

# The BetterWorldVoice

## BetterWorld Telecom Solidifies Its Environmental Commitment *Joins 1% For The Planet*

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One Call at a Time.

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innovation  
activism  
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BetterWorld Telecom has become one of the newest US firms to join 1% For The Planet (1% or 1%FTP), an alliance of companies committed to leveraging their resources to create a healthier planet.

1% For The Planet was launched in 2001 by Yvon Chouinard, environmental activist and founder of outdoor clothing company Patagonia, Inc., and Craig Matthews, owner of Blue Ribbon Flies. Members donate at least 1% of their annual sales to environmental organizations worldwide. The alliance aims to prove that taking environmental responsibility is good for business.

1% For The Planet provides BetterWorld with a great vehicle to achieve this objective by helping us allocate our donations to worthwhile organizations that promote "open space and multi-



Businesses donating 1% of their sales to the natural environment

use recreation trails" notes BetterWorld's President Matt Bauer.

Nearly 400 companies have already joined 1% For The Planet, whose members have generated more than \$10 million in contributions to environmental causes to date. Current members of 1% For The Planet include Patagonia, Clif Bar, and the well-known singer/songwriter Jack

Johnson.

Executive Director of 1% For The Planet, Terry Kellogg, said: "We're thrilled to welcome BetterWorld Telecom to the rapidly expanding 1% member ranks. BetterWorld's overall business philosophy is a wonderful fit with our program and we hope many more progressive companies choose to join in their wake."

**To learn more about 1% For The Planet, please visit [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org).**

### BetterWorld Offers Green Unified Communications for Business

Merging the world of traditional telephony and newer technologies such as VoIP and unified communications, BetterWorld's UniCom solution will change how your organization communicates with the outside world. The BetterWorld Unified Communications platform, or UniCom, can significantly improve the way you do business — everything from how customers interact with you, to how internal employees communicate and work. Unifying voice, fax and email into a singular platform, UniCom also requires less equipment and lines than a traditional phone system, making it significantly more energy efficient and less dependent on additional equipment — a true green solution!

*"UniCom," continued on page 2.*

## The Green Festival Season – Hitting the Mainstream

### Successful DC, SF Green Festivals Held

A record crowd of more than 25,000 attended the 14-15 October Washington, DC Green Festival — the hall was twice as big as in years past and there was mainstream press coverage

for the first time, with major features on *CBS Sunday Morning* and a cover story in the business section of *The Washington Post*. BetterWorld Telecom spearheaded a Green Festival first in anchoring the “Green Business Pavilion,” alongside Smith Barney, SRB Marketing and ifPeople.

A month later, at the San Francisco Festival, record crowds were in attendance as well. BetterWorld and partner/customer, SustainLane, headlined the Saturday evening festivities, sponsoring a green business celebration for over 250 attendees at the W Hotel in downtown San Francisco.



ABOVE: BetterWorld staff were on hand during DC's October 14-15 conference. BELOW: BetterWorld joined other leading companies to organize the successful “Green Business Pavilion.”



## EARTH POLICY INSTITUTE UPDATE

### THROWAWAY ECONOMY IN TROUBLE

By Lester R. Brown

One of the distinctly unhealthy economic trends over the last half-century has been the emergence of a throwaway economy. First conceived following World War II as a way of providing consumers with products, it soon came to be seen also as a vehicle for creating jobs and sustaining economic growth. The more goods produced and discarded, the reasoning went, the more jobs there would be.

What sold throwaways was their convenience. For example, rather than washing cloth towels or napkins, consumers welcomed disposable paper versions. Thus we have substituted facial tissues for handkerchiefs, disposable paper towels for hand towels, disposable table napkins for cloth ones, and throwaway beverage containers for refillable ones.

To view entire article, see [http://www.earth-policy.org/Books/Seg/PB2ch06\\_ss4.htm](http://www.earth-policy.org/Books/Seg/PB2ch06_ss4.htm)

### “UniCom,” from page 1

- BetterWorld UniCom is device agnostic, providing voice and data services via multiple industry-standard communication protocols.
- UniCom can be accessed remotely and/or via an “always on” dedicated (DSL, T-1, etc.,) whereby all the calling features would be available just by picking up the office phone.

For more info, contact JP McCormick at 703.797.1750 x905 or at [jpm@betterworldtelecom.com](mailto:jpm@betterworldtelecom.com).

## ~ CUSTOMER FOCUS ~

### GREEN MOUNTAIN COFFEE ROASTERS

BetterWorld is proud to recently add Green Mountain Coffee Roasters to our growing list of companies having a positive and significant impact on the world. Green Mountain Coffee Roasters is a values-driven company that views profit as a means to achieve a higher purpose. They allocate 5% of their pre-tax earnings to social and environmental causes and focus on their Company Purpose and Principles in business operations. They are motivated to achieve success because “the more profitable we are, the more good we can do in the world.” Green Mountain Coffee Roasters, Inc., has been publicly traded since 1993 (NASDAQ: GMCR) and had sales in excess of \$137 million for the fiscal year ending September 2004. The majority of these sales are generated by the company's wholesale business which serves more than 7,000 customer accounts.



