



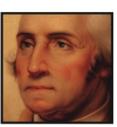
# ***To Enable Economic & Social Growth, How Are The Challenges Of The 21<sup>st</sup> Century Being Addressed?***

- **Human Health & Human Rights**
- **Food**
- **Water**
- **Environment**
- **Energy**
- **Mobility/Transportation**



# ***How Do Organizational Entities (Industry, Government, Academia, NGO's, etc.) Address Challenges?***

- **Technology Solutions**
- **Business Model Solutions**
- **Policy Solutions**



## ***Ford's Sustainability Vision***

Our vision for the 21<sup>st</sup> century is to provide  
SUSTAINABLE transportation that is  
affordable in every sense of the word:

*Environmentally, Socially &  
Economically*



“Improved sustainable performance is not just a requirement, but a tremendous business opportunity.”

- *Bill Ford*



# *Three Legs of Sustainability at Ford*

## **Environmental**

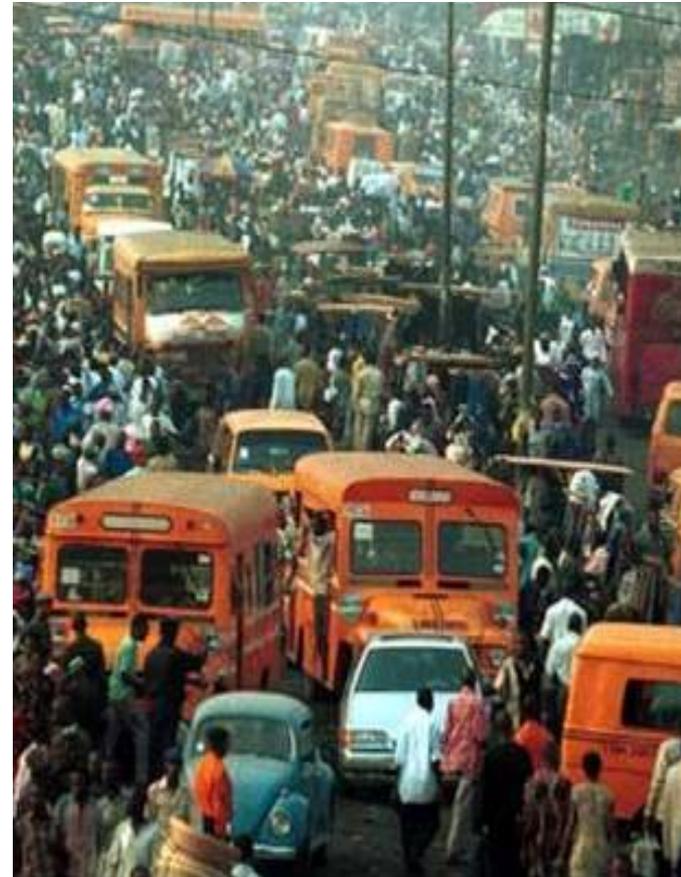
- **Product CO<sub>2</sub>**
- **Manufacturing CO<sub>2</sub>**

## **Social**

- **Working Conditions**
- **Urban Mobility**

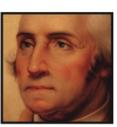
## **Economic**

- **Profitability**
- **Cash Flow**



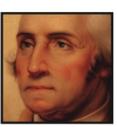
# Process to Manage Sustainability for Products





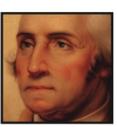
**More than Green:** Sustainability is a complex web of social, environmental and economic ecosystems-- the human elements of those systems, including working conditions, access to clean water, and sustainable mobility systems are central to Ford's sustainability strategies.





