

# TANDBERG GREEN RESOURCES



TANDBERG's 1,400 employees conduct more than 75,000 video conferencing and telepresence calls monthly, significantly reducing the need to travel for face-to-face meetings.

The Nature Conservancy lists video conferencing as one of its "Easy Things You Can Do To Help Our Climate."

On average, TANDBERG customers find that telepresence and video conferencing reduce the need to travel by up to 30%, while improving their bottom line.

#### About TANDBERG

TANDBERG is the leading global provider of telepresence, high-definition video conferencing and mobile video products and services with dual headquarters in New York and Norway.

Please visit [www.tandberg.com](http://www.tandberg.com) for more information.

## TEN TIPS TO ADVANCE BUSINESS GOALS AND REDUCE ENVIRONMENTAL IMPACT WITH TELEPRESENCE AND VIDEO CONFERENCING:

- 1. TELECOMMUTING** — Enable people to work from home and still be fully engaged in the workplace. Save costs on real estate and other operational costs, while increasing productivity and morale of employees who don't spend hours in traffic.
- 2. ACCESS TO REMOTE EXPERTS** — Connecting customers and employees to experts and advisors, face-to-face, no matter where they are located, through video communications saves time, money and carbon emissions and increases customer satisfaction and loyalty.
- 3. GLOBAL MEETINGS** — Whether meeting with the board or your global team, there's no need for everyone to take a long flight. Just a short walk down the hall or a quick call from the desk and everyone can meet face-to-face without the carbon emissions.
- 4. CUSTOMER BRIEFING CENTERS** — Video communication unites purchasers, clients, sales staff and engineers in real time, without travel to facilitate instant decision making and collaboration, reducing the negative environmental impact from travel.
- 5. WORK/LIFE BALANCE** — Employees who are always on the road often report more stress, less productivity and reduced job satisfaction. Video removes the need to travel, increasing morale, productivity and collaboration, and allows managers to maintain in-person communication.
- 6. DISTANCE LEARNING** — Schools, hospitals and other training facilities get an added lesson in conservation when they connect via video conferencing to remote institutions to enhance learning opportunities and save on costs. They can also easily share recorded content for future lessons.
- 7. RESEARCH AND DEVELOPMENT** — Designers and researchers around the globe can hold live, face-to-face discussions about product design, carry out component modifications during video meetings and more to advance development timelines without increasing their carbon footprint.
- 8. TEAM BUILDING** — Multiple offices don't have to mean isolated teams. Video conferencing allows remote teammates to see each other as often as if they were in the same office, maybe more. It helps enhance collaboration and build camaraderie without the waste associated with travel.
- 9. HR RECRUITING** — Initial face-to-face screenings of out-of-town candidates cut costs and carbon emissions by eliminating the need to travel for interviews. Moreover, video interviews are much more effective than phone interviews since managers can read candidates' facial expressions.
- 10. REAL-TIME COLLABORATION** — Organizations can deal with large amounts of rich data and collaborate in real-time from multiple locations with the visual and multimedia capabilities of video conferencing instead of losing productivity from rigorous travel out into the field.

Visit [www.seegreenow.com](http://www.seegreenow.com) for real examples of how organizations are using video conferencing and telepresence to reduce carbon emissions and advance business goals, and learn more about what you can do to reduce your own carbon footprint.

