

MEDIA RELEASE**FEDEx EMPLOYS SMART THINKING TO HELP THE PLANET****MONDAY, 14 MARCH 2011****FOR IMMEDIATE RELEASE**

FedEx is featured in Article 13's latest batch of CSR case studies with a review of the logistics company's [EarthSmart sustainability programme](#). EarthSmart has enabled FedEx to **cut carbon emissions and costs and improve its reputation** amongst customers, employees and shareholders.

EarthSmart is a central part of FedEx's environmental sustainability strategy. It brings together three global initiatives – EarthSmart Solutions; EarthSmart Outreach and EarthSmart @ Work – and provides a platform to communicate the company's actions and “create a culture” of sustainability across FedEx.

Article 13 selected this programme for its CSR case study series because it provides both business and social benefits. Jane Fiona Cumming, founding partner of sustainability and social marketing experts Article 13, notes that “through EarthSmart, FedEx is taking a **leadership position on sustainability** issues and stands to drive other companies across the industry to follow suit. This is good news for the sustainability of FedEx, the logistics industry as a whole and the planet.”

EarthSmart Solutions addresses the sustainability performance of the company's services and physical assets, including its aeroplanes, trucks and facilities.

EarthSmart Outreach aligns business priorities with community needs, such as investment in sustainable transport solutions for developing countries.

EarthSmart @ Work aims to engage FedEx employees in the company's environmental sustainability goals and efforts by sharing information and encouraging employees to get involved and innovate.

The latest Article 13 CSR case studies can be accessed from the [Article 13 home page](#). The [CSR and sustainability case study archive](#) is also a useful tool for sustainability and CSR practitioners, containing a large range of case studies within the categories of community, education, environment, governance, green technology, new product development, social marketing, strategy, supply chain and workplace.

Article 13 is an expert in business responsibility, typically in the areas of corporate social responsibility (CSR), sustainability and governance. Article 13 seeks to embed and integrate responsible business practices in organisations by means of consultancy services, training, coach-mentoring and thought leadership.

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