---------------------------------------------------------------------------------------------------------------------------- Dell 2004

\*{core strengths, ability, evolve, changing customer requirements, technological innovations, global market conditions}

\*{example, improve, deliver, increased value, stakeholders}

\*{environmental stewardship, key corporate imperative, accountability, extends, other areas}

\*{evolve, reporting, annual environmental report, annual sustainability report, impact, long term viability, corporation}

\*{changed}

\*{financial performance, environmental and societal impact, “triple-bottom-line”}

\*{achieved, goal, real progress, integration, alignment, key indicators, methodology}

\*{mission, integrate, sustainable development, management practices, business, providing quality products, best-in-class services, best customer experience, best value}

\*{business results}

\*{key areas, progress}

\*{fiscal year, second attempt, Global Reporting Initiative (GRI), Sustainability Guidelines}

\*{progress, develop, transparent reporting, doubled, GRI, cross-references, GRI Index}

\*{increased investment, corporate accountability, addition, internal resources, drive, programs, expansions, stakeholder relationships, increased engagement, company, personal involvement}

\*{increased, socially responsible investor groups, broadened, dialogue}

\*{find, significant value, guidance, groups, integrate, environmental and societal impact, financial performance, investment decisions}

\*{focus, suppliers’ contributions, sustainability efforts, expanded, design, environment, attributes, human rights impact, supply base practices}

\*{evolution, efforts, complex issue, responsible end-of-life retirement, electronics hardware}

\*{one-day take-back collection events, conducted, United States, evolved, educational seminar, featuring experts, complex product recovery issues, materials export}

\*{collection program, expanded, grant program}

\*{long term national solution, sustainable, synergistic, communities, invest, local waste issues}

\*{Electronics reuse, recycling, customer segments}

\*{knowledge, realization, comprehend}

\*{conclusion, challenges, goals}

\*{team, business model, values, partners, stakeholders}

---------------------------------------------------------------------------------------------------------------------------- Dell 2005

\*{values, company}

\*{values, sustainable practices, improving, practices}

\*{leveraging, skills, team, manage, environmental and societal impacts, opportunities, products, processes, practices}

\*{introduce}

\*{Sustainability Report, accomplishments, values, action}

\*{practice, utilizing, Global Reporting Initiative (GRI), sustainability guidelines, expands}

\*{key areas, progress, focus, environmental responsibility}

\*{Examples, area}

\*{Product Recovery, Recycling, company, industry, public product recovery goal}

\*{exceeded, goal, increasing, returned and recycled electronic products}

\*{Forest Stewardship, stakeholders, ForestEthics, Environmental Defense, environmental nonprofits, developed, model, governs, sourcing, paper products, goal, post-consumer, waste recycled content paper, catalogs}

\*{incorporation, labor rights, supply chain management practices, area, increased focus}

\*{Areas, success}

\*{Publication, Supplier Principles}

\*{Collaboration, companies, develop, Electronics Industry Code of Conduct, common supply base, streamlining, efforts, suppliers, quality workplace standards}

\*{global leader, focused, areas, issues, practices, positive impact, developing world}

\*{Examples}

\*{Joining, Global Business Coalition, HIV/AIDS}

\*{HIV pandemic, devastating effect, countries, customers, suppliers, partners}

\*{fight, HIV/AIDS}

\*{focus, diversity, women’s rights, globally, supporting, Calvert Women’s Principles, code of corporate conduct, focused, promoting, gender equality, women’s empowerment}

\*{direct business model, guides, commitment, direct engagement, employees, customers, suppliers}

\*{engage, direct dialogue, socially responsible, investment groups, shareholder activists, nongovern- mental organizations, business engagement, find, global solutions, social and environmental concerns}

\*{challenges, society, responsibility, challenges}

\*{challenges, goals}

\*{team, business model, values, partners, stakeholders, support}

---------------------------------------------------------------------------------------------------------------------------- Dell 2006

\*{sustainability report, fiscal year, create, sustainable business practices, challenges}

\*{progress, goal, environmentally and socially responsible market leader}

\*{business goals, values, company}

\*{mission, integrate, sustainable development, management practices, business, quality products, best-in-class services, best customer experience, best value}

\*{find, challenge, rewards, find, solutions, business goals, improve, environmental and societal impact}

\*{Corporate Accountability, Environmental Responsibility, Community Engagement}

\*{Global Reporting Initiative (GRI), Sustainability Reporting Guidelines, expansion, Review report Highlights, key areas}

\*{Product Recovery, Recycling Dell, product retirement, customers, product purchase, goal, increase, product recovery, used equipment, reuse, recycling}

\*{challenges, recycling practices, geographies, focused, expanding, product recovery services, new markets}

