Cox Conserves
MEDIA KIT
For well over a decade, our national sustainability program Cox Conserves has been instrumental in driving meaningful progress toward environmental change — inside our company and within the communities we serve. With nearly $140 million invested in more than 400 projects, we’re on track to meet our aggressive Cox Conserves goals:

**zero waste to landfill by 2024 and becoming carbon and water neutral by 2034.**

In 2020, we revised and strengthened our carbon and water neutral goals in order to fast-track completion a decade earlier than originally planned. The path to reaching these goals begins with the simple philosophy that actions, not words, drive success. We will achieve our goals through both our corporate programs and tens of thousands of small actions by our employees.

To learn more about Cox Conserves, visit [www.coxenterprises.com/cox-conserves](http://www.coxenterprises.com/cox-conserves)
COX CONSERVES - HISTORY
ZERO GOAL - EARLY ADOPTER

2000
First sustainability initiative - focus on energy conservation

2007
Cox Conserves brand launched by Chairman Jim Kennedy. First goals set: 20% carbon reduction in 10 years

2012
Zero Waste to Landfill (ZWTL) by 2024 - First target: 9% diversion rate in 2013

2013
Zero Goals set for water and carbon by 2044

2016
Seven Islands Environmental Solutions formed - large scale renewable projects

2017
Cleantech initiative launched

2017
Cox publishes first Corporate Sustainability Report

2020
New strategic plan launched

In 2020 we accelerated our carbon and water goals from 2044 to 2034
PROTECTING THE PLANET

GOALS

Zero waste to landfill by 2024

Carbon neutral by 2034 (accelerated from 2044)

Water neutral by 2034 (accelerated from 2044)

PROGRESS

253 thousand cumulative tons of waste diverted from landfill since 2013

657 thousand cumulative tons of carbon offset since 2007

295 million cumulative gallons of water saved/offset since 2013

84% to goal

28% to goal

30% to goal

Note: progress as of 2020
INNOVATING FOR IMPACT

73 hybrid or electric
vehicles added to Cox fleet in 2020 which equates to 16,000 gallons of gasoline and 186 tons of carbon reduced

15,000+
tons of electronics diverted by Cox Communications through refurbishment and reuse

679 tons
of windshields recycled by Cox Automotive’s windshield supplier Safelite in partnership with Shark Solutions

15,000+ hours
volunteered by Cox employees to help environmental partners in 2019 and 2020, reducing 12 tons of carbon, diverting 58,000 pounds of waste from landfill, and conserving 9,200 gallons of water in the communities we serve
ENVIRONMENTAL PARTNERSHIPS

Protecting the planet on a broad scale requires dedication and collaboration. We partner with national environmental groups and actively support local environmental organizations across the country.

**American Rivers** protects and restores the nation’s rivers and the clean water that sustains people, wildlife and nature. Since the beginning of our partnership with American Rivers, Team Cox volunteers have helped protect and restore 430 miles of riverways.

**Ocean Conservancy** educates and empowers citizens to take action on behalf of the ocean. Informed by science, Ocean Conservancy guides policy and engages people in protecting the ocean and its wildlife for future generations. 1,579 Cox volunteers have participated in Ocean Conservancy beach cleanups.

**Keep America Beautiful**: In 2020, we were the title sponsor of Keep America Beautiful’s America Recycles Day, the only nationally-recognized day dedicated to promoting and celebrating recycling in the United States. America Recycles Day educates and encourages individuals on how to be more mindful of what they consume, where and how to properly recycle and to pledge to recycle more and recycle right in their everyday lives.
Ira G. Pearl serves as the vice president of environmental sustainability at Cox Enterprises. In this role, he leads Cox’s efforts to tackle sustainability challenges while driving its goals to achieve zero waste to landfill by 2024 and become water and carbon neutral by 2034.

