



## The ecosystem Daimler Trucks North America

“Most important is what you do!” Martin Daum, DTNA President and CEO, is the keynote speaker at the Sustainability Dialogue in Washington, DC, October 2011.



Preserving Resources,  
Preventing Waste



environmentally  
conscious  
operations

## Reduce, Reuse, Recycle - Executive Summary

<b>Definition:</b>	<p>Minimizing waste that is destined for the landfill by identifying opportunities to reduce, reuse and recycle waste.</p>
<b>Why important:</b>	<p>As stewards of the environment, we are responsible for preserving and protecting our resources for ourselves and future generations.</p> <p>Cost and greenhouse gas emission reductions can be realized by recycling and avoiding landfills.</p>
<b>When/Where it is used:</b>	<p>All sites-manufacturing, administrative, support- are responsible for identifying opportunities to reduce, reuse and recycle.</p> <p>Regular evaluations of waste generation and collection practices are performed.</p>
<b>Responsible Department:</b>	<p>All employees have a role in reducing the impact on the environment.</p>
<b>End State Vision:</b>	<p>To manufacture our products in an environmentally responsible manner by complying with regulations, preventing pollution and improving continually.</p>

You want us to do what?

What does zero waste to landfill, mean?

By the way, how much is this going to cost?

Commitment at all levels is required.

Everyone already has a lot 'to do.'

Every level speaks a different language.

Every plant has a different culture.

If Subaru can do it, so can we? We think.

Fishing is important to me and my son.

My family and I like to hike and camp.

Have you lost your mind?

I recycle at home. Wondering when we were going to start here?

I love the idea. I want to help.

