



ADOPT. ADAPT. ADVANCE.

2014 Sustainability Report

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This report covers fiscal year 2013 unless otherwise noted. Any references to dollar amounts are to U.S. Dollars. Information in this document is subject to change without notice.

The Yellow Pages Integrated Media Association is a Delaware not-for-profit corporation dba Local Search Association, formerly the Yellow Pages Association.

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Sustainability is more than meets the eye.

The mission of the Local Search Association is to lead, serve, and advocate on behalf of companies that help local businesses get found and retained through results-driven marketing and media solutions.

The Local Search Association is the largest trade organization of print, digital, mobile and social media that connects local businesses with ready-to-buy consumers. We work to grow local business through these connections and that is why our membership includes U.S. and international companies in 28 countries.

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Our 2012 sustainability report outlined the success of our members at fostering a healthy environment by being recycling leaders. Since that report was issued, our industry has continued to adapt to meet the needs of a changing economic and technological landscape.

Our members help build local economies on many levels. Perhaps the largest contribution continues to be that our members help consumers find those goods and services that are near their homes and businesses.

When people are more active in their communities, we find that they support a stronger and more diverse local business climate that stimulates more entrepreneurial efforts. The area's creative and cultural climate identity becomes more stable on a local level. In turn, this helps local communities thrive economically and socially.

But as times change, we must all adapt in order to remain sustainable. While mobile devices have affected many aspects of the way we live, the change is perhaps most apparent in the local search industry. Growth in usage of mobile devices in local search is four times that of overall use as customers look for products and information on the go. Print media is now online, searchable, and accessible via mobile apps. Electronic media is virtual, mobile, online, vertical, or social and can be printed in 2D or 3D. But no matter which form of media is used to search for goods and services, both have made very large strides in becoming more sustainable.

Our 2014 report highlights some very exciting stories that relate to sustainability. You will see how our members

contribute to the overall values of environmental, economic, cultural and social well being in their communities. One of our key findings in researching this report is that each and every one of us at every level can make a difference for the sustainability of our world in a variety of ways. Not everyone may fill the same role but we can achieve true sustainability by working together towards economically sound and environmentally healthy communities.

You will see how our members have advanced in a world that is changing. We have looked more carefully at their local economic, cultural, and social contributions. We have also focused on their unique contributions to sustainability in a more holistic manner both on a local and a global level.

This report clearly demonstrates abilities both on the part of our members and of our organization to adopt, adapt, and advance. As such, we will remain a sustainable organization comprised of members that have perpetually sustainable businesses.

A handwritten signature in black ink that reads "Neg Norton". The signature is fluid and cursive.

*Neg Norton, President
Local Search Association*

Sustainability is a constantly adapting term requiring a constantly adapting response. At one time, we viewed discrete actions and steps as the key to sustainability. For example, the recycling of print directories is a discrete action that people take to better their environment. Remember when this was hard to do? Today, it is an easy thing to recycle print directories, but times, attitudes and, hopefully, behaviors must broaden if we are to truly achieve a sustainable world.

Based on the 2011 report “The Environment: Public Attitudes and Individual Behavior – A Twenty-Year Evolution” by GFK Roper Consulting Green Gauge¹, 58% of the population sorts their garbage. More importantly, nearly 70% think that they have a high level of knowledge with regard to making sound environmental choices. Perhaps most importantly, 74% agree that reducing environmental impacts in the production of products is a smart business decision.

These are encouraging findings. Yet, we find that what people say is not necessarily what people do. 75% of people say that they feel good when they help the environment. Recycling has always been a feel good activity. Yet, only 18% have said that they commute in an environmentally friendly manner. The point? We need to think about every action that contributes to sustainability, not just a single action like recycling.

LSA and our member companies have embraced this concept and we have begun adapting our sustainable behaviors to more closely resemble those in the logo on this page. We are committed to make certain that more of

our actions meet the multi-pronged concept of long-term sustainability by looking in the mirror of our daily routines.

You will read case studies that show this commitment in action including the selection of our conference location, the use of recycled paper, and changes to operations affecting how materials are sourced, transported, used and ultimately reused and recycled. Those in e-media have reduced their carbon footprints through efficiency, the use of alternative energy, and recycling of products related to the electronics field.

These are not just actions that protect the environment; they contribute significantly to the local economy, social fabric and local culture. These actions, when taken together, lead to vibrant local economies, a healthy environment, and a diverse social culture all of which help improve the lifestyles of each individual in the communities where we live.

In other words, you will see that sustainability is a process. We recognize that to remain sustainable on a perpetual basis, we need to continuously adapt and change our actions in such a manner so as to assure that we contribute to the four components of sustainability – Environmental, Economic, Cultural and Social – in an integrated and holistic manner.



¹ GFK Roper Consulting publishes the GFK Roper Green Gauge report annually. This is based on a poll of 2,000 consumers on environmental trends. GFK was reported as the 5th largest research firm in the world in 2007. The company measures U.S. consumer attitudes toward the environment among other services.

EXECUTIVE SUMMARY



For our 2014 report, we continue using the guiding principles of the Global Reporting Initiative (GRI). These guidelines “offer an international reference for all those interested in the disclosure of governance approach and of the environmental, social and economic performance and impacts of organizations.” The goal of these guidelines and our report remains the clear reporting of our progress on sustainability.

