



## **BetterWorld Telecom**

### **Corporate Responsibility Report - 2005**

#### **Overview**

2005 was another great year for BetterWorld Telecom in the area of promoting and supporting social justice and sustainability in the world. We continued to match our industry-leading commitment of donating 3% of top line revenues, and made solid progress on all other fronts including advocacy, volunteering, and the BetterWorld Net Zero Impact Environmental Initiative. Following is an overview by category of the milestones we achieved in 2005.

#### **Donations**

With almost \$100,000 donated since the inception of the company, 2005 saw our strongest donation pool thus far. 2005 donation recipients included:

- Earth Policy Institute
- Fair Trade Federation
- Clean Energy Partnership
- National Federation for Teaching Entrepreneurship
- Society for Environmental and Graphic Design
- Entrepreneurs Organization
- DC Sustainable Business Network
- Michigan Nature Association
- Rugmark Foundation
- Social Venture Network
- Greater Philadelphia Business Network
- Sustainability Institute
- Fight For Children

#### **Sustainable Promotion**

The BetterWorld Speaker series continued to be a success, hosted at Natl. Press Club in Wash DC, we attracted co-sponsors such as the DC Sustainable Business Network and My Organic Market. Guest speakers have included influential thinkers in the sustainability movement such as Thomas Prugh, editor of WorldWatch Magazine and Jeffrey Hollender, founder and CEO of Seventh Generation. The purpose of these events is to provide a forum for promoting sustainability as well as socially and environmentally responsible business practices.

## Advocacy & Volunteering

We instituted our new volunteer program and policy within BetterWorld, whereby the entire team now volunteers on a monthly basis with organizations in the Washington, DC area such as the Boys and Girls Club of Alexandria, and Heart of America, where we work with inner city children to distribute books that they can take home read and keep.

On the advocacy side, we became very active on the boards of the Social Venture Network and the DC Sustainable Business Network, in addition to speaking on a panel at the DC Green Festival and the DC SBN Spring Symposium.

## Sustainable Practices

We made a great deal of progress in 2005 towards our year end '06 goal of becoming the first environmentally neutral telecommunications provider in the world, specific actions taken in 2005 include:

- Migrating and moving corporate Internet, extranet and intranet sites to wind powered server company.
- Implementing recycled paper for all customers that receive paper bill with goal of phasing out all new paper billing by 2007
- Migration of customers receiving paper bills to ebill/pdf format, over 20% of customer base now receives bills via email.
- While BetterWorld Telecom's back office is nearly 100% computerized or web based, any paper generated was switched to 100% recycled in 2005.
- BetterWorld implemented remote work policy for all workers 2 days per week cutting down on emissions and harm to the environment.

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