For more Information, visit [www.greenmountaincoffee.com](http://www.greenmountaincoffee.com)

## BetterWorld Offsets Carbon Output By Planting 1,000 Trees Per Month

### *Trees for the Future Partnership Offsets Hundreds of Tons of Carbon Each Year*

For almost two years now, BetterWorld has been planting more than 1,000 multipurpose trees every month through our partnership with Trees for the Future. In just under two years, we have extracted nearly 600 tons of greenhouse gases from the Earth's atmosphere, while bringing sustainable benefits to the participating communities. In fact, the US Government estimates approximately 53-55 lbs of CO2 per year per mature tree, but we round down to 50 just to be safe. For more information, please contact Dave O'Leary at BetterWorld: [doleary@betterworldtelecom.com](mailto:doleary@betterworldtelecom.com).



## Enterprise Takes Los Angeles By Storm

### *Enterprise Network Conference Focuses on Green Building*



Actor Edward Norton delivers a keynote speech at the 2006 Enterprise Network Conference.

Enterprise has raised and invested



\$7 billion to improve low-income communities and they currently invest at a rate of \$1 billion a year.

BetterWorld participated in the Enterprise Community Partner Exhibition and attended many of the sessions focused on green building and infrastructure. BetterWorld is Enterprise's primary telecommunications carrier, providing a full array of voice and data services to the Enterprise organization's 25+ locations nationwide.

In late October, as capacity crowds overflowed the huge Hollywood Renaissance Conference Center, dignitaries from Los Angeles Mayor Antonio Villarigosa, to actor Edward Norton, touted the benefits and importance of green and sustainable building in America's inner cities. Since 1982,

## UPCOMING BETTERWORLD EVENTS

### Where You'll See BetterWorld Telecom

#### **BetterWorld Speaker Series**

This February (date TBD), BetterWorld will be holding the next edition of the BetterWorld Speaker Series at the National Press Club. Eco environmental pioneer Lester Brown of the Earth Policy Institute will headline what is sure to be an informative and important event.

We will be sending more detailed information as the event draws closer.

#### **Chicago Green Festival** **April 21-22, 2007**

McCormick Place/Lakeside

Chicago, Illinois

For more information, visit [www.greenfestivals.org](http://www.greenfestivals.org)

## AFFILIATE FOCUS:



The Fair Trade Federation (FTF), donation recipient and affiliate partner of BetterWorld, is an association of fair trade wholesalers, retailers and producers whose members are committed to providing fair wages and good employment opportunities to economically disadvantaged artisans and farmers worldwide.

FTF directly links low-income producers with consumer markets and educates consumers about the importance of purchasing fairly traded products which support living wages and safe and healthy conditions for workers in the developing world.

FTF also acts as a clearinghouse for information on fair trade and provides resources and networking opportunities for its members. By adhering to social criteria and environmental principles, Fair Trade Organizations foster a more equitable and sustainable system of production and trade that benefits people and their communities.

For more information on FTF or how to sign up for the FTF-BetterWorld Affiliate Program, please contact Peter Shipley at 202.297.5066; [pshipley@betterworldtelecom.com](mailto:pshipley@betterworldtelecom.com)

## Letter from the President: Matt Bauer

Who would have imagined even five years ago the headline of last month's *Inc.* magazine would be "Do Good Get Rich"? The collective current and future impact of 50 "Cutting-Edge Companies" is staggering — and, while a few of them are large companies, most are smaller start-ups in huge industries or new technologies that are helping to revolutionize the way the world spins. Green is the new cool, the new "in" that's attracting mayors, governors, mainstream folk and venture capitalists. Our business sector is innovating with passion and speed not seen since the advent of the Internet.



Matt Bauer,  
BetterWorld President

I had the great fortune to recently attend the Enterprise Community Partner Annual Conference in LA and was stunned by the mere size, breadth and impact that one organization can have in our communities. Having invested over \$7 billion to date in underprivileged communities across the USA, Enterprise is now turning its focus towards ensuring that all of its new projects are environmentally sustainable. Some of the names helping to support this new direction include BP, Home Depot and Bank of America — corporations to varying degrees making their way towards the green future.

As I awoke on the last day of the Washington, DC Green Festival some weeks ago, I flipped on my favorite TV show, "CBS Sunday Morning," to see Kevin Danaher of Global Exchange featured in the lead story standing at the Green Festival entrance, explaining eloquently that the new green is green (\$ implied). I walked into the Washington Convention Center that morning donning my BetterWorld Telecom T-shirt with a sense of pride to be playing even a small part in such a great day.

While these three cases are not formally connected, they are all signposts of the sea change that has begun in America. As we shed our industrial, wasteful, consumerist overcoat for a new jacket made from organic materials, produced in factories that pay fair wages and abide by child labor laws, the power of our intention is clear and is now beginning to take over the mainstream thought. All of this with very little top-down direction from our national government or leaders.

Be clear, resolute and optimistic about the change each one of us can make. We have gotten this far with no centralized rudder or guide — imagine what will happen when, in the coming years, our national leaders will have no choice but to adopt social justice and sustainability at the core of their decision-making?

See you on the other side! *Matt*

BetterWorld Telecom Generously Thanks Our Affiliate Partners!



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Mountain  
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