



Cognizant



Cognizant - Leader in Green Initiatives

Cognizant, a global provider of business, technology and consulting services, has a comprehensive environmental policy, founded on the premise that going green not only makes sound moral and business sense, but also spells competitive advantage. Cognizant's "Go Green" initiative marks an important step in its continued success and sustainable growth. The initiative is guided by a steering committee of senior management, although many ideas have been enthusiastically generated by Cognizant employees worldwide.

Mark Greenlaw, Vice President of Sustainability and Educational Affairs, says, "At Cognizant, we are driven by our green policy, which is to lead sustainable growth with environment-friendly practices and responsible use of natural resources. We believe all of us share the responsibility for the health of our environment. Our 'Go Green' programme is an extension of this philosophy. This programme is aimed at reducing the environmental impact of our operations and empowering our employees to make a positive difference to the environment. We have reduced our per-capita carbon emissions by more than a quarter compared to our 2008 baseline by using Six Sigma techniques aimed at energy efficiency. We also started planting trees in and around our offices to reduce carbon dioxide emissions. We started sapling nurseries in our offices in India and have planted thousands of trees in cities where we have a significant presence."

100,000 employees equals 100,000 new trees

In recognition of passing the 100,000th employee milestone in December 2010, Cognizant decided to plant 100,000 trees around the world to honour those employees and to support the cause of a greener environment. In the UK the company partnered with the Trees4Business program to plant 1,000 of those trees.

Planting trees is just one strand of Cognizant's comprehensive "Go Green" strategy, which includes a green blog to share ideas, environmental awareness screensavers, and more direct interventions such as optimising paper consumption, car pooling, telecommuting, and a whole range of communications and virtual conferencing tools to reduce travel miles.



Planting trees at Alladale in Scotland



Francisco D'Souza, President and CEO, Cognizant, plants a tree

Greenlaw adds, "Staff response to our Go Green program has been phenomenal. Thousands of employees have formed Green Brigades across the globe and have agreed voluntarily to engage in green deeds. Many have planted trees in their homes and neighbourhoods. A group of associates in Pune, India, plants trees every weekend throughout the year. Another group in Chennai, India, has trekked 8 kilometres to distribute solar lanterns in a remote hamlet. A Go Green song has been created by an in-house music band at Cognizant. This has further galvanised our associates to do their bit for the cause of the environment."

Cognizant knows that management buy-in is a key challenge in realising the full potential of green initiatives. Whether it is facilities management, energy management, business travel or green IT, it takes management commitment to push the green agenda within the organisation. It is important to drive home the point that going green makes business sense. At Cognizant, a major thrust for green initiatives has come from corporate management, which puts Cognizant in the forefront of forward-looking companies who are achieving rapid growth while respecting the environment.

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 111,000 employees as of March 31, 2011, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.



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