Pearl has more than 25 years of experience and has spent his career developing and executing sustainable strategies in the areas of renewable energy, climate change and environmental remediation. Prior to joining Cox, Pearl served as the chief operating officer for Montauk Energy Holdings where he was responsible for a renewable energy portfolio for 14 facilities in seven states with more than $100 million in revenue. As President of Mansfield Clean Energy Partners, Pearl led the development of a natural gas business portfolio to complement Mansfield Energy’s refined product business. He led climate change and sustainability initiatives at AGL Resources, now Southern Company Gas, and conceived and directed the start-up, development and operation of Renewco, the first renewable energy business for the company. At Delta Air Lines, Pearl led environmental services, including publishing Delta’s first ever environmental report. Under his leadership, the company received multiple environmental awards including the Georgia Governor’s Pollution Prevention Award and the Council on Economic Priorities award for best airline environmental program.

Pearl has served on numerous boards during his career including the Georgia Conservancy; Southface Energy Institute; American Israel Chamber of Commerce; Atlanta Botanical Garden; ARINC, Inc.; and Georgia Air & Waste Management Association. He previously was a member of the Metro Atlanta Chamber Environmental Policy Committee; the Georgia Research Alliance Alternative Fuels Committee and International Air Transport Association Operations Committee.

Pearl is a 2009 graduate of the Institute for Georgia Environmental Leadership Program (IGEL) and holds a bachelor’s degree in chemical engineering from Georgia Institute of Technology. In addition, he completed a post-graduate nuclear engineering program as a US Navy submarine officer and was certified as a Registered Environmental Manager (REM).
COX CONSERVES VIDEOS AND ASSETS

New River

Cox Conserves: Cleantech at Cox

Sierra Energy

Accelerated Goals

Graphics and Guidelines
We are a **global leader** in sustainability. We strive to solve the **environmental crisis** through our businesses, employees and partners.

As part of our strategic plan, **Cox Conserves** has set new aggressive goals for carbon and water **neutrality by 2034**, with **Zero Waste to Landfill (ZWTL)** retaining its original target of **2024**.

Our goal is not just to reduce our impact on the environment, but to **encourage others** to do the same.
By achieving our carbon neutral goal 10 years earlier, we will substantially reduce the total GHG emissions released into the atmosphere.

Our efforts to become water neutral will have a meaningful impact on not only drinking water, but also water-related eco-systems.

Climate change is having an impact on our planet and we have the need to take action, as well as the tools to meet these more aggressive goals, and continue to be leaders in this space.

Employees are a tremendous source of knowledge and ideas to help us achieve water and carbon neutrality.
This year, Cox announced new sustainability goals that put us on track to be water and carbon neutral in 2034 — 10 years earlier than originally planned. Advancements in clean technology and reduced costs of renewable energy will help us reach our goals. Take a look at what our collective impact will be - and what we have achieved so far.

**CLOSER TO CLEAN**

**Our Accelerated Conservation Efforts Are Making A Difference, One Olympic Swimming Pool At A Time.**

**SO FAR WE HAVE...**

**DIVERTED 253,000 TONS OF WASTE***

The weight of 150,000 cars in waste from landfill.

**OFFSET 657,000 TONS OF CO2***

The equivalent of driving 1.5 billion miles in a typical passenger car.

**SAVED 295 MILLION GALLONS OF WATER***

450 Olympic-sized swimming pools’ worth of water through conservation and partnerships.

**WITH OUR NEW GOALS, BY 2034 WE WILL...**

**SAVE 392 MILLION GALLONS OF WATER**

A total water savings to fill 10 million bathtubs.

**OFFSET 593,000 TONS OF CO2 EMISSIONS ANNUALLY**

Equal to driving to the moon and back 2,800 times.

*Waste since 2013; CO2 since 2007; water since 2013.

Note: Numbers are projections with certain assumptions, including no new business acquisitions and all things being equal.
GOALS

Become a multibillion-dollar cleantech business by 2030

PROGRESS

Nearly $1 billion invested in sustainable businesses and technologies since 2007

Sustainable Agriculture
Majority investor in BrightFarms, a leading indoor farming company.

$10 million
Invested in Sierra Energy, a California-based company that transforms virtually any type of waste into renewable energy and clean fuels.

Clean Energy
Invested in Carbon Lighthouse, which helps non-residential building owners reduce their energy costs and environmental footprint.