



Appendix J: Promoting and Communicating Success

Promoting Energy Efficiency & ENERGY STAR Internally (To Management and Employees)

Conferences

► Despite the challenging economic climate, 3M held its first **European Energy Conference** in Neuss, Germany for 3M energy leaders from 8+ countries to “share, learn and motivate” around topics of energy management and achieving goals.

Highlights:

- Jean Sweeney, vice president, 3M Environmental, Health and Safety Operations and Steven Schultz, 3M corporate energy manager, opened the conference discussing the role of energy conservation for 3M’s sustainability goals, and the corporate direction and strategies for 3M energy management.
- Energy leaders discussed best practices, employee involvement, communications, renewable energy, metering, hopping and sourcing opportunities
- The workshop resulted in a three-year plan of energy activities for each country.



3M Energy Management European Energy Conference

► 3M’s **2012 Sustainability Conference and E-Poster Session** was available globally to 84,000 employees via webstreaming. 3M executives highlighted sustainability as a global advantage to inspire dialogue and cooperation throughout 3M.

References to 3M’s ENERGY STAR awards were made by the CEO, the vice president of 3M Environmental Health and Safety Operations and the vice president of Global Sales and Corporate Communications.



Today's Agenda	
Welcome	Jean Sweeney, Vice President, 3M Environmental, Health & Safety Operations
Keynote	Inge Thulin, President and CEO, 3M
Sustainability as a Growth Strategy Executive Panel	
Sustainability Communications	Jeff Lawers, Vice President, 3M Global Sales & Communications <i>Break & Refreshments</i>
The Greening of Business	Andrew Winston, Winston Eco-Strategies, LLC
Closing Keynote	H.C. Shin, Executive Vice President, 3M International Operations



▼ **Monthly Energy Management Networking Web Conferences** (patterned after ENERGY STAR conferences) engage 40-50 energy champions, plant engineering managers and technology chapter members to discuss energy topics. 2012 topics included utility rebates, software, chiller IZ systems and boiler MACT updates.

Web-based Tools

- ▶ Energy Reporting and Energy Cost Reduction Projects databases serve as the central source of energy-related data and best practices. (Appendix E).
- ▶ 3M's Energy Management intranet website is a central source for global best practices, energy checklists and links to resources promoting energy efficiency activities, including the ENERGY STAR home page and Bring Your Green to Work.

What's Featured

News & Awards; Management messages & corporate goals; Global best practices; Dashboards; Calendars; Tools to help raise energy awareness and engagement; Blog, Feeds; SharePoint site for web-based collaboration and document management

- ▼ **3M Sustainability Center** serves as a central repository that keeps 3M's sales, marketing and technical communities abreast of environmental/sustainability information, news, resources, best practices and tools. The site is a companion piece to 3M's external Sustainability website.

New webinars were added to the suite of sustainability education options.

- ▼ The **Sustainability newsletter** and **Sustainability Speaker Series** (available globally) featured topics on energy efficiency, supply chain management and CO2 management projects.

Print/Intranet Articles

► 3M published more than **65 print and web articles** about energy and sustainability initiatives, awards (including 3M's achievement of the Sustained Excellence Award), energy-saving tips and products.

3M's 84,000 employees have access to the articles, as well as 4,400+ retirees.

Subsidiary/Plant Events & Programs

2012 activities included Energy Fairs at U.S. and international locations, as well as creative local efforts, such as partnering with Xcel Energy to provide employees with home energy monitors to check out on loan.

2012 Energy Excellence Award winners

The Energy Excellence Award recognizes and honors members of the global Engineering Organization who have provided leadership to improve the energy efficiency of 3M operations. It is sponsored by Energy Management to recognize individuals or teams that champion energy efficiency in engineering projects or programs. This year one individual and one team received the award for their achievements in 2011.

The Energy Excellence Award review committee received 19 nominations this year, representing projects in six countries around the world.

Energy Leadership
Three Officers, Home Care Division, 3M
Tatsumasa, K. I., plant
Vincent Olivieri
 received the Energy Leadership award.