\*{Chemical Use, introduced, new chemical use policy, approach, selecting, substances, eliminate, product design}

\*{policy, commitment, prohibit, use, brominated flame retardants, products}

\*{Design, Environment Dell, requirements, European Union's Restriction, Hazardous Substances Directive (RoHS)}

\*{focused, implementing, design requirements, global product lines}

\*{Product Group's environmental management system, certification}

\*{Workplace Health, Safety Dell, honored, increase, U.S. facilities, achieved, STAR certification, Occupational Safety and Health Administration (OSHA), safe workplaces, employees}

\*{promote, employee wellness}

\*{Supplier Principles Dell, good working conditions, employees, supply chains, active member, Implementation Group of the Electronic Industry Code of Conduct (EICC), industry-wide standards, good labor practices}

\*{complexity, challenges, area, focused, improvements}

\*{Community Engagement Dell, good neighbor, communities}

\*{company, employees, build, communities, Dell, grows, opens, facilities, new markets}

\*{guided, direct engagement, employees, customers, suppliers, stakeholders}

\*{regular dialogue, associations, global nongovernmental organizations, community groups, socially responsible investment groups}

\*{depend, dialogue, guide, building, sustainable business}

\*{team, meet, commitments, values, action}

\*{progress, work, beginning stages}

\*{focused, progress, business leader, environmentally and socially responsible company}

---------------------------------------------------------------------------------------------------------------------------- Dell 2007

\*{introduce, Dell’s Sustainability Report, company’s fiscal year}

\*{measures, progress, instituting, sustainable business practices, challenges, goals, improvement}

\*{Values in Action}

\*{Values, behaviors}

\*{behaviors, actions, use, evaluate, company’s efforts}

\*{Judge}

\*{perspectives, stakeholders, environmentalists, investors, community members, suppliers}

\*{input, create, sustainable business}

\*{successes, developments}

**\*{Global Recycling}**

**\*{**offering, consumers, no-charge recycling, Dell-branded product}

\*{teams, global recycling services, place}

\*{challenged, industry, join, free recycling, consumers, no exceptions}

\*{customers}

\*{company, industry, consumers, no-charge, global recycling, purchase requirement}

**\*{Design, Environment}**

**\*{**environmental design, products}

\*{requirements, European Union’s Restriction, Hazardous Substances (RoHS)}

\*{updated, chemical use policy, eliminating, brominated flame retardants, product design}

\*{strides, Forest Products Stewardship program, marketing publications, use, recycled content paper, goals}

**\*{Customer Ownership}**

**\*{**energy efficiency, plan, build systems, deliver, performance, data center}

\*{customers, save, money, reduce, carbon dioxide emissions}

\*{early progress, goal}

\*{OptiPlex™ 745 uses, less energy, previous models, flat panel display}

\*{new program, “Plant a Tree for Me.”}

\*{program, donations, customers, plant, trees, offset, carbon dioxide, production of electricity, power, computers}

\*{Plant a Tree for Me, programs, leverage, direct relationships, customers, educate, energy efficiency, climate change}

**\*{Diversity, Ethics}**

**\*{**recognition, create, workplace}

\*{receive, Opportunity Award, U.S. Secretary of Labor, country’s highest award, voluntary workplace diversity efforts, federal contractors}

\*{Human Rights Campaign’s annual Corporate Equality Index}

\*{Ethics Day campaign, employee events, facilities, conducting, highest ethical standards}

\*{progress}

\*{engagement, communities, fight, HIV/AIDS}

\*{global supply chain, high standards, workplace practices, safety, drive awareness, adoption, Electronics Industry Code of Conduct, The Code, EICC}

\*{commitment, corporate responsibility}

\*{responsible, environment, total customer experience, provide, integral, success}

\*{focus, challenge, new viable materials, communicate, ethical sourcing standards}

\*{company’s sustainability journey}

\*{passion, business benefits of leading, area, personal values, future generations}

\*{progress, goals}

\*{Judge, actions}

---------------------------------------------------------------------------------------------------------------------------- Dell 2008

\*{change, company, commitment, corporate responsibility}

\*{increased, sustainable operations, business, achievements}

\*{World Environment Day, greenest technology company}

\*{integrate, consideration, environment, business processes, product design, deliver, industry’s most energy-efficient products, save, energy, deploy, green power, facilities, recycling leadership}

\*{people, protecting, Earth}

\*{Dell’s operations, carbon neutral}

\*{commitment, program, improvements, save, energy, green energy, facilities, economical, offsetting, impact}

\*{global headquarters campus, Round Rock, Texas, powered, green energy sources}

\*{producing, energy-efficient products, deliver, performance, customers}

\*{Energy-efficient products, reduce, customers’ operating costs, reduce, climate impact, products}

