

Sustainability in the Communications Industry

At a glance, the communications industry seems to be an unlikely place for a company to become active in promoting sustainability, but that is what Verizon Communications has done. In 2002, they were awarded Energy Star Corporate Commitment Award. Beginning in 2000, the company started many corporate wide policies to promote energy conservation and to reduce their impact on the environment. What policies did they institute? Can these policies be implemented at other companies and how? Are the policies applicable to other industries? How do engineering ethics and sustainability overlap at this company?

Resources:

<http://www.cleanair-coolplanet.org/information/pdf/verizon.pdf>

http://www.pollutionengineering.com/CDA/ArticleInformation/features/BNP__Features__Item/0,6649,107015,00.html

<http://www.isdesignet.com/Magazine/sept02/ednotebook.html>