



BD

Becton Dickinson
Infusion Therapy Systems Inc.



Green-e.org

Green-e Communication Strategy

REM Conference
October 21, 2010

Green-e[®] Marketplace

- Powerful communication of our environmental leadership and renewable energy commitment



Green-e.org



Communication Strategy

■ BD employees

- Create sense of pride that they are contributing to BD's environmental stewardship-"Helping All People Live Healthy Lives"
- Increase associate engagement
- Recruiting tool

■ Customers

- Increase awareness that BD manufactures products using renewable energy

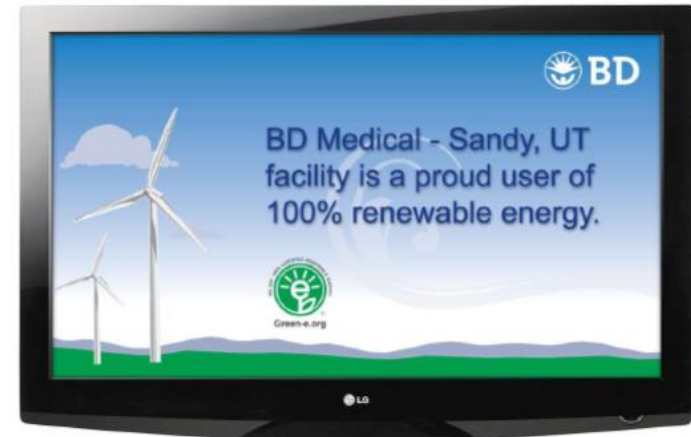
■ Public (Greater Salt Lake Area)

- Increase awareness that BD manufactures products using renewable energy

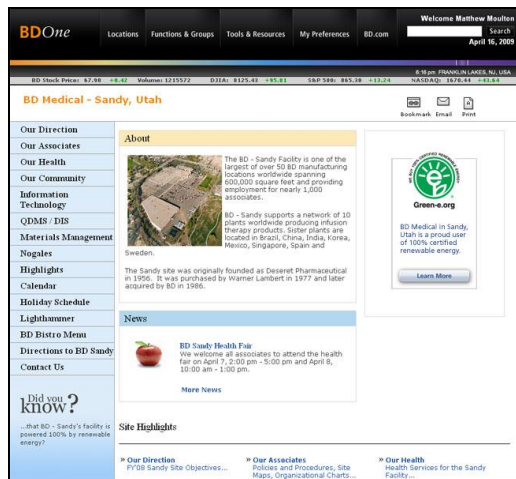


Communication to BD Employees

- BD Intranet site
- Site display monitors
- Cookie distribution on Earth Day
- Sandy site Communication meetings



Display monitors



Sandy intranet



Cookies for employees



Communication to BD Employees

- Banners, decals
- Sales Newsletter



Front-door decal



Parking lot light pole banners



Banner stand



Communication to Customers



BD Website

■ BD website

- Product info (where applicable)

■ Brochures

- Products manufactured in Sandy, UT

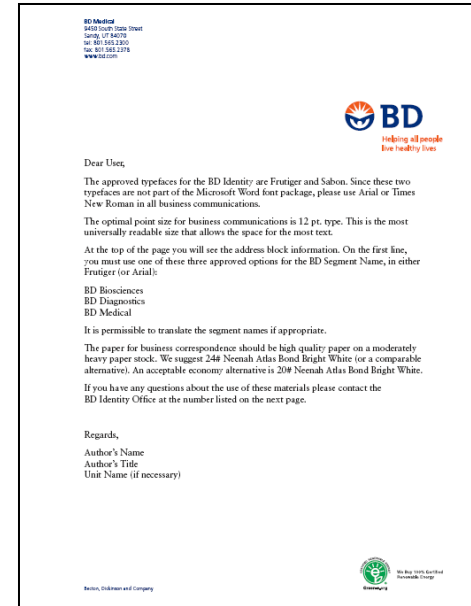


Communication to Customers

- Letterhead
 - Limited to Autoguard™ and BD E-Z Scrub™ customers
- Banner stands at tradeshow booths



Banner stand

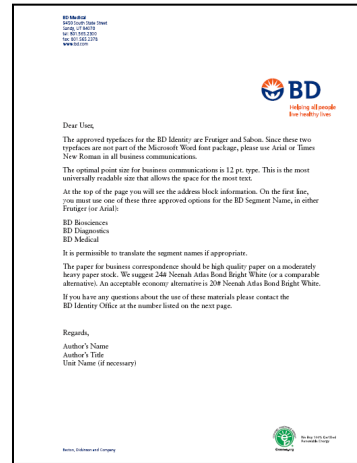


Letterhead

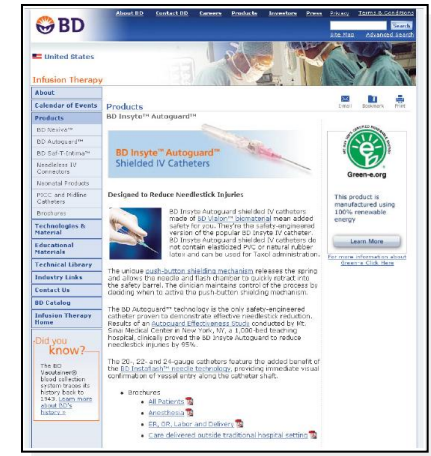


Communication to Public

- Letterhead
- BD website
 - Autoguard™ and BD E-Z Scrub™ products
- Banner stands at recruitment fairs
- BD parking lot light pole banners
- Board member materials



Letterhead



BD Website



Banner stand



Parking lot light pole banners



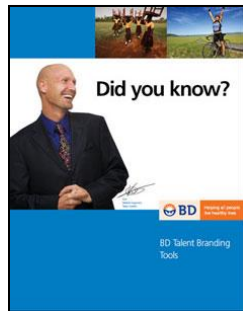
Communication to Public



Sustainability Report



Annual Report



Talent branding folder and fact sheets



Ads

- Sustainability & Annual Reports – pending
- Employee recruitment
 - “Did You Know?” fact sheet in Talent Branding folder
- Press kit - pending
 - Target *Utah Business, Salt Lake Tribune, Deseret News*



BD

Becton Dickinson
Infusion Therapy Systems Inc.



Green-e.org

Green-e Communication Strategy

October 2010