Operational Excellence in Energy Efficiency team members, from left, are Jorge Carvalho, Luiz Caspar, Antonio Casas, Victor Adriano, Dujo, Jose Roberto Szano and Rodrigo Carmona.

eliminates the use of electricity to evaporate excess liquid from the sponge and minimizes the amount of carbon dioxide released to the ambient recovery unit by absorbing, optimization of all continuous sponge-making operation processes by automatically varying voltage for consumption reduction is solicited from all areas of the site. Employee training is a key component to avoiding wasteful energy practices and increasing the awareness of all employees regarding energy use at the plant.

In terms of energy reduction, measured in

3M hosts energy-efficiency workshop

More than 30 regional companies attended this workshop on energy efficiency in manufacturing.

3M's Steve Schultz, manager, Corporate Energy, shared examples of the company's corporate energy management practices that have made 3M an industry leader in energy efficiency over the past decade. John Woodworth, senior vice president, Corporate Supply Chain Operations, spoke about 3M's initiatives in sustainability globally — solid energy management practices with a proven track record.

"Our top-level leadership has long recognized that energy-efficient manufacturing is critical to business success," said Schultz. "Many years ago there were corporate goals for energy efficiency, which aligned with other company manufacturing productivity goals that continue today."

Elizabeth Datzow, ENERGY STAR industrial team director, shared steps that companies can take to improve operations using ENERGY STAR resources for analysis, action planning and performance measures. Representatives from the Minnesota State Energy Office and ENERGY STAR partners Browns Printing Company, Cargill and General Mills delivered testimonials on their own best practices.

For a record-setting eighth consecutive year, 3M received the annual ENERGY STAR Sustained Excellence Award from

the U.S. Environmental Protection Agency and the U.S. Department of Energy for its comprehensive worldwide energy conservation efforts.

The EPA launched ENERGY STAR, a market-based partnership to reduce greenhouse gas emissions through energy efficiency. 20 years ago. Since then, with the help of ENERGY STAR, American families and businesses have saved about \$20 billion on utility bills and prevented more than 1.7 billion metric tons of carbon pollution. To date, more than 1.3 million new homes and nearly 18,500 buildings across all 50 states have earned ENERGY STAR certification.

3M.com/sustainability

Energy Fairs, Posters

3M's **Menomonic, Wis.** facility hosted its first annual energy fair, which featured: posters about plant/home energy topics; booths/programs courtesy of Xcel Energy and Focus on Energy, as well as local HVAC, window and geothermal heating vendors; and electric and CNG vehicles on display. 3M's new LED light bulbs (\$25 value) were awarded to 20 attendees. More than 120 registered for the light bulb give-away.

The facility partnered with Xcel Energy to provide home energy monitors on loan to employees

Energy Vampires

- Vampire energy is the energy that many items around your home waste when they are plugged in but not in use.
- Examples are home computers, printers, monitors, cell phones, stereos, microwaves, etc.
- It is estimated by the Department of Energy that these energy vampires cost the average household \$100 a year. For the U.S. amounts to billions of dollars per year...
- What to do?
 - Set your computer and monitor to an "energy save" mode not in use.
 - Consider putting your TV, stereo, DVD, gaming equipment power strip that can be turned off when not in use (don't that if you have preset recordings they need power to do).
 - You can purchase power strips with timers too!
 - Unplug or pull cell phone, iPod, and any other chargers strip also!

Exhaust Fans/Lab Hoods At 3M

- Did You Know — clean room conditioned air costs 3M about \$5/CFM per hour?
 - If you have a lab hood in your area, make sure the sash is closed when not in use!
 - If you are running a localized exhaust, snorkel trunk, etc. consider closing off the vent or turning off the system when it is not needed!

A Home Analogy

Would you turn on your air conditioner at home leave your front door open? Running an unnecessary exhaust fan full time or leaving a lab hood open at 3M is a similar situation.

In FMSCO, settings have been programmed on the lines to ramp down or turn off exhaust when the lines are down even for as little as 5 minutes. This has saved 3M Menomonic over \$150,000 a year!

3M's **Hutchinson Minn.** facility shared energy team projects and goals at their fair and hosted vendor booths on Solar and Wind Power, Lighting, Automation Equipment for Plants, Tree Planting for Energy Efficiency, as well as rebates and incentives from utilities. Drawings included 32-inch LCD TVs and a rain barrel donated by the City of Hutchinson. More than 320 employees attended, many sharing energy suggestions.

3M China's plant posters highlighted actions employees can take to reduce energy use at facilities, at work and at home.

