as never before. Yet many health systems remain fragmented and inefficient, lacking the IT that could improve overall effectiveness. In fact, the U.S. healthcare system wastes between \$81 billion and \$88 billion every year due to the ineffective use of IT.²⁵

HP is responding with solutions that increase efficiency, speed treatment, and drive innovation throughout the healthcare industry.

DIGITAL SOLUTIONS INCREASE EFFICIENCY

For many hospitals, operational efficiency is a major challenge. Patients sometimes move through facilities faster than their records do. Outdated medication histories and delayed lab results can require caregivers to make life-altering decisions without a full picture of their patient's condition.

HP Digital Hospital unites people, processes, and technology to create a more productive, secure, and safe healthcare environment. For example, at St. Olavs Hospital in Norway, a central network allows caregivers with mobile devices to access patient information wherever they are. And automated tasks help reduce errors, duplication, and other inefficiencies—leaving doctors and nurses more time for patients.

SAVING TIME AND SAVING LIVES

All too often, people die from preventable or treatable diseases because they and their doctors lack the information necessary to make timely decisions. HP is pioneering

solutions that speed the delivery of critical health information and have a dramatic and immediate impact in the fight to save lives.

For instance, we're helping slash the time it takes for clinics to receive HIV test results for newborns, greatly improving the babies' chance at life. And we're protecting patients from the dangers of counterfeit medications through a simple, free authentication service accessible from any mobile phone.

These kinds of solutions have enormous potential to improve lives globally—addressing numerous diseases and cutting across demographics, geographies, and socioeconomic levels.

THE NEXT WAVE OF INNOVATION

Technology can deliver seamless, secure access to health information virtually anytime, anywhere—opening up avenues of collaboration and accelerating the speed of innovation.

For example, HP is providing leading researchers with the IT infrastructure, storage, memory, and processing power they need to unpack genetic information and drive the clinical practice of personalized medicine. Through this research, scientists may soon turn the idea of customized treatments based on a patient's unique DNA into a reality.

Read the case studies on the next page to learn more about what HP is doing to modernize health systems, and increase access to and quality of care around the world.

2010

For the second consecutive year, the Ethisphere Institute named HP one of the World's Most Ethical Companies.

NEARLY

20,000

Number of Chinese workers in HP's supply chain who participated in a hepatitis B virus anti-discrimination awareness campaign in 2010.

GOING DIGITAL IN RURAL AFRICA

Digital health solutions aren't just for high-tech hospitals in developed regions. HP is working to apply the advantages of digital hospitals in remote, rural environments.

Nonprofit organization mothers2mothers (m2m) provides treatment and services critical to stemming the epidemic of HIV-infected infants in sub-Saharan Africa. With HP's help, m2m is rethinking its current processes, including how it gathers, synthesizes, and reports information across more than 700 clinics.

With new database technology and cloud and mobile services, HP intends to help m2m migrate its paper-based records system to a digital environment. Easier information sharing, increased reporting capabilities, and quicker access to critical data will help m2m provide even better care to its patients.

SAVING LIVES WITH QUICKER TEST RESULTS

Many HIV-positive infants in Kenya die because paper-based systems delay test results, diagnoses, and lifesaving treatment. In partnership with the Clinton Health Access Initiative (CHAI), HP is applying a dose of technology to help reverse this devastating trend.

Now, instead of waiting months for hard-copy documents to shuttle back and forth between clinics and labs, test results are sent by text message to short message service (SMS)-enabled printers in rural clinics. Health providers receive the results just days after they're ready, which means babies can begin treatment before it's too late.

With this new system in place, we expect the number of children tested for HIV each year to jump from 45,000 to 70,000.

POWERING THE FUTURE OF MEDICINE

Soon, doctors and researchers will be able to examine and analyze a patient's unique DNA—tailoring treatments for that individual. This vision of personalized medicine can be achieved only with a high-powered IT infrastructure that can keep pace with the rapidly evolving field of genomics.

HP is providing Partners HealthCare researchers with formidable computing speed and processing power. This technology allows leading scientists to advance genetic sequencing and consider new applications.

Powered by HP technology, the breakthroughs at Partners HealthCare are bridging the gap between research and clinical care, and demonstrating what is possible for better diagnostic tools and customized treatments and therapies.

EMPOWERING PATIENTS IN A MOBILE WORLD

It is estimated at least 700,000 people a year worldwide die from using counterfeit medications.²⁶ Particularly prevalent in developing regions, these fake drugs are ineffective at best and toxic at worst.

