



- NEW ENERGY TARGETS AND ADOPTION OF PERFORMANCE-BASED SITING POLICY TO DRIVE GROWTH AWAY FROM COAL
- LACK OF POLICY ADVOCACY IN THE US
- WILL CISCO NAME AN ENERGY SAVINGS GOAL FOR ITS SOLUTIONS OFFERINGS?

SUMMARY 58/100 = 1ST PLACE

Cisco regains a share of the top ranking in this year's Leaderboard, with a 9-point gain from 2012, earning a 1st-place tie with Google at 58 points. Cisco's leadership improved across each of the three evaluation areas, particularly for updated commitments to manage its energy footprint and increase the amount of renewable energy powering its operations.

Cisco continues to maintain its strong position in demonstrating and measuring the energy savings potential of the IT sector, bested only by Fujitsu in the Solutions category, and shows signs of increasing its investment in its solutions offerings, particularly those related to the smart grid. Cisco earns top marks for its increased leadership in addressing its growing energy footprint, with an update to its greenhouse gas (GHG) and renewable energy targets, along with a performance-based commitment to direct its growth toward cleaner sources of electricity and away from coal.

Cisco scored higher for its policy advocacy leadership than it did last year, but nearly all of its advocacy occurred in the EU - particularly the UK - while being nearly non-existent in the US and even its home state of California. As a company that has clearly shown its interest in both increasing its supply of renewable energy and business opportunities with IT-enabled energy management and the smart grid, Cisco needs to demonstrate much stronger advocacy leadership in its home market. For inspiration or ideas on how to improve, Cisco would be well served by looking at the leadership shown by its California neighbour and the company with whom it shares top honours in this year's Leaderboard: Google.

CLIMATE SOLUTIONS 24/40 = 2ND PLACE

Energy Saving Calculations (9/10)

Cisco continues to maintain strong evidence of the energy savings potential of its IT solutions in several areas identified in the SMARTer2020 report, and continues to update its analysis and assumptions.

Public Metrics (10/10)

Cisco continues to provide transparent and well developed methodologies and associated calculators for measuring the energy savings impact of Cisco IT solutions, and has also demonstrated leadership in contributing this knowledge toward the development of standardised metrics for such solutions across the sector.

Investment (5/10)

Cisco appears to be increasing its investments in its energy solutions offerings, most notably its investments relating to smart grid services and solutions, under its Emerging Technologies Business Group.

Future Savings Goal (0/10)

Despite having strong real world case studies and well developed methodologies for measuring the impact of its clean energy solutions, with a much greater range than most companies, Cisco still declines to state a level of ambition for how much energy savings its products will produce.

COMPETITOR COMPARISON

CISCO	58	24	22	12
ALCATEL-LUCENT	40	14	19	7
ERICSSON	51	24	17	10
HP	43	17	14	12

IT ENERGY IMPACT 22/25 = 1ST PLACE

Energy & Emissions Targets (5/5)

Cisco maintains full marks as it provided an updated set of targets for greenhouse gas reductions (40% below 2007 levels by 2017), energy intensity goals (15% energy per unit of revenue by 2017) and renewable energy (25% of total by 2017) targets in early 2013.

Mitigation Strategies (8/10)

Cisco has been transparent about the major elements of its strategy to achieve its GHG and energy reduction goals, having successfully achieved its previous goals last year. Cisco should provide greater detail regarding how much of its renewable energy is being secured directly through its local utilities or renewable energy developers, and to what extent Renewable Energy Credits (RECs) – a more problematic strategy at increasing renewable energy – are being relied upon, as Google has begun providing.

Infrastructure Siting Policy (4/5)

Cisco helps set the bar for this criteria with the recent adoption of performance-based goals for its facilities, defined by the emissions factor of the local electricity. In combination with its other goals, this new commitment should serve to drive significant new growth by Cisco away from coal-fired generation.

Product Efficiency & Supply Chain Footprint (5/5)

Cisco again helps set and maintain the bar for this category, which includes efforts to ensure its suppliers are reporting data on their respective energy footprints and are themselves establishing reduction targets.

POLITICAL ADVOCACY 12/35 = 6TH PLACE

Political Speech (2/10)

Cisco scores minimal points for speech in support of clean energy policies, with leadership occurring primarily in the UK context.

Political Policy (7/15)

Cisco does score higher for its policy advocacy leadership compared to last year, though nearly all leadership examples occurred in the EU, and in particular the UK, through its participation in the Aldersgate Group, including support for a low-carbon power target. Cisco needs to re-engage in energy policy advocacy in its home country, the US, and advocate with a stronger voice for the policy changes that are needed to unlock the energy savings potential identified in the SMARTer2020 analysis.

Repetition Bonus (3/10)

Repetition bonus awarded for support of letters sent by Aldersgate Group on mandatory reporting and clean energy investment.

Cisco received no **Negative Lobby Penalties**.