创建3M绿色工厂

- 离开工作位后随手关灯和关闭空调。
- 设备停止生产后及时关闭相应的能源阀门。
- 正确使用和维护设备，确保设备能效最大化。
- 定期检查水电气系统管路，杜绝跑冒滴漏现象。
- 及时对老旧设备进行检修，确保设备能效正常运行。
- 设置合理制冷/采暖温度和制冷/制热气流能力能保持节能。
- 设置合理空调温度不仅节约能源，还能避免因过冷/过热带来的疾病。

保护生存环境 创建绿色核心竞争力

城市绿色是我们的责任

个人

企业

3M

The **Alexandria, Minn.** facility raised energy awareness among employees using communication monitors and posters. By tuning into energy trivia on monitors and answering a questionnaire, employees had a chance to win new 3M LED light bulbs. Posters about energy conservation also showed the plant's energy scorecard for the year.

3M Alexandria Energy costs

Your actions affect our plant, our company and our future.

Choose Wisely, Use Wisely

- Optimize Process Energy Use
- Submit Energy Ideas to your Energy Team
- Take Action! A small contribution by all will result in a significant reduction in our energy use.

Contact Tom Hedderson or anyone on the Energy Team for suggestions, more information

An air leak identification and tagging program engaged employees to find leaks for a chance to win 3M-branded merchandise.

Attach to equipment at air leak location

DATE TAGGED: _____

Place in box at EHS office.

Name: _____

Date: _____

Location of air leak: _____

AIR LEAK SOURCE

ENERGY STAR Pledge Driver

3M Canada encouraged its employees to take the **Change the World Pledge** under the 3M corporate umbrella.

Help Change the World One Lightbulb at a Time/ Changez le monde une ampoule à la fois

3M would like to encourage employees and the community to make a change today to save energy and protect the climate.

ENERGY STAR

CHANGE THE WORLD. START WITH ENERGY STAR.

Take the ENERGY STAR Pledge

To join the 3M Canada pledge team:

- Go to the Change the World pledge form for 3M Canada: <https://www.energystar.gov/cecanada/canada/canadaform/showPledge.jsp?ID=23713>
- Check off the actions you plan to take.
- Sign your pledge USING 3M SL.Paul ZIP CODE 55144 and click the "Take the Pledge" button to submit.

Promoting Energy Efficiency & ENERGY STAR Externally (To Shareholders, Media & Customers)

Press Releases

- ENERGY STAR Sustained Excellence Award (U.S., Germany); 3M European Energy Conference; Post-it Notes Energy Education Program.

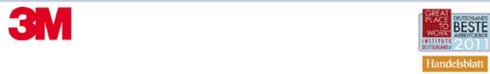
Releases about 3M's ENERGY STAR Sustained Excellence award garnered 46+ print and web mentions (240,000 + readers; 18 million visits.) Publicity on the Regional ENERGY STAR workshop hosted by 3M generated 12 print stories and 18.7 million media impressions.

Earth Day - 2012
3M Receives a Record Eighth Sustained Excellence Award from US EPA
Award symbolizes 3M's world class sustainability performance and customer solutions

St. Paul, Minn. – April 20, 2012 – Through 3M's benchmark energy savings projects, the company has again received the US EPA's Energy Star program's highest honor, The Sustained Excellence award. This was the company's eighth consecutive award from the U.S. EPA. Its company-wide programs to save energy resulted in \$8.2 million in actual savings.

"Our energy savings program is just one of many initiatives that 3M has in place to help the company be more sustainable – and yet we are very proud of the recognition from the U.S. EPA", said Jean Sweeney, vice-president, 3M Environmental, Health and Safety Operations.

"No other industrial company has received the Sustained Excellence award in as many years and it is a testament to 3M's culture of sustainability," Sweeney added.



Press Release

First European 3M Energy Conference in Neuss

Focus on Saving Energy

From November 5 to 7, the 3M energy managers from all of Europe met in Neuss for the first European energy conference of the company. The focus of the event was on information exchange on projects and successes on the sector of energy management.