HP is working with nonprofit mPedigree and companies in the pharmaceutical and telecommunications industries to combat counterfeit drugs with an innovative, cloud-based authentication system.

Using a basic mobile phone, patients send a code, printed on their medication packaging, via text or SMS message to the system. Within seconds, they receive a reply letting them know whether the drug is legitimate.

The system is easy to use, free to patients, and helping to save lives.



\$44.9 MILLION

HP contributions during 2010 to social innovation projects, including programs that bolster health systems, education, and entrepreneurship.

100%

All of the Fortune 500 pharmaceutical companies and the world's largest healthcare payers and providers are HP customers.

RETHINKING THE CLASSROOM

From idea to innovation. From ambition to action. HP is giving the next generation of innovators, business leaders, and entrepreneurs the skills they need to succeed in the global economy.

HP promotes science, technology, engineering, and math (STEM) education and builds the skills of aspiring entrepreneurs worldwide. We're using IT in creative ways to enrich teaching and learning.

Our goal is to seed the next generation of skilled professionals and invest in those who will address tomorrow's most pressing societal challenges. When these students and business leaders succeed, it doesn't just transform their lives—it can transform our world.

A CATALYST FOR BETTER EDUCATION

Education in STEM disciplines is key to social progress and economic competitiveness. But in many areas of the world, skilled STEM students are in short supply. That's why we created the HP Catalyst Initiative—a global network of 35 organizations from around the world that are passionate about transforming education. With help from HP, they're exploring the future of STEM education through the innovative use of IT.

Skills such as higher-order thinking, open-ended problem solving, and collaboration are of critical importance to today's STEM students. Yet teachers rarely measure student performance in these areas. One Catalyst consortium, led by Carnegie Mellon University, is considering how hands-on, computer-based lessons can help teachers evaluate student performance and personalize instruction in real time to accelerate student progress.

These kinds of projects are what the HP Catalyst Initiative is all about: examining, challenging, and reinventing approaches to STEM education, so that today's students can confidently lead us into the future.



SKILLS FOR LIFE

Entrepreneurs are the engines of our global economy. Through the HP Learning Initiative for Entrepreneurs (HP LIFE) program, we work with nearly 300 training centers in 47 countries to equip aspiring entrepreneurs in underserved communities with essential IT and business skills.

Trainees learn through innovative, interactive techniques. And because we collaborate with organizations worldwide, we can customize training to local conditions and challenges. These young entrepreneurs apply their newly developed skills to move their own businesses forward, and employ and inspire others in their local communities.

Tsedilin Arkadiy, a 41-year-old entrepreneur from Rybinsk, Russia, with a paper-recycling business, is an ideal example. He took courses offered through HP LIFE and learned to use the Internet to access rapidly changing supplier pricing lists. Now, he's able to price his services competitively and market his business effectively online. As a result, his business grew enough to support building a new warehouse.

\$6 MILLION +

Amount HP donated in technology, cash, and professional support to HP Catalyst Initiative consortia in 2010.

500,000

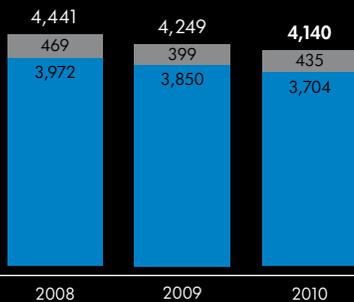
Number of students, recent graduates, and entrepreneurs HP LIFE programs have reached since 2007.

HP PERFORMANCE HIGHLIGHTS

This page contains highlights from HP's global citizenship performance in 2010.²⁷ For additional performance information, as well as details on HP's global citizenship goals, please visit the 2010 HP Global Citizenship Report online: www.hp.com/go/globalcitizenship.

