



## CASE STUDY

JUNE 2013

# SPRINT LEADS THE TELECOMS SECTOR IN THE MARATHON AGAINST CLIMATE CHANGE

Telecoms giant Sprint - led by its outspoken CEO - is renowned for its bold and ground-breaking climate change leadership stance within the telecoms sector, making it a climate sector leader.

## THE COMPANY

SPRINT is a U.S. based provider of voice, data and Internet services, with more than 55 million consumer, business and government customers. It has adopted its sector climate leadership mantle by being a vigorous and vocal campaigner for green energy and emissions reduction.

## WHAT MAKES SPRINT A CLIMATE SECTOR LEADER?

Sprint has demonstrated sector leadership by repeatedly publically speaking out for renewable energy and environmental responsibility at the highest levels of industry and government.

## THE CASE

Dan Hesse is not only Sprint's CEO, he is the dynamic face and voice of its diverse and impactful clean energy strategy. Sprint, often fronted by Hesse, actively promotes the use of clean energy and advocates its importance not just for the sector, but for the U.S. as a whole. These actions have included

- lobbying with Kansas City Power & Light to get approval to build the Spearville Wind Farm in Kansas
- Hesse meeting with the head of the U.S. Department of Energy regarding green-energy opportunities



**“SPRINT HAS THE MOST AGGRESSIVE ENERGY-REDUCTION GOALS IN THE U.S. TELECOMMUNICATIONS INDUSTRY - THAT’S BECAUSE WE KNOW IT’S THE RIGHT THING TO DO, BUT ALSO BECAUSE IT’S THE RIGHT THING FOR OUR BUSINESS”, “REDUCING OUR ENVIRONMENTAL IMPACT AND OPERATING RESPONSIBLY WILL BRING LONG-TERM BENEFITS FOR OUR PLANET AND ITS PEOPLE, BUT ALSO FOR OUR BOTTOM LINE.”**

**AMY HARGROVES, SPRINT’S CORPORATE RESPONSIBILITY DIRECTOR.**

## SPRINT

- CEO Dan Hesse is a voraciously vocal proponent of renewable energy and emission issues within the telecoms and related sectors.
- Through its innovative and diverse strategy, has the potential to lead U.S. (and even global) wireless providers toward substantial emissions reductions and environmental savings.
- Sprint's involvement in the lobby for the extension of wind energy Production Tax Credits (PTC) helped gain its extension for another year.

- in June 2012, sending a letter to the leaders of both the U.S. House of Representatives and Senate urging them to support the extension of the Production Tax Credit (PTC) for wind energy.
- Hesse speaking publicly about the importance of renewable energy across the sector, and Sprint's renewable-energy efforts.

Hesse also frequently presents on environmental responsibility and renewable energy at high-level business conferences, such as the annual Ceres conference and Fortune Magazine's Brainstorm Green Conference.

Since the telecoms industry normally adopts innovative practices quickly, Sprint's renewable energy leadership strategy has the potential to guide U.S. (and even global) wireless providers toward substantial emissions reductions and environmental savings.

Sprint further leads the sector in climate change through its many vital memberships and associations with dedicated, high-profile environmental organisations.

## THE IMPACT

- Sprint's involvement in the lobby for the extension of wind energy Production Tax Credits (PTC) helped tip the scales, gaining its extension for another year, through 2013. It also extended the timeline in which companies can benefit from the credit. Companies that manufacture wind turbines and install them sought this change to allow for the 18-24 months it takes to develop a new wind farm. Extending the PTC could also save 37,000 jobs by the first quarter of 2013.

## HIGHLIGHTS

- Sprint has learned the value of corporate engagement on policy matters.
- Sprint has learned the value of progressive leadership in sector associations.
- Renewable energy is a complicated topic that requires serious expertise. Sprint has been able to navigate this space thanks to partnerships with and expertise from NGOs such as WWF, NRDC and Ceres.



SPRINT Campus

# SPRINT HAS BEEN ABLE TO NAVIGATE THIS SPACE THANKS TO PARTNERSHIPS WITH AND EXPERTISE FROM NGOS SUCH AS WWF, NRDC AND CERES

- A similar challenge is posed by its quest for renewable energy. With many sites across the country, it knows that installing alternate energy sources at many of them would be expensive and challenging. Instead, Sprint is pursuing mass renewable purchasing agreements that allow it to buy in bulk from off-site locations and create more meaningful change.
- Sprint recognizes the valuable role federal and state incentives play in encouraging investment in green-energy projects and in stimulating innovation that will lead to additional jobs in the U.S. and the opportunity to increase the exports of energy products.

## CONTACT

Marci Verbrugge

Sustainability  
Spokesperson

Sprint

Marci.J.Verbrugge@sprint.com

T + 913-794-6319

www.sprint.com