For many years, successful energy management has belonged to the defined aims of the multi-technology company 3M. For the 8th time in a row, the company has been awarded the so-called "Energy Star of Sustained Excellence Award 2012" by the United States

Presse-Information

ENERGY STAR of Sustained Excellence Award 2012

3M erhält Auszeichnung von US-Regierung

Das Multi-Technologieunternehmen 3M ist von der Umweltschutzbehörde und dem US-Energieministerium weltweit als bestes Unternehmen für weltweiten Energiesparmaßnahmen ausgezeichnet worden. Dies ist das achte Mal in Folge erhalten. 3M erhielt die Auszeichnung für die Sustained Excellence Award 2012 für Energieeffizienz im Vergleich zu anderen Unternehmen. Die Energieeffizienz im Vergleich zu anderen Unternehmen ist gestiegen und dadurch eingespart.

Insgesamt 177 Projekte wurden im Jahr 2011 initiiert. Die Energieeffizienz im Vergleich zu anderen Unternehmen ist gestiegen und dadurch eingespart.

St. Paul Public Schools Partner with Post-it® Brand from 3M to Launch Energy Education Program

Release Date: Thursday, November 8, 2012 9:05 am CST

Terms: Company, Product and Brand, Sustainability

Dateline City: St. Paul, Minn.

ST. PAUL, Minn. – (BUSINESS WIRE) – To engage and educate students on the importance of energy awareness, Saint Paul Public Schools has partnered with Post-it® Brand from 3M to launch the Post-it® Notes Energy Project – a program developed to show students that "You've Got the Power" when it comes to environmental leadership. To celebrate the launch, Post-it® Brand will host two half-day events at Farnworth Aerospace Pre-K-8 Magnet School and Bubble Creek Middle School for hundreds of eighth grade students on November 8 and November 9, 2012.

3M employees will visit the two schools and sponsor a series of interactive workshops to spread environmental awareness and to demonstrate how Post-it® Notes can be used as a fun reminder tool to help save energy. This program is part of the larger 3M Mission: 100 initiative that encourages students to become interested in science and technology.

"We're thrilled to be working with 3M to help educate our students on the importance of environmental stewardship," said Shannon Pinc, Energy and Sustainability Coordinator for the District. "This program not only supports our middle school environmental sciences unit, which focuses on energy production and conservation, but it also truly engages and inspires our students to start making small changes for the better."

During the events 3M employees will host ten "wizard stations" where they will conduct various science experiments spanning subjects like cryogenics, wind energy, simple machines and groundwater, among others. Students will learn the different ways energy is made, the many forms it takes, the ways in which it is used and how it can be conserved. Students will also learn how much energy their own schools use and will compete to reduce their school's energy consumption.

"The Post-it® Notes Energy Project is an exciting and engaging way to help students understand the impact each and every person can have when it comes to making changes that affect our planet," said Michele Whyte, Head of Sustainability and Quality, 3M Consumer Products Business. "Through our interactive workshops, we want to inspire kids to be passionate leaders within their community and understand that simple solutions, like using a Post-it® Note as a reminder to turn off the lights, are the types of small steps that spark big changes."

Directly following the events, 3M will ask students to put their knowledge to the test and create "energy teams" to help investigate their school's energy use. 3M will work with the student teams and schools to evaluate the energy consumption and create a conservation plan, with the ultimate goal of helping the school obtain an ENERGY STAR® certification.

TOTAL MEDIA IMPRESSIONS
18,719,912



Social Media

- Used Facebook and Twitter as part of communications strategy to announce 2012 Sustained Excellence Award.



12,961 followers

3M representatives attended the Energy Star Business Roundtable with U.S. Environmental Protection Agency Administrator Lisa P. Jackson to discuss how our partnership has led to a more energy efficient America. We're proud to receive 2012 Energy Star Award for Sustained Excellence!

3M 3@MNews 16 Mar

EPA & DOE honor 3M w/2012 ENERGY STAR Award for Sustained Excellence! 1.usa.gov/zwQbJH

3M 3@MNews 15 Mar

3M expands its research & manufacturing for lithium ion batteries. Read more about the novel Silicon-based materials at bit.ly/x254PP

—To Shareholders, Media & Customers (continued)

3M.com

► **3M Sustainability.com** contains extensive information about 3M’s sustainability strategies, goals and progress. 3M published its 2012 Global Reporting Initiative Report and added three sustainability videos to the site.

Sustainability at 3M

Inventing tomorrow.

From our products to the environment to community involvement, we're innovating with the future in mind.

► See our vision for sustainability

Timeline: **1930-2010**
A look back at significant milestones from 3M's rich sustainability legacy.