ENERGY USE IN HP OPERATIONS²⁸

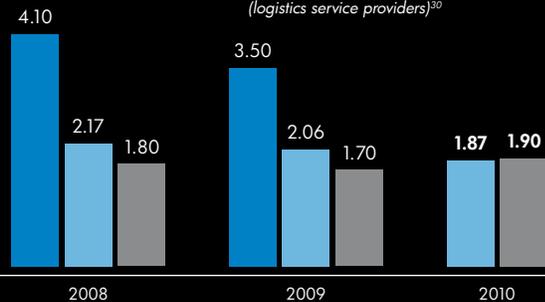
[Million kWh] Electricity Natural gas



GHG EMISSIONS

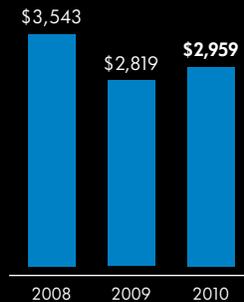
[Million tonnes CO₂e]

Product manufacturing (first-tier suppliers)²⁹ HP operations
Product transport (logistics service providers)³⁰



RESEARCH AND DEVELOPMENT SPENDING

[Million \$USD]



PRODUCT ENERGY EFFICIENCY

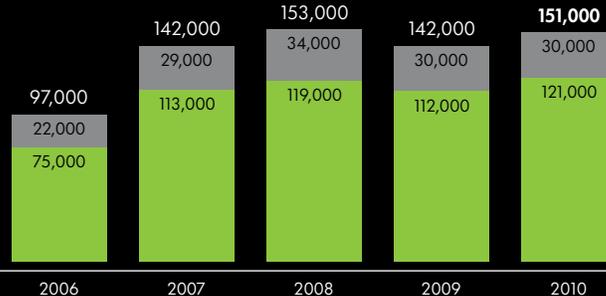
1.4 BILLION kWh

Electricity saved by customers through 2010, due to improved energy efficiency in high-volume HP desktop and notebook PC families, relative to 2008³¹

PRODUCT REUSE AND RECYCLING

[Tonnes]

Recycling (electronic products and supplies)³² Reuse (electronic products)



USE OF RECYCLED PLASTIC

1 BILLION

Number of Original HP ink cartridges produced that contain post-consumer recycled plastic³³

SOCIAL INVESTMENTS³⁴

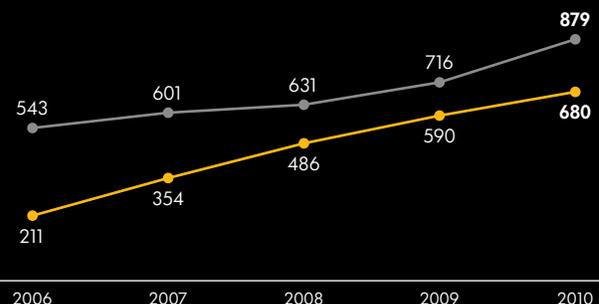
[Million \$USD]

Products and services³⁵ Cash



SUPPLIERS ENGAGED AND AUDITS CONDUCTED (cumulative)

Suppliers engaged in SER program Audits conducted³⁶





TO LEARN MORE, VISIT
WWW.HP.COM/GO/GLOBALCITIZENSHIP.