\*{changes, desktop products, save, customers, energy costs}

\*{enterprise customers, data centers, productive, energy-efficient}

\*{Launching, global meeting place, people, learn, green, share ideas, protect, environment}

\*{experts, customers, stakeholders, meaningful dialogue, environment, dialogue, action, results}

\*{focus, environmentally responsible, product design}

\*{precautionary approach, materials selection, reduce, product packaging, integrate, recyclable packaging solutions}

\*{Multipack solution, multiple server orders, reduced, collateral materials, shipped}

\*{avoids, use, cardboard, shipments, trucks, conserving fuel, shipping}

\*{campaign, raises, funds, buy, anti-retroviral drugs, HIV-positive individuals, Africa}

\*{fight, HIV, save, lives}

\*{pandemic, affects, customers, employees, suppliers, communities, increase, infection rates}

\*{updated, global nondiscrimination policies, HIV status, protected categories}

\*{challenges}

\*{stronger, greener company}

\*{suppliers, share, sustainability, best practices, employing, high standards, workplace, employee policies, safety}

\*{goal, world’s greatest technology company, difference, protecting, planet, building, communities}

\*{support, company}

\*{team}

\*{hired, vice president, Corporate Responsibility, manage, environmental and social commitments}

\*{experience, philanthropic, diversity, sustainability efforts, corporate responsibility programs}

---------------------------------------------------------------------------------------------------------------------------- Dell 2009

\*{full-time commitment, responsible corporate citizen}

\*{commitment, goals, strategies, accountabilities, characterize, business}

\*{persists, business cycles}

\*{customers, partners, people, leadership, area, accomplishments}

\*{achievements}

\*{greenest technology company, planet, achieved, carbon neutrality, global operations}

\*{raised, standard, IT consumer recycling}

\*{innovative new products, services, customers, increase, energy efficiency, performance, data centers}

\*{Dell Green Teams, educating, employees, promoting, awareness, inspiring, positive actions, environment}

\*{member, Business Ethics Leadership Alliance, stakeholders, releasing, information}

\*{difference, global communities, employees, started, Dell Youth Connect program, digital inclusion, emerging countries, company, Global Diversity Council}

\*{policy information}

\*{innovate, corporate responsibility arena}

\*{*Inspire, Innovate, Achievements, Corporate Responsibility}*

\*{key accomplishments, environmental responsibility, corporate accountability, social responsibility, examples, inspiring activities, employees}

\*{employees, innovation, products, people, caring, planet}

\*{actions, employees, advance, corporate responsibility}

\*{global economic challenges, change, corporate landscape}

\*{change, employees, company, commitment, corporate responsibility, transformation}

\*{Leadership Team, Board of Directors, engaged, corporate responsibility principles, practice}

\*{Corporate Responsibility Team, teams, key initiatives, corporate responsibility}

\*{support, engagement, collaboration, leadership, share, progress}

\*{support, customers, employees, stakeholders}

\*{guidance, producing, conversation, social media tools, partnership}

---------------------------------------------------------------------------------------------------------------------------- Dell 2010

\*{commitments}

\*{Successful, innovative companies, purpose, bottom line}

\*{technology, human potential}

\*{core part, culture, company’s purpose, idea, technology solutions, people}

\*{responsibility, customers, employees, shareholders, purpose}

\*{responsibility, extends, communities, serve, planet}

\*{visits, customers, technology solutions, corporate initiatives, people, achieve, goals, dreams}

\*{Young people, skills, lifelong learners, leaders, access, technology, Connected Classroom, YouthConnect programs}

\*{Hospitals, efficiency, patient care improvements, electronic medical records systems, streamlined, IT operations}

\*{Entrepreneurs, small business owners, growth, global economy, leveraging, technology, compete, established businesses}

\*{people, achieve, lives, direct result, business, rallying cry, corporate responsibility programs}

\*{Solving, challenges, education, health care, economy, planet, combination, purpose-led business strategies, global citizenship initiatives}

\*{focuses, corporate responsibility accomplishments, challenges}

\*{industry}

\*{customers, environmentally conscious, first technology company, sustainable bamboo, packaging portfolio}

\*{company, ban, electronic waste exports, developing countries, industry}

\*{excellence, impactful programs}

\*{support, diverse suppliers, member, Billion Dollar Roundtable, women- and minority-owned suppliers, United States}

\*{children}

\*{earned, perfect score, Human Rights Campaign}

\*{accomplishments}

\*{balance, business priorities, commitment, corporate responsibility, promise, stakeholder, decisions}

\*{purpose, responsibilities}

---------------------------------------------------------------------------------------------------------------------------- Dell 2011

\*{human potential, benefit, technology, driving force}

\*{listening, partnering, customers, deliver, technology solutions, operate, increase, productivity, human connections, lightning speed}