Product Spotlight: 3M's propensity to innovate is our most effective way to promote change.

Making a Difference: 3M has a commitment to connecting with people—our most valuable resource.

Goals and Progress: 3M reveals the progress and performance metrics for sustainability.

From our Chairman and CEO

At 3M, we understand sustainability. How about 40 years worth of understanding.

At 3M, we are working hard to help create a better world for people everywhere. We ingenuity, our expertise and our technology to solve problems innovatively, and with on solutions for the longer term. Sustainability is fundamental to our business philosophy from product development and manufacturing.

Our Enduring Commitment

For decades, 3M has pioneered sustainable by Program – Pollution Prevention Pays—is now innovative, world-leading program has prevented not all – our efforts have reduced greenhouse.

We have created hundreds of sustainable solutions customers manage their environmental footprint for cleaning solvents and window films that are made with plant-based adhesive and film.

But we know there is much more to do. 3M as energy reduction and efficient use of raw materials. We apply 3M innovation to overcome them, to commit.

Our 2015 Sustainability Goals

Sustainability is a real-world business initiative building on our years of success to further reduce volatile air emissions 15 percent by 20 energy efficiency by 25 percent, all from a 2010 baseline.

Measuring our Progress

The only thing we like better than a great idea is great results. When it comes to sustainability, excellence lies in evidence.

- Climate Change:** Cutting GHGs by more than two-thirds worldwide. Greenhouse gas reductions at 3M: 72%.
- Preventing Pollution Pays:** Preventing pollution is better than trying to clean it up later. 3P est. 1975.
- Air Emissions:** Reducing volatile organic air. 96%.
- Water Stewardship:** Using less water and releasing.

About 3M Sustainability

When you're looking for a better way of doing things, sustainability comes naturally.

Innovation—the art and science of applying creativity to develop practical and novel solutions—has been our hallmark for more than a century. It's more than a way of developing products. Innovation is part of our DNA.

Check out this Video Featuring 3M Executives Talking about Sustainability

Climate Change: Working hard to consume less energy globally. 3M energy savings projects: 82%.

Biodiversity: Funding new ways to keep wild areas wild. 3M preservation partnerships: < \$10M+.

Managing Waste: Minimizing waste means more than just recycling. Ways 3M limits waste: 68%.

Air Emissions: Breathing fresh air should not be compromised. Now 3M is cleaning the air.

Renewable Energy and Energy-Saving Solutions on 3M.com.

3M Solar Energy

Products | Applications | News & Events | Technical Library | Resources

Your ideas. Our technologies.

For more than a decade, 3M has been a trusted supplier of advanced materials for the solar industry. Our broad range of products and technologies is designed to enhance performance, improve reliability and drive down the critical cost per watt. As one of the world's best suppliers of films, tapes, coatings and adhesives, we have the ability to supply products and provide technical support around the world. View 3M's Solar Energy Solutions.

3M Wind Energy

Products | Applications | News & Events | Technical Library | Resources

Your ideas. Our technologies.

Our technologies are being used to build wind turbines around the world—with products designed to enhance reliability, improve performance and provide protection against weathering and harsh environments. 3M brings you the advantage of an experienced, reliable partner—with the resources and expertise to develop wind applications, provide technical support and supply products anywhere in the world. View 3M's Wind Energy Solutions.

Residential Window Film

Residential window tint adds sun control and privacy without sacrificing style. 3M Window Films are some of the best window films for reducing hot spots and glare while also yielding energy savings and UV protection. Home window tinting reduces fading and provides UV protection. 3M safety films improve window safety from attempted break-ins and severe weather. Read product reviews & learn more.

Car Window Tint

Car window tint maximizes your cool factor in more ways than one. Window tint blocks heat, reduces glare and helps reduce interior fading. Window tinting creates a look that allows you to rev up the style. Stay connected with your phone. Metalized window film options are credited with SPF factors up to 1,000. Put the reputation of 3M window tinting to work for you. Read product reviews & learn more.

Commercial Window Film

Security, solar and decorative window films can do more for you than you think. UV protection, window tinting and privacy while increasing energy savings. 3M Window Films help improve tenant comfort, reduce hot spots and increase window safety in buildings. Our window tints help provide energy & safety solutions. Read product reviews & learn more.