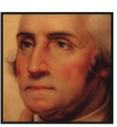
## ***Approach***

- Ford Motor Company has long recognized that treating people with dignity and respect is fundamental to how we conduct business around the world.
  - 2003: Implementation of the Ford Code of Basic Working Conditions— the first in the automotive industry to develop its own code, and the only company to train, assess, audit and remediate among its first tier supply base.
  - 2004: First automaker in the world to release details of how the HIV/AIDS epidemic is affecting the corporation.
  - 2007: Policy Letter #24 sets forth the Company's guiding principles for labor and environmental standards throughout its global operations.
  - 2008: Only automaker and heavy manufacturer invited to the United Nations Global Compact Human Rights Working Group.

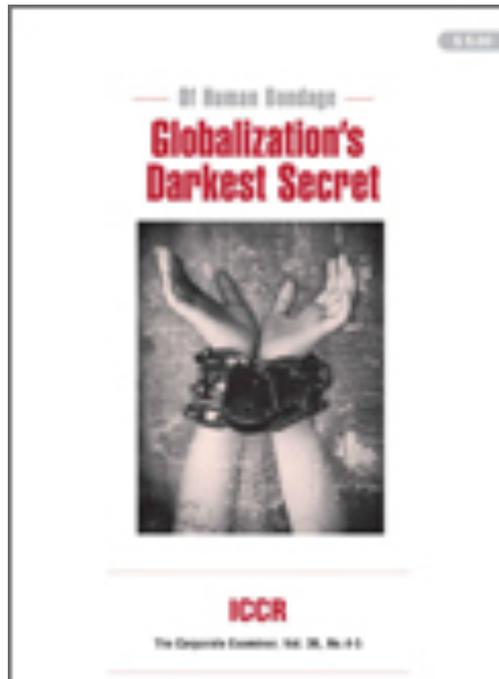


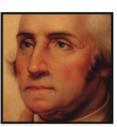
## ***Continue the Approach with Ruggie***

- Ford Motor Company facility assessments
- Continued engagement with ICCR
- Continued due diligence implementation for Conflict Minerals
- Continued engagement on human trafficking
- As a member of the United Nations Global Compact, Ford will engage in working sessions with ICCR and other human rights NGOs and are being encouraged to support the Ruggie Principles (“Protect, Respect, and Remedy”)
  - Design Ford process to help monitor the human rights impact.
  - Clarify our responsibilities of states and firms and made them clear and actionable.



Ford's efforts to integrate human rights into its sustainability strategy merit the attention of policymakers, fleet customers, non-government organizations, thought leaders, activists and others.

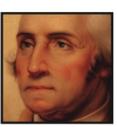




“Water issues are increasingly important to our stakeholders, including our customers, investors and business partners. Water conservation and greenhouse gas reduction are integral to Ford’s sustainability strategy. By reporting on them, we support positive social change and encourage the reduction of the environmental impact of our facilities”.

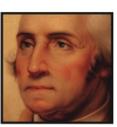
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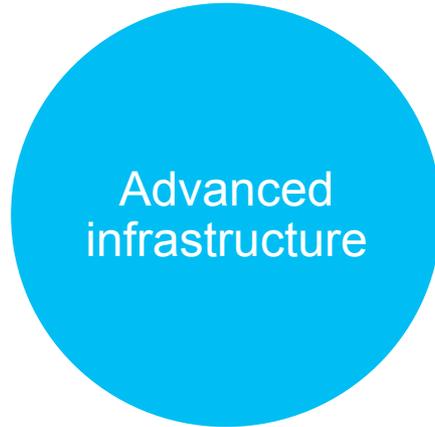


Desire for development is infinite, but water resources are finite, so sooner or later the lack of sufficient water will set limits on growth.

– Ma Jun, *China's Water Crisis*.



# A Sustainable Future



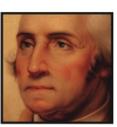
- Mass transportation
- Private vehicles
- Fleets
- Car share

- Grid capacity and support
- Grid management
- IT infrastructure
- IT solutions

- Reduced carbon emissions
- Decreased VMT
- Reduced Congestion
- Clean Air

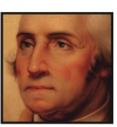
- There will be a convergence of technologies and industries
- Collaboration and leverage from