\*{core philosophy, advancing human potential, not limited, solutions, product creation}

\*{invest, innovate, planet, people}

\*{sustainability, practices, relationships, global team}

\*{progress, sustainability efforts}

\*{optimize, footprint, responsible process, product improvements, focusing, green, convenient, practical, customers}

\*{reduced, energy consumption, computers, institutionalized, sustainable bamboo packaging}

\*{top spot, Newsweek’s Greenest Companies in America list, lead, industry, environmental priorities, e-waste, data center efficiency, supply chain practices}

\*{corporate, programs, centered, narrowing, technology gap, underserved youth, access, technology, education, children, countries}

\*{launched, Dell Connected Classroom solutions, China, India, Mexico, grow, signature, program, Dell Youth Connect}

\*{developed, cutting edge, social network, facilitate, team’s engagement, charitable organizations}

\*{Dell team members, potential, priority}

\*{deliver, better outcomes, customers, leveraging, embracing, experiences, talents, diverse global team}

\*{diversity, inclusion, facet, business, commitment, ranking}

\*{earned, perfect score, Corporate Equality Index, Human Rights Campaign}

\*{corporate citizen}

\*{boundless possibilities, terrific opportunity, industry}

\*{deliver, IT solutions, people, achieve, goals, responsibly, integrity}

---------------------------------------------------------------------------------------------------------------------------- Dell 2012

\*{Powering, Possible, statement, commitment, corporate responsibility, technology, world}

\*{innovative ways, customers, technology, achieve, great things, possible, impossible yesterday}

\*{evolved, business, customers, technology}

\*{expanded, portfolio of offerings, end-to-end technology needs, customers, data center solutions, cloud applications, end-user devices}

\*{commitment, innovate, execute, best practices, people, communities, planet, share}

\*{optimize, environmental footprint, developing, new solutions, programs, “green” easy, customers}

\*{develop, world’s first sustainable packaging, mushrooms, piloting, server shipments}

\*{designing, cloud, data center solutions, raising, bar, energy efficiency}

\*{installed, state-of-the-art modular data center, customer’s building, Arizona, fresh air capability, chillers, desert heat, center’s power consumption, computing}

\*{server performance, improved, ranked, Newsweek’s Greenest Companies, America}

\*{innovative approach, global community}

\*{launched, groundbreaking partnership, Translational Genomics Research Institute}

\*{collaboration, employs, technology, resources, connect, physicians, researchers, accelerating, personalized treatment, children, cancer}

\*{project speeds, genomic analysis time, uses, critical information, deliver, targeted patient care}

\*{partnered, American Red Cross, develop, first-ever digital operations center, tremendous resource, uses, social media, monitor, operationalize, humanitarian aid, disasters}

\*{expanding, social media, company, social platform, connect, team, charitable causes, organizations, care}

\*{team members, logged, volunteer, countries}

\*{team, partners, backbone, company, work, create, environment, best, work}

\*{deliver, better outcomes, customers, experiences, talents, diverse global team}

\*{principle, guides}

\*{leaders, workplace diversity, DiversityInc, Working Mother magazine, Human Rights Campaign}

\*{joined, Sustainable Trade Initiative, influence, improve, working conditions, workers, electronics suppliers, China}

\*{global leader, business, integrity, ethics}

\*{share, progress, innovating, technology, expertise, work, creating, new possibilities, customers, partners, neighbors, team, planet}

---------------------------------------------------------------------------------------------------------------------------- Dell 2013

\*{customers, bring, dreams, life}

\*{philosophy, guides, business, inspiration, commitment, corporate, responsibility}

\*{governments, NGOs, researchers, private enterprises, our industry peers, address, societal issues, health care, cleaner environment}

\*{groundbreaking innovations, providing, technological power, fuels, customers, partners, team members}

\*{Project Ophelia, ultra-compact device, developed, users, transform, display, thin client}

\*{devices, size, USB stick, energy efficient, run, same energy, run, compact fluorescent light bulb}

\*{portability, efficiency, exploring, ways, deploy, remote areas, world, bring, education, expand, horizons, people, limited, no previous access, power, technology}

\*{partnered, physicians, researchers, develop, high-performance, computing system, speeds, analysis, pediatric cancer patients’ tumor cells, medical professionals, collaborate, virtually, real time}

\*{technology, support, combined, innovation, expertise, partners, doctors, begin, administering, personalized treatment, children, diagnosis}

\*{operations, technology, social media, mobilize, philanthropic resource, global team}

\*{team, members, connect, charities, innovative online community, volunteer, give, engage, cause}

\*{team, logged, volunteer hours, goal}

\*{progress, achievements, steadfast commitment, technology solutions, work}

\*{partnership, power, people, planet, share}