ENDNOTES

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- ² *The Expanding Middle: The Exploding World Middle Class and Falling Global Inequality*, Goldman Sachs, 2008.
- ³ "10 Ways the Internet will Change in 2010," *PC World*, January 2010, www.pcworld.com/article/185768/10_ways_the_internet_will_change_in_2010.html.
- ⁴ *Smart 2020*. The Climate Group, 2008.
- ⁵ *The Digital Universe Decade*, IDC, May 2010.
- ⁶ *Ibid.*
- ⁷ ITU World Telecommunication/ICT Indicators database.
- ⁸ *Planning Sustainable Cities—Global Report on Human Settlements 2009*, United Nations Human Settlements Programme, 2009, www.unhabitat.org/content.asp?typeid=19&catid=555&cid=5607.
- ⁹ *Population Age Shifts will Reshape the Global Workforce*. Stanford Center of Longevity, April 2010.
- ¹⁰ *Ibid.*
- ¹¹ "Worldwide PC Adoption Forecast, 2007 to 2015." Forrester, June 2007.
- ¹² *Worldwide Digital Marketplace Model and Forecast*, IDC, 2009.
- ¹³ Includes PCs, printers, and servers.
- ¹⁴ Ratnesh Sharma, Tom Christian, Martin Arlitt, Cullen Bash, and Chandrakant Patel. *Design of Farm-Waste-Driven Supply Side Infrastructure for Data Centers*, 2010, www.hpl.hp.com/news/2010/apr-jun/HP_ASME_PAPER.pdf.
- ¹⁵ *The World Factbook 2009*, Washington, DC: Central Intelligence Agency, 2009, www.cia.gov/library/publications/the-world-factbook/index.html.
- ¹⁶ "US-China Trade Statistics and China's World Trade Statistics," The US-China Business Council, 2009 data, www.uschina.org/statistics/tradetable.html.
- ¹⁷ "China says it is world's top greenhouse gas emitter," Reuters, November 23, 2010.
- ¹⁸ *Global Clean Power: A \$2.3 Trillion Opportunity*. Pew Charitable Trusts, 2010.
- ¹⁹ With the exception of some high-end workstations.
- ²⁰ In the IEO2010 Reference case, which does not include prospective legislation or policies, world marketed energy consumption grows by 49% from 2007 to 2035. Total world energy use rises from 495 quadrillion British thermal units (BTU) in 2007 to 590 quadrillion BTU in 2020 and 739 quadrillion BTU in 2035, www.eia.doe.gov/oiaf/ieo/highlights.html.
- ²¹ For air travel avoidance, an average of 1,609 miles each way per round trip (average of short, medium, and long-haul flights at HP), and a CO₂ footprint per mile of 199g CO₂e (www.cleanairconservancy.org) is used. Car travel to/from airport on both ends is also considered. Of the 35% of meetings that avoid travel, only 1.4 people are assumed to avoid travel in each meeting. Usage depends on a company's travel and meeting policies.
- ²² *Ibid.*
- ²³ Efficiency is defined in terms of kWh (using the typical electricity consumption method/pages per minute). These families represent more than 32% of inkjet printers and more than 45% of LaserJet printers shipped in 2005.
- ²⁴ Meeting the evolving definition of "BFR/PVC-free" as set forth in the "iNEMI Position Statement on the 'Definition of Low-Halogen Electronics (BFR/CFR/PVC-Free).'" Plastic parts contain <1000 ppm (0.1%) of bromine (if the Br source is from BFRs) and <1000 ppm (0.1%) of chlorine (if the Cl source is from CFRs or PVC or PVC copolymers). All printed circuit board (PCB) and substrate laminates contain bromine/chlorine total <1500 ppm (0.15%) with a maximum chlorine of 900 ppm (0.09%) and maximum bromine being 900 ppm (0.09%). WWAN is not BFR/PVC-free. Power supply and power cords are not BFR/PVC-free. Service parts after purchase may not be BFR/PVC-free.
- ²⁵ "The Price of Excess: Identifying Waste in Healthcare Spending." PricewaterhouseCoopers, 2010.
- ²⁶ "Keeping It Real: Protecting the world's poor from fake drugs." International Policy Network, May 2009. (Approximately 700,000 deaths from malaria and tuberculosis alone are attributable to fake drugs.)
- ²⁷ All data are for HP's fiscal year (ending October 31 of the year indicated), unless otherwise noted.
- ²⁸ Some segments do not add up exactly to total due to rounding.
- ²⁹ Represents aggregate GHG emissions of first-tier suppliers estimated based on suppliers' dollar volume of HP business compared with their total revenue. The majority of these companies report on a calendar year basis, with some exceptions. 2010 data are not yet available.
- ³⁰ Represents estimated aggregate emissions of logistics service providers transporting HP products.
- ³¹ Energy savings calculated by comparing average 2008 HP product ENERGY STAR[®] typical energy consumption (TEC) value with average 2010 HP product ENERGY STAR TEC value multiplied over 2008 volume. Refers to calendar year.
- ³² Recycling totals include all hardware and supplies returned to HP for processing, with ultimate dispositions including recycling, energy recovery, and, where no suitable alternatives exist, responsible disposal. Hardware recycling data from Europe, the Middle East, and Africa, and HP LaserJet recycling data are calendar year. The remaining data are based on the HP fiscal year.
- ³³ As of September 2010. Many Original HP ink cartridges with recycled content include at least 50% recycled plastic by weight. Exact percentage of recycled plastic varies by model and over time, based on the availability of material.
- ³⁴ Data exclude contributions to the Hewlett-Packard Company Foundation and employee donations, but include HP's matching contributions and contributions from the Hewlett-Packard Company Foundation to other organizations. Prior to 2010, HP did not report contributions from the Hewlett-Packard Company Foundation to other organizations as a part of this data. All years represented in this chart have been updated to reflect these contributions. Some segments do not add up exactly to total due to rounding.
- ³⁵ Product donations are valued at the Internet list price. This is the price a customer would have paid to purchase the equipment through the HP direct sales channel on the Internet at the time the grant was processed.
- ³⁶ Detailed audit findings online at: www.hp.com/go/globalcitizenship/society/detailed_audit_findings.html.