Government Window Film

Solar and tinted window films save valuable energy and increase worker comfort. Security and safety window films provide shatter-resistant severe weather and bomb blast protection that is essential for improved safety. Decorative window films add privacy and style within your building. See how having your windows tinted can improve your building. Read product reviews & learn more.

What's New in Window Films | For Dealers

Our Valued Associations & Alliances:

SKIN CARE PARTNER, ENERGY PARTNER, MEMBER, CLIMATE EDUCATION PARTNER, CLINTON CLIMATE INITIATIVE, BOMA INTERNATIONAL, IWFA

Energy Use

Energy Use in the Average Home

According to the U.S. Energy Information Administration U.S. households:

- 88% have 2 or more televisions
- 86% have 1 or more computers
- 88% have 3 or more rechargeable electronic devices

Source: U.S. Energy Information Administration, Residential Energy

ENERGY STAR estimates that over 15% of all electricity households is used for TVs and other consumer electronics. Source: ENERGY STAR, Save Energy at Home, Electronic Solutions

Energy-Saving Tips & ENERGY STAR Labeled Products

Filtrete Home Filtration Products

Air Products | Water Products | Product Videos | Special Offers | Where to Buy

Put Your Home on an Energy Diet

Follow these tips from Larry Cavalier to help you save both energy and money during the cooler season.

A Do-It-Yourself Guide to preparing the home for cooler temperatures.

Is your home ready for cooler months ahead? Follow these tips from Larry Cavalier, Technical Service Engineer for Filtrete™ Filters from 3M, to help you save both energy and money during the cooler season:

- 1. Give your furnace a tune up.** Hire a professional to make sure your furnace is operating at peak performance. The specialist will adjust the burners, clean out the blower box and verify that your heat exchanger isn't rusty. A rusty heat exchanger may allow carbon monoxide to be drawn into your home.
- 2. Change your air filter.** For maximum effectiveness, replace your Filtrete™ Filter every three months. To help you remember, consider replacing it with a new high-efficiency model. After the initial investment, you'll likely spend less to heat your home over time.

If your furnace has seen better days, consider replacing it with a new high-efficiency model. After the initial investment, you'll likely spend less to heat your home over time.

Ultra Quiet

10-10"

96%

Quietest for Quiet

Promoting Energy Efficiency & ENERGY STAR Externally (To Businesses, Organizations and Communities)

Expos & Conferences

- ▶ 3M business units showcased their latest products designed to improve energy efficiency in markets ranging from solar and wind power to architectural lighting and signage.

Professional Outreach

- ▶ 3M hosted the **Regional ENERGY STAR Workshop** in 2012 to share the values of energy efficiency and ENERGY STAR partnerships with local utilities and companies. Speakers included Betsy Dutrow, the Minnesota Department of Commerce and other ENERGY STAR partners.



- ▶ Article contributions: 3M helped publicize the benefits of industry participation in the ENERGY STAR program and continued to share its worldclass energy practices through interviews with business and organization publications.

Sampling of Presentations: Energy/Sustainability

- ▶ 3M invited 100+ European customers, partners and policy stakeholders to 3M's **Energy and Sustainability Showcase** to discuss how the E.U. can meet targets for sustainable/renewable energy.



- ▶ 3M's 2012 **Transportation Summit** showcased products and technologies that speak to industry megatrends, such as alternative energy, weight reduction and sustainability.



IndustryWeek
3M Dials Up Energy Efficiency
Corporate energy manager Steve Schultz shares insights on the company's energy-efficiency success.

CARBON ENVIRONMENT DAILY
HOW TO ENGAGE TOP MANAGEMENT ON ENERGY EFFICIENCY: 3M
02 March 2012 3:30pm

Star Tribune
3M, others share their secrets for energy savings at summit
September 11, 2012 - 1:53 PM

Harvard Business Review
HBR Blog Network
3M's Sustainability Innovation Machine
by Andrew Winston | 9:24 AM May 15, 2012

ALLIANCE TO SAVE ENERGY
U.S. CEEM Members in Action: Energy Efficiency as a Competitive Advantage
Date: May 24, 2012

EES Energy Efficiency & Technology
The fundamentals of energy-efficient manufacturing
Aug 1, 2012 5:37 PM

Accelerating Innovation
2012 TRANSPORTATION SUMMIT

Environmental Solutions Catalogs

▶ 3M added nearly 70 new products to the **Environmental Solutions Catalogs** this year to help businesses and consumers reduce their environmental impact. The brochures feature products including energy-efficient lighting solutions and window film innovations.