We are focusing our report on the progress made by search media companies in adapting to comprehensive sustainability standards. Our research has shown that the industry has made dramatic improvements in making sustainability an integrated experience.

Our print directories have become a mainstream component of the paper-recycling stream. Essentially, there should no longer be a debate about the recyclability of printed directories. Thus, we are focusing less on recycling in this report and more on the many contributions made by our member companies to the components of sustainability that include the environmental, economic, cultural and social well-being of local communities and our planet.

The way that people search for service providers has changed and thus we have expanded our report to show how LSA and our members have adapted our business practices.

Both print and electronic media have made groundbreaking strides in sustainability. Rather than looking at a single component of the process, we show that real sustainability results from thinking outside the box and challenging even

well established industry standards. It is important to note that every action that we take, from turning on a light to searching through print and electronic media, all have some environmental impact.

However, it is equally important to understand that “conservation,” the predecessor to modern sustainability, was defined by Gifford Pinchot as “utilitarian conservation.” He recognized that we cannot avoid using resources, but we could make wise use of those resources so that future generations can enjoy them.

Our modern view of sustainability encompasses economic, cultural and social impacts as well as traditional environmental views. We know that factors such as local jobs, contributions to the community and modes of transportation all contribute to cultural and economic diversity as well as social and environmental health. Or, as Pinchot might have said, wise use of our resources.

We know that every ad dollar generates \$21.74 of additional economic input and that a million dollars spent on advertising supports 81 jobs. In other words, the \$7.4 billion in advertising revenues from LSA members has contributed more than \$160 billion to the economy.

Sustainability is built upon the four coequal elements comprised of SOCIAL, ECONOMIC, ENVIRONMENTAL AND CULTURAL IMPACTS. The members of the Local Search Association continue to adapt and advance these goals.

SUSTAINABILITY HIGHLIGHT

Fostering Community Stewardship

Dex Media, an advocate for local business, is committed to powering regional economies while reducing its environmental impact. Dex Media implemented programs focused on resource reduction, environmental manufacturing practices, recycling and sourcing sustainable materials when possible.

The company's paper reduction initiatives are integral to the printing and distribution process. With the reduction of residential white pages, trim sizes and other paper friendly options, Dex Media decreased its use of paper by more than 55% from 2011 through 2013. Paper reduction does more than decrease the amount of paper used; it limits the amount of ink used and impacts the amount of fuel consumed in the product's distribution by both freight partners and vendors.

In addition to reducing paper, Dex Media works diligently to develop accurate projections of the number of books that will be used by consumers. By carefully managing projections, Dex Media has significantly less waste and fewer in-stock books to recycle between publications. Dex Media reduced excess print directories (salvage) by 50% as of 2013, and reduced print directory quantities by 32.97%.

Dex Media works with state and local governments, industry and environmental groups such as Earth 911 to educate consumers and communities about the benefits and value of print directories, as well as promote directory delivery opt-out. Dex Media also donated consumer awareness recycling magnets for collection dumpsters as well as recycled, reusable cloth bags to food banks and Keep America Beautiful recycler appreciation days. Together these initiatives help foster a community of stewardship and recycling to minimize impact on the environment while balancing the needs of consumers, small- to medium-sized businesses and local economies.

Dex Media is a marketing solutions leader trusted by approximately 580,000 local business clients nationwide. The company employs more than 4,000 people with an average of nine or more years of service, representing more than \$190 million in payroll. Additionally, in income/franchise, receipts and property tax, Dex Media represents more than \$14 million to the national economy.

Dex Media is committed to its employees and vendors. The company's main focus is to help its clients create and grow their customer relationships by providing a customizable mix of marketing solutions that include websites, print, mobile, social media and search engine marketing. Dex Media's passion is delivering the highest quality solutions for the best value to help businesses of all sizes meet their goals.



The economic dimension of sustainability concerns the organization's impacts on the economic conditions of its stakeholders and on economic systems at local, national, and global levels. It does not focus on the financial condition of the organization. In the Guidelines, unless otherwise stated the term 'impact' refers to significant economic, environmental and social impacts that are: positive, negative, actual, potential, direct, indirect, short-term, long-term, intended, unintended.



People have been using the term sustainability for a number of years now. We see sustainability reports, sustainable product advertisements, companies stating that they are sustainable, and more. The term has now become de rigueur. But what does “sustainability” and each of its four coequal elements – Environmental, Economic, Cultural and Social – really mean?

Environmental – *Taking actions that protect the ecosystem and minimize impact on the earth's ecology by preserving natural resources and preventing the generation of toxic wastes;*

Economic – *Taking actions that affect the ability of businesses to be run profitably so that they can continue to operate for years to come;*

Cultural – *Taking actions that protect and value cultural diversity that create and cultivate a community's identity; and*

Social – *Taking actions in the interest of others affecting their health and wellbeing.*

Definitions based on the work of Adam Werbach, Strategy For Sustainability, Harvard Business Press, ©2009.

Accordingly, we can see that sustainability has continued to evolve into a broader and more holistic concept. Rather than think about sustainability in terms of individual actions, it is now much more important to think about how each action affects other elements of our environment and our society.

It is also important to think about the term environment in a broader context. Environment is not just about recy-

cling or energy or water or air. It is about how everything is a part of us and how we are a part of everything. Essentially, we are the environment. Each and every one of the actions that we take affects everything around us. In turn, everything around us has an effect on us.

Accordingly, in this report, we have looked to determine how our industry has moved to:

ADOPT the principles of holistic sustainability;

ADAPT to practices that cultivate sustainability in the community; and

ADVANCE sustainability across every aspect of our business and personal actions.

Thus, to be a truly sustainable group of companies, our members have had to first adopt the principle that sustainability requires them to think in broader and more holistic terms. They have had to adapt their practices to better cultivate a model that is beneficial to their communities, and finally, they have had to advance the elements of sustainability in their own businesses without losing sight of the communities to which they belong.

Perhaps Albert Einstein's quote best sums up our thinking as we present this year's report:

“The world will not evolve past its current state of crisis by using the same thinking that created the situation.”

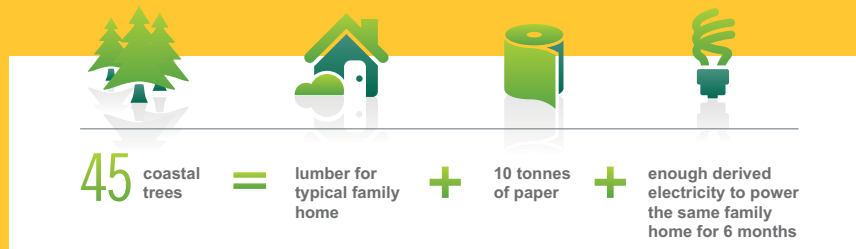
Our members understand this concept and are taking actions to move us all forward.

SUSTAINABILITY HIGHLIGHT

Thinking Globally and Acting Locally

Since **Catalyst Paper's** first environmental report in 1993, the company has worked hard to secure its place as one of the sector's strongest manufacturers of sustainable paper. Sustainability, the term used for making sure what you are doing can be repeated continually, renewing and not destroying, is a key part of its commitment. Catalyst has been a leader in the directory market for over 25 years, pioneering the use of lighter basis weight directory paper that provides the same printable area while using fewer resources.

Rather than chasing after "flavor of the day" environmental issues, Catalyst Paper takes a pragmatic and holistic approach by ensuring transparency in all aspects of its paper manufacturing process. This includes reducing the use of key inputs like water, fiber and energy while utilizing fiber from certified renewal sources, substituting green chemicals whenever possible, and the on-going elimination of mill waste discharges. The company focuses on streamlining its supply chain by using local supplies of fiber and goods and ensuring freight logical transport modes for its finished paper.



In British Columbia where Catalyst Paper operates, forests are harvested for solid lumber products so only sawmill waste is converted into paper and boiler fuels.

Catalyst Paper established collaborative projects with organizations like WWF, GreenBlue, and Greenpeace that help improve its paper operations and focus on issues that relate to forests and paper. The company's SAGE brand of green products now bundles all of this holistic work into chain of custody certified and carbon neutral paper products while also contributing \$1 per tonne to its external partners' efforts. Catalyst's track record continues to be amongst the best in all North America. Since 1990, fossil fuel elimination projects have delivered greenhouse reductions of over 85% with renewable energy content reaching 90% in 2013. Catalyst is promoting its holistic management approach through use of transparency labeling called Paper Facts that customers can place on the back of their finished printed materials, thus establishing the paper's footprint and pedigree. In British Columbia where Catalyst Paper operates, forests are harvested for solid lumber products so only sawmill waste is converted into paper and boiler fuels.





“Taking actions that protect the ecosystem and minimize impact on the earth’s ecology by preserving natural resources and preventing the generation of toxic wastes.”

Adam Werbach, Strategy For Sustainability

This is certainly a broad category. It shows very clearly that sustainability is not as simple as banning a product or lowering the thermostat. From the Local Search Association itself to our members, we are looking at how we can foster this approach in our daily actions. As you read through this report, you will see Sustainability Highlights that showcase some of the actions taken by our members clearly demonstrating their efforts towards becoming more sustainable as their businesses move forward.

However it is also important that everyone who reads this report bear in mind that they themselves have to take actions that support sustainability just as those who run our businesses understand that they must take the same actions. In other words, we are all in this together.

In addition to the Sustainability Highlights contained in this report, our companies have been able to report the following successes towards reducing their environmental footprint in 2013:



Energy Efficiency

One of our paper supply members continued replacing equipment warning lamp systems, one bulb at a time in its manufacturing equipment. **They have changed 7,500 bulbs so far, netting a savings of more than 4 million kWh per year.**

Lighting retrofits were completed at seven of its plants across the United States. These retrofits are projected to save 4.8 million kWh per year.

Another member reduced its energy usage by 10 million kWh over a one-year period simply by managing its computers more effectively.



CALIFORNIA GREEN LODGING PROGRAM



The California Green Lodging Program encourages state and local government travelers to seek out and give preference to certified “Green Hotels.” There are currently over 200 green hotels in the California System. There are three levels of certification: Participation, Leadership and Environmentalist. Leadership lodgings have earned a field score between 326 and 351 points out of a possible 402 points.

The program requires a field audit that reviews Waste Minimization, Reuse

and Recycling , Energy Efficiency, Efficient Lighting, Landscapewater Conservation, Pest Management, Hazardous and Toxic Substances, Purchasing Policies and Education and Commitment.

The Green Key Eco-Rating Program has been certifying hospitality properties for more than 15 years. It is a graduated rating system designed to recognize hotels, motels and resorts committed to improving their environmental and fiscal performance.



Waste Reduction

One of our supplier members collaborates with customers to help minimize environmental impacts by forming associations with sustainable forestry initiatives and sourcing more sustainable inks.

Many members return pallets to vendors for reuse.

One of our members has announced that it reuses bubble wrap, cardboard wrappers and polystyrene wrap as packing material.

Most of our members make directories with very low weight paper. **In fact, one member has reduced the total paper used to print directories by 68% over the last five years.**

This program assesses five main operational areas: Corporate Environmental Management, Housekeeping, Food & Beverage Operations, Conference and Meeting Facilities & Engineering; and nine areas of sustainable practices: Energy and Water Conservation, Solid and Hazardous Waste Management, Indoor Air Quality, Community Outreach, Building Infrastructure, Land Use and Environmental Management.



SUSTAINABILITY HIGHLIGHT

Where You Meet Matters

LOCALSEARCH
ASSOCIATION..

For the 2014 LSA Annual Conference, the venue selected practices sustainability that is tailored to the needs of the hospitality industry. The Hyatt Regency Huntington Beach is both California Green Lodging Certified and a Green Key rated property by the Green Key Eco-Rating Program.

The two programs require that the hotel meet multipronged standards for sustainability including energy and water conservation, waste diversion and recycling, indoor air quality, employee training and supply chain management.

The Hyatt has achieved the Leadership Level in California's program and Five Keys in the Green Key program! The five key rating is the highest level of achievement possible within the Green Key Program! The Hyatt is only one of fifty-six five-key hotels in the more than 3,000 hotels that submit to the Green Key rating system.

Congratulations to the Local Search Association for selecting a venue that has adopted, adapted and advanced the concept of sustainability: The Hyatt Regency Huntington Beach.



Municipal Solid Waste Recycling Trends

The United States Environmental Protection Agency reports that since 1960, recycling rates have increased from just over 6 percent of solid waste to about 10 percent in 1980, to 16 percent in 1990, to about 29 percent in 2000, and to over 34 percent in 2011.

The highest rates of recycling were for paper and paperboard, yard trimmings, and metals. Total paper recovered for recycling was 65% in 2012. However, newspaper and mechanical papers, the group that includes telephone directories, was recycled at 70%!

That means that Yellow Pages are recycled at one of the highest rates of any material in the country!

hibü has been a leader in promoting Local Choice for many years. Since creation of the National Yellow Pages Consumer Choice and Opt Out Site by LSA in 2011, hibü has taken Local Choice to a higher level.

Working with local government leaders, hibü has promoted the Site through a widget that can be placed on local governments' websites. This widget gives the Site greater visibility in the community and provides local residents with easy access to the Site.

Prior to distributing directories, hibü sends letters to local government leaders in the directory area advising them of the dates of the upcoming directory distribution. The letter also provides information about the Site, consumer choice and directory recycling.





Water Conservation

A member's corporate headquarters building features a drought-resistant landscaped roof that requires no irrigation and reduces water run-off and urban heat-island effect. **The building's water efficient plumbing fixtures use 30% less water than federal standards mandate.**

An LSA paper manufacturer held back water from lake and river water sources for 22 days to conserve water and natural fish habitats.

Our host conference location has reduced water-use intensity per each guest night by 9% since 2009. **It has a goal of reducing overall water-use intensity by 20% by 2015.**



Transportation Efficiency

One of our paper suppliers became an Environmental Protection Agency (EPA) SmartWay Transport Partner. Through this voluntary program, logistics providers are working to help improve fuel efficiency and to reduce emissions.

One method of reducing transportation impacts is to simply travel less. By reducing air travel and utilizing video conferencing, a company can reduce its CO2 generation by more than 2,200 pounds! **One member has reduced its carbon footprint by reducing air travel by more than 30,000 metric tons since 2007 by reducing air travel.**



The SmartWay® Program is a public-private initiative between the U.S. Environmental Protection Agency and more than 3,000 large and small trucking companies, rail carriers, logistics companies, commercial manufacturers, retailers, and other federal and state agencies. Its purpose is to improve fuel efficiency and environmental performance. Since its inception in 2004, the program has saved **120.7 million barrels of oil** which is the equivalent of **taking over 10 million cars off of the road** and has saved companies **\$16.8 billion dollars.**

RESPONSIBLE FORESTRY

In 2012, we reported that 275 million acres of forestland was certified by a third party organization in the United States and Canada. Third party certification matters since it means that the information you are receiving is independent and more reliable. **Today there are more than 461 million acres of forestland certified by either the Programme for the Endorsement of Forest Certification (PEFC) or the Forest Stewardship Council (FSC).**



PEFC North America endorses The Sustainable Forestry Initiative®, the American Tree Farm System, and the Canadian Standards Association Sustainable Forest Management Standard, which reflects the forest ownership patterns in North America and meet stringent international criteria for forest management.



The Forest Stewardship Council's Chain of Custody (COC) is "the path taken by raw materials harvested from an FSC certified source through processing, manufacturing, distribution, and printing until it is a final product ready for sale to the end consumer." Only compliant products can use the FSC label.



According to the U.S. Energy Information Administration (EIA) **every kilowatt of electricity generates an average of 1.86 pounds of CO2.**

The most effective way to reduce CO2 emissions is to simply avoid using electricity. The best way to reduce electricity demand is to increase efficiency.

Just citing the limited number of examples contained in this report resulted in LSA members eliminating more than 34,968,000 lbs. of CO2 emissions. That's more than 17,484 tons – or the equivalent of driving an average passenger vehicle around the earth 1,500 times (38 million miles).



Recycling

We have a large print supply member that recycles oil, plastic wrap, aluminum printing plates, bound and stapled waste and all types of paper products. It works with customers and suppliers to make packaging as environmentally responsible as possible.

One of our print members encourages the use of recycled and forest management certified papers to the greatest extent practicable.

One program recently recycled more than 575 cell phone batteries and nearly 200 lbs of employee-collected consumer batteries. The company set up special bins in two office locations to collect these batteries.



In Cedar Rapids, one member company made sure a visit by Santa in December was extra sustainable by ensuring the wrapping paper and packaging was recyclable along with all food service items. After the event the 1,000 people generated only four small bags of garbage, resulting in an estimated 90% recycling rate.

Many LSA member companies recycle old computers when they replace them. LSA encourages all users of electronic devices to recycle their electronic devices through the e-Stewards Initiative or R2 recycling programs.

One of our members, YP, is helping reduce electronic waste and providing phone book recycling opportunities. It sponsored the Reno NV 2013 Earth Day electronic waste collection program working with Keep Truckee Meadows Beautiful (a Keep America Beautiful affiliate) and collected over 70,000 pounds of e-waste from local residents.

Over the last 12 years, YP has participated in the annual Nevada "Make a Difference Day" community tree planting program and has donated more than 1,275 trees for planting.

RESPONSIBLE ELECTRONICS RECYCLING



The **R2 Program** requires that e-recyclers ensure that toxic materials found in electronics are managed safely by downstream vendors and that e-recyclers focus on environmental and public health, worker health and safety, security and chain of custody throughout the process.

Find R2 compliant recyclers at www.r2solutions.org.



The **e-Stewards Initiative** provides market incentives that drive the certification of the entire recycling chain that is managing the toxic materials. Its programs create a network of responsible collection and processing entities, ensuring that old technology will not poison vulnerable populations, recycling workers or the global ecosystem.

Find an e-Steward compliant recycler at www.e-stewards.org.



“Taking actions that affect how businesses turn a profit so that they will be able to continue for years to come.”

Adam Werbach, *Strategy For Sustainability*

LSA's members provide advertising services for businesses of every size and scope. These services allow people in our communities to find the goods and services that they need.

In 2012, more than 10.5 billion searches were conducted in the print and Internet Yellow Pages. Of that number, 75% of the searches resulted in a purchase or an intention to purchase a good or service.

It is clear that advertising helps local businesses and it has a positive impact on the local economy. By supporting local businesses, customers help to recycle dollars, reduce their environmental footprint, increase cultural diversity by supporting unique enterprises and encourage a strong social fabric of local prosperity.

But what does that mean in terms of economic dollar impact? According to a study performed by BIA/Kelsey in its November 2013 report entitled "U.S. Local Media Forecast, 2012-2017, Mid Year Update, Yellow

Pages Edition," Print and Internet Yellow Pages advertising totaled \$7.4 billion in 2012.

In a study entitled "The Economic Impact of Advertising Expenditures in the United States, 2014" (The Advertising Coalition, January 2014), every advertising dollar spent generates a combined economic impact equal to \$21.74 in additional economic output. Also, every \$1 million spent on advertising supports 81 jobs!

On a local level, the level that our members impact most directly, we know that about \$73 out of every \$100 spent in the local economy is generally invested back to that economy. So, what does this mean? It means that Yellow Pages advertising helps the economy by:

Stimulating \$161 billion worth of economic output!

Supporting 600,000 jobs!

Generating up to \$118 billion in local economic activity!

Without LSA's members, businesses of all sizes would be less able to serve their communities and those communities would be less sustainable.



THE ECONOMIC LEVERAGE OF YELLOW PAGES ADVERTISING



The economic element of sustainability is itself a micro-study in the concept of holistic sustainability. Every part of the advertising industry affects every other part of the economy. The result is a synergistic growth in all industries that begins with the first advertising dollar.

When companies use LSA member services, they expend dollars on advertising. This in turn leads to direct sales which in turn leads to industry having to hire people to make the things that are sold. This leads to

suppliers selling and hiring and then many industries selling and hiring among them.

To determine the value of Yellow Pages advertising, we used baseline data showing that the combined revenues accounted for 5.6% of a total 2012 media revenue generation of \$132 billion. When applied to the economic output values of \$21.74 in additional economic output and 81 jobs for every \$1 million spent, we arrive at the figures presented.

What Does Buying Local Really Mean? Valley Yellow Pages Helps to Lead the Way

Valley Yellow Pages is the largest independent Yellow Pages publisher in Central and Northern California. It helps more than 14 million people find reliable, local business information.

Valley Yellow Pages knows the value of supporting the local community. It has developed a strong "Buy Local" campaign and displays a prominent Buy Local message on the cover of its directories. At its most basic level, Buy Local means supporting local businesses and buying goods and services from those businesses.

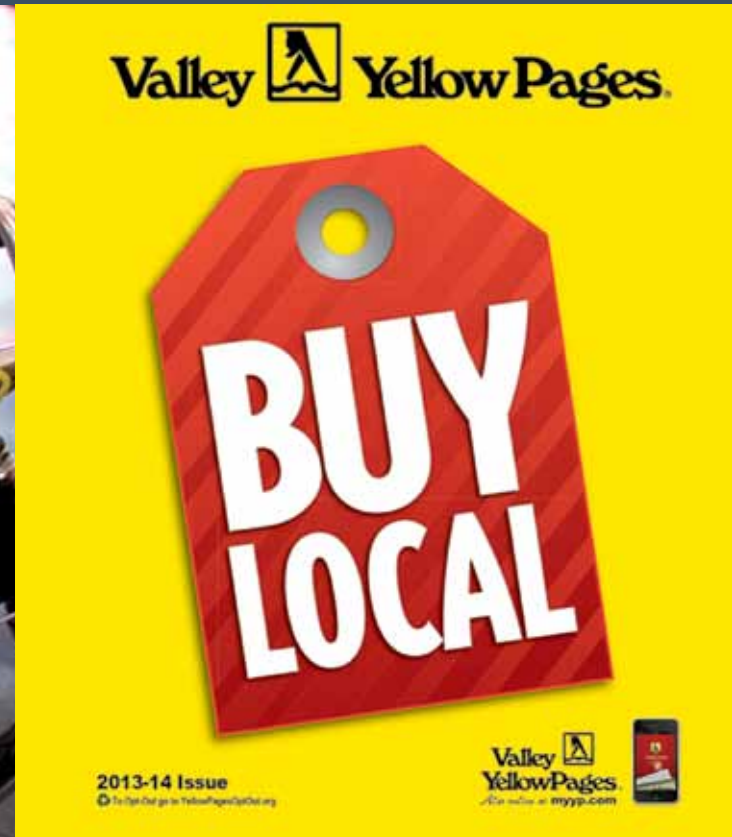
When money stays in the community, it helps support local government and thus funds services including police, fire, education and parks. It also helps create jobs at local businesses, and in turn those local businesses and their

employees buy from other local businesses. In effect, money that remains in the local economy is recycled and helps to create a domino effect of economic sustainability. This means that everyone in the community benefits.

Buy Local is also good for the environment. On average, local purchases require less transportation. And local businesses tend to make more local purchases themselves, all of which results in less traffic congestion and less pollution in our air.

Valley Yellow Pages practices this type of local commitment in its daily activities.

Oh, and yes, the directories are recyclable.





SUSTAINABILITY HIGHLIGHT

Putting Neighbourhoods First and Helping Local Communities Thrive

For Canada's **Yellow Pages Group (YPG)**, a leading digital media and marketing company, good corporate citizenship goes well beyond environmental sustainability. It is about aligning its business mission and operations to help Canada's small businesses foster strong relationships with its local consumers and as a result, building thriving neighbourhoods across the country.

Driven by its purpose to champion the new neighbourhood economy, YPG launched **Shop The Neighbourhood™**, an event campaign designed to encourage local shopping and support for small businesses on the Saturday following Black Friday in November.

Started in the Greater Toronto Area (GTA) home of 5 million residents, YPG launched a multimedia advertising and social media campaign endorsed by celebrities and politicians to encourage consumers to shop locally on November 30, 2013. Business owners offered exclusive deals for the day that were promoted on the YPG network of mobile and desktop platforms. In addition, the businesses that participated received a business participation toolkit which included information and materials to help them promote their business during the event.

The campaign was also supported by the GTA's Business Improvement Areas and YPG sales staff. On the eve of the event, the landmark CN Tower was lit yellow to remind people about the positive impact local purchases have on the community and to encourage them to shop locally the next day in YPG's event.

The results:

- **25% of residents aware of the campaign**
- **More than 2,000 deals on YPG platforms offered by participating businesses.**
- **58 business improvement areas participated in the event.**
- **84% of people surveyed said that their shopping was influenced by this program.**
- **94% agreed that Shop the Neighbourhood helped people to discover businesses in their neighbourhood.**

The company proactively reduces its environmental footprint through actions such as reducing directory paper usage by 68% over last five years, promoting paper, plastic and metal recycling in its offices, managing e-waste, and facilitating car sharing for its employees.





“Taking actions that protect and value cultural diversity from generation to generation.”

Adam Werbach, *Strategy For Sustainability*

What do we mean by Cultural Sustainability? To understand its real meaning is to understand that cultural diversity has to include not just protecting traditions and customs, but reaching out to help improve working conditions for our employees and those with whom we do business. We must take the best of what we do and encourage other companies to improve as well.

Do we buy locally when we can? Do we respect distinct cultural traditions where we work and live? Is our workforce diverse and representative of our community? Do we help expand opportunities for those around us that might not have a chance to improve their quality of life otherwise? These are all measures by which we can judge our contributions to maintaining our unique cultural traditions and improving our communities.



WOMEN IN NON-TRADITIONAL EMPLOYMENT ROLES



Women In Non Traditional Employment Roles, Inc. (WINTER) is an independent nonprofit organization formed by a group of tradeswomen who wanted to extend opportunities to economically disadvantaged community women.

Throughout its 18-year history, WINTER has promoted the employment of women in high-wage, high-skill labor markets by working primarily with two sectors: poverty-level women and youth who need progressive high school education, employment training and related assistance and the employers who

might hire them. By offering opportunities to advance in growth industries such as environmental remediation, infrastructure rebuilding and green building construction, WINTER helps to level the non-traditional employment playing field.

WINTER has well-established partnerships with employers, unions, and apprenticeship programs, and it is the only organization in Southern California that provides nontraditional employment education to girls and women. For more information, visit www.winterwomen.org.

The World is Our Responsibility

RR Donnelley recognizes that true sustainability includes efforts that require the company to think locally and act globally. One part of this belief is the understanding that by bringing different experiences, cultures, and points of view to bear on a challenge, it is able to inspire a variety of approaches, ideas and innovations to meet that challenge. That is, it can be a more culturally sustainable company.

RR Donnelley has established a work environment that welcomes different values and cultures. Through more than 34 globally established "Inclusion Work Councils" it strives to promote an inclusive culture by sharing experiences and holding activities that focus on diversity, learning, professional development and highlighting different cultural traditions. There are even tastings of different culinary dishes to help employees understand the diverse customers that they service.

Some of RR Donnelley's cultural sustainability programs include:

- In Lodz Poland, employees held charity auctions and collected more than 1,300 pounds of food and blankets to help those in need.
- Initiating a Women's own Network, WoN, in Chennai, India to inspire women to identify opportunities and help them in professional development, mentoring and special projects.
- Developing a supplier network that focuses on diversity by proactively seeking out and buying from Minority- and Women-Owned Business Enterprises (MWBEs).
- Expanding diversity by offering customers the opportunity to work with MWBE's through an already qualified network that RR Donnelley has established.

RR Donnelley has been recognized for these efforts and has won numerous awards for its efforts at diversity including:

- Receiving the National Association of Software Service's Award as the "**Best Business Process Outsourcing Company for Excellence in Diversity and Inclusion**," 2012. This award specifically noted the WoN program.
- Receiving the WINTER "**Redefining Women's Work & Youth's Education Employer of the Year Award**" for its efforts in supporting women in non-traditional careers, 2013.

Cultural Sustainability is an important part of the RR Donnelley formula for Global Sustainability. **For more information on the company's all inclusive efforts towards sustainability go to www.rrdonnelley.com.**





“Taking actions which demonstrate that other people matter.”

Adam Werbach, Strategy For Sustainability

In these tougher economic times, it sometimes seems that people forget to consider the simple premise that other people matter. When that type of thinking pervades a society, that society is no longer sustainable.

Thankfully LSA has members who remember the simplest of concepts: other people do matter. Contributing time and energy to our local communities helps to knit a more sustainable social fabric that in turn supports each and every one of us. Our members contribute time, money and labor to helping keep their communities strong.



SUSTAINABILITY HIGHLIGHT

Berry's Extreme Community Makeover

Berry truly values the communities that it calls home — where its employees live and work. As such, Berry wants its employees to have the opportunity to be able to volunteer their time and services for the betterment of the community, but it also realizes time and monetary constraints can limit what its employees can do themselves. So several years ago Berry made a commitment to fully pledge support of its local communities by instituting a day for its employees to give back, by volunteering their services during the work day, with pay! Berry calls it The Berry Company's Extreme Community Makeover.

Each year, Berry holds an Extreme Community Makeover event where employees are encouraged to spend the entire work day volunteering for a local agency of need.

Extreme Community Makeover was first launched in 2006 as a play off of the hit television show Extreme Home Makeover. Over the past eight years, thousands of Berry employees have donated more than 10,000 hours of volunteer

time in their local communities via Extreme Community Makeover.

This year marked the 8th annual Extreme Community Makeover event in Dayton, Ohio. Nearly 100 employees visited eight United Way agencies throughout the Dayton area and spent the day cleaning, organizing, doing yard work and interacting with children and adults at the various United Way agencies. In all, the Dayton employees provided nearly 840 hours of service to local agencies or more than \$16,000 in labor.

In an increasingly busy world, it's hard to find the time to volunteer to help your local community. And when the economy suffers, charitable contributions are some of the first budget cuts to be made. But at Berry, not only does it, as a company, say that Berry values the communities where its employees live and work, but Berry backs it up by paying its employees to be able to volunteer their time and services for the betterment of their local community.





SUSTAINABILITY HIGHLIGHT

Community Involvement and Education

YPSM Cares is the heart of the YP culture, reflecting YP's mission to help local businesses and communities grow. YP Cares infuses the spirit of its brand on a very personal and helping-hand level by inspiring team members to give and do in and around the communities in which they live. Its program focuses on charitable engagement and environmental sustainability.

They conceive YP Cares events and activities for national reach but customize and implement them locally, giving their team members an opportunity to give back in whatever way is most meaningful and doable for each of them. Whether participating in Habitat for Humanity builds, Earth Day celebrations, recycling programs, charitable giving or community beautification projects, YP Cares provides a platform for team members to do what they do best – get things done!

YP's recent collaboration with the San Francisco Recreation and Parks Department offers a prime example of how YP got things done in a California community. Celebrating the grand opening of a new Golden Gate Park CommUNITY Garden, YP funded and constructed a vertical gardening space, creatively demonstrating how even small, densely-packed urban environments can be enriched with the environment's natural beauty. Located near the famous Kezar Stadium, this organic garden now provides a valuable citywide resource for sustainable food production and satisfies the public's desire for community garden plots. After the ribbon cutting ceremony, more than 30 YP team members from the Oakland, San Jose and San Francisco offices dug in (literally) and planted the garden's first greens, alongside other doers in the community.

Environmentally speaking, YP is making a significant impact in communities across the country, helping reduce electronic waste and providing phone book recycling and environmental education. YP sponsored the Reno NV 2013 Earth Day electronic waste collection program, working with Keep Truckee Meadows Beautiful (a Keep America Beautiful affiliate) and collecting over 70,000 pounds of e-waste from local residents. Also over the last 12 years, YP has participated in the annual Nevada Make a Difference Day community tree planting program and has donated more than 1,275 trees.

YP has also worked with Green Living Science, helping fund environmental education in Detroit Public Schools and implementing some of its first recycling efforts. In addition to the immediate benefits of these programs, YP has also inspired students to learn and study the STEAM disciplines (science, technology, engineering, art, math) – instilling tomorrow's workforce with a focus on environmental improvements and a future of sustainability.

These are only a few examples of many YP Cares projects and events. Thanks to its deep local roots, YP Cares has a broad community service reach with big plans on the horizon. If they can dream it, they can get it done!





The Local Search Association and our member companies have seen that in order to move forward and remain sustainable businesses, we need to:

ADOPT the principles of holistic sustainability

ADAPT to practices that cultivate sustainability in the community

ADVANCE sustainability across every aspect of our business and personal actions

This year's report has demonstrated that LSA members make substantial contributions to the Social and Cultural sustainability of our communities.

When we look at the holistic sustainability process, we see that Yellow Pages advertising helps the economy by:

Stimulating \$160 billion worth of economic output!

Supporting almost 600,000 jobs!

Generating up to \$118 billion in local economic activity!

This report also shows us that by looking at narrow environmental measures we really do not achieve the goal of holistic sustainability. Indeed, it is very likely that we hurt sustainability efforts when we narrowly focus our attention on individual products in a reactionary way rather than consider them in a holistic manner.

As you may have noted, we have reversed the order of our topics as we discuss our look forward. The reason for this is simple: There is no right order to our view of holistic sustainability. We began our report by looking at the broad picture — how companies are making efforts within the entire matrix. We then outlined specific examples of sustainability to highlight some of the good work being done by our members.

How much energy do we use when we turn on a light, operate a printing press, a computer or a data center? Where do we get our paper? What inks do we use? How do we get our products to the user? What happens to our products at the end of their useful lives? How do we pay our employees? How do we help local businesses earn the dollars that they need to support their business growth? Do we value our diversity of culture? Do we value and care about those in our community?

These are all part of creating a holistically sustainable community. LSA and its members will continue to Adopt, Adapt, and Advance sustainability to support our and your local communities.

Environmental Partners

The Local Search Association and its members are proud supporters of many national, state, county and municipal associations including:

Arizona Recycling Coalition	Keep America Beautiful
Associated Recyclers of Wisconsin	League of California Cities
Association of Oregon Recyclers	League of Minnesota Cities
Association of Washington Cities	League of Oregon Cities
California Resource Recovery Association	Massachusetts Municipal Association
Carolina Recycling Association	Michigan Recycling Coalition
Colorado Association for Recycling	Municipal Waste Management Association
Connecticut Conference of Municipalities	National Association of Counties
Connecticut Resource Recovery Association	National League of Cities
Georgia Environment Council	New York Conference of Mayors and Municipal Officials
Georgia Recycling Coalition	Northeast Recycling Council
Illinois Municipal League	Rhode Island League of Cities and Towns
Illinois Recycling Association	Southeast Recycling Development Council
Indiana Recycling Coalition	State of Texas Alliance for Recycling
International City/County Management Association	Washington State Recycling Association
Iowa Recycling Association	

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Local search companies help consumers find local businesses in their communities and thus support a stronger and more sustainable local economy.



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