The first non-English brochure was published out of Brazil.



Community Programs

▶ Post-it® Notes Energy Education Project



3M's Post-it Notes business group partnered with St. Paul Public Schools to encourage environmental leadership among students and raise awareness for energy use through the **Post-it Notes Energy Project**.

3M employees visited two schools in November to launch the program, which involved the following:

- Presentations explaining the ways energy is made, the forms it takes, the way it's used and how it can be conserved.

- Ten Wizard workstations where students could participate in science experiments to learn more about energy and its environmental impact.

- Students at the two schools were challenged to increase their school's ENERGY STAR rating and to outperform the other school in reducing energy consumption by March 2013 to win a pizza party.

- The students will form energy teams and work with 3M engineers to a) evaluate their schools' energy consumption b) create conservation plans using the ENERGY STAR portfolio and c) compete to achieve ENERGY STAR certification for their schools.



Team T-shirts



Energy Tips

- Buy ENERGY STAR® products and appliances – they are more energy efficient!
- Use cold water to wash clothes.
- Use a Post-it® Note to remind family members and friends to turn stuff off you're not using!
- Turn off the tap when brushing your teeth and save (4) gallons of water/day.
- Run the dishwasher only when there is a full load.
- Plant a tree; capture 3.6 pounds of carbon dioxide per year.



• Kids with recycle content and use the tips at your school and home.

• Light bulbs. They're cool-looking and



▶ 2012 American Solar Challenge (ASC)



3M signed on as national sponsor of ASC, donating products, such as lithium battery components, solar encapsulants and composite matrix resins. 3M also hosted the awards ceremony.

▶ League of Green Embassies

As a member of the League of Green Embassies, 3M is installing its line of Prestige Exterior Window Films at nine U.S. embassies in the E.U. (four have been completed, five are in progress.) The 3M window films provide high-performance sun control and glare reduction.



Through these high-profile installations, at least a dozen window film installations are already being discussed with potential customers, including schools in Rome and a hotel chain in Warsaw.

3M Energy Awards & Recognition



► 2012 Engineering Energy Excellence Awards

3M recognizes individuals and teams globally for superior work that goes beyond the energy management program and demonstrates significant energy reduction and continuous improvement.

In 2012, the award committee received 19 nominations from around the world and presented awards to one individual and one team.

A winning entry is featured on the right.

► 2012 Plant Energy Awards & Recognition Program

3M annually recognizes facilities for best-in-class energy programs. In 2012, 33 plant energy teams received awards globally. Thirteen plants achieved the Platinum level award representing \$7.59 million in savings .

Platinum	Gold	Silver	Bronze
Corona Hutchinson Springfield Prairie du Chien	Alexandria Wausau	3M Center Brookings Brownwood Cynthiana Decatur Greenville Guin New Ulm Pittsboro Tonawanda	Aberdeen Nevada
Beauchamp Hilden Kamen Neuss 1 Ribeirao Preto Seefeld Sumare Tilloy Yang-Mei	Shanghai (CHK) Shanghai (Xin Qiao)	Brockville 501 Itapetininga Juarez Singapore	
Awards: 13	Awards: 4	Awards: 14	Awards: 2

► 3M Pollution Prevention Pays (3P) Awards

Q4 2011 - Q3 2012, 3P recognized 144 energy-related programs saving 280,124 MMBtus. The 3P "Low Carbon Solution Award" gives special recognition to projects that demonstrate innovation in reducing GHG emissions or energy use during one or more of its life-cycle stages.

Energy Leadership Award

Vincent Olivieri, Home Care Division, 3M Tonawanda, N.Y., plant

Under Vincent Olivieri's leadership, 3M Tonawanda has been awarded a Corporate Energy Reduction Award for the past five years. The plant documented energy savings in excess of \$1.6 million during this period, and is on pace for another \$600,000 in savings this year.

Equally important, the projects leading to these financial benefits have helped significantly increase productivity, and lend themselves well to replication by other facilities.

These projects include: continuous-mold-draining (recycling of process liquid, which eliminates the use of electricity to evaporate excess liquid from the sponge and minimizes the amount of carbon disulfide released to the solvent recovery unit for absorption); optimization of all continuous sponge-making operation processes by automatically varying voltage for constant power (resulting in increased production levels and increased yields); and the utilization of the plant cooling tower system to chill process water in lieu of electrical chillers.

3P Worldwide Impact (since 1975)

Projects: 9,300+

First-year pollution prevented: 3.5 billion pounds

First-year savings: \$1.5 billion

3P Low Carbon Solution Award

A 3M team increased the yield of 3M™ Novec™ 1230 cell product 12.3% by modifying unit operations, automating manufacturing process conditions, making engineering improvements, sustaining contamination control and enhancing communications.

In addition to cost savings of \$3.7 million for the first year, the project prevented 1.02 million tons of CO2 equivalent emissions.

External Awards & Recognition

▶ ENERGY STAR Sustained Excellence Award



3M received the ENERGY STAR Partner of the Year in 2004 and has been recognized from 2005-2012 with the Sustained Excellence Award

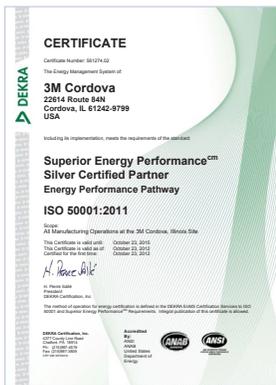
(marking the eighth consecutive year to achieve this honor.)

▶ ISO 50001 Certifications--3M Brockville; 3M Cordova



3M Brockville Canada attained its ISO 50001/MSE 50021 certification at the **Platinum level for Superior Energy Performance** (only the second location in the world and the first in Canada to achieve the distinction).

3M Cordova Illinois achieved certification at the **Silver level**.



▶ India LEED Certification

3M India's Research and Development Center was certified to the LEED India Gold Standard.

▶ PREAD Recognition - 3M Colombia



3M Colombia was recognized for the sixth consecutive year for its management of water and energy use and waste reduction by Bogota's PREAD program (Premio de Excelencia Ambiental Distrital). 3M Colombia is ranked among the top five companies by the Secretariat for its environmental work.

▶ Energy-Smart Companies - 3M Gagnef, Sweden



3M Gagnef was named a pilot facility for green development by the Dala province for its environmental and energy management efforts. The facility reached all of 3M's environmental goals (2005-2010), including reducing energy consumption by 35%.

▶ Rankings



3M ranked No. 12 on Interbrand's list of "Best Global Green Brands" and was recognized for a strong and sustainable product portfolio and for achievements, including the ENERGY STAR Sustained Excellence Award.



3M ranked No. 112 overall and No. 7 in the Industrial Goods category of Newsweek's 2012 (U.S. 500) Green Rankings.



3M was named among "China's Top 100 Green Companies" for the fourth consecutive year, ranking among the top 10 in the Foreign Enterprises category.



3M was included in both the DJSI World Index and the North America Index again this year. 3M has been included in the DJSI World Index since it started in 1999.

▶ Energy Preservation Award-- 3M Unitek



3M Unitek received the Energy Preservation Award from the Irwindale California Chamber of Commerce for implementing an energy management system to provide automated and remote-control monitoring of major energy consuming equipment.

The new system automated the shutdown of high-load production and facility equipment during weekends and holidays for annual savings of 272,000+ kW hours.

▶ Environmental Leader - 3M Mexico

As a second-year member of Mexico's Environmental Leader Program, 3M Mexico's San Luis Potosi facility served as a mentor to 13 of its suppliers by helping them identify and implement environmental projects that improve efficiency and reduce waste and energy use.

▶ SolarWorld Supplier Award



Germany's SolarWorld AG recognized 3M Renewable Energy Division with a supplier award for outstanding achievements in the field of sustainability and environmental compatibility. Special recognition was given to 3M's Sustainability Report.

▶ Bombardier Aerospace Supplier Award



3M received the 2011 Corporate Social Responsibility Supplier Award from Bombardier Aerospace. Companies were evaluated on achievements in areas including sustainable operations.

▶ Top Product of the Year

3M™ Ultra Prestige Series Window Films were named 2012 Top Product by Building Operations Management Magazine. The films maintain the appearance of buildings,

while allowing up to 70 percent of visible light through windows. It holds the glass together in the event of a break-in or severe weather and rejects up to 97 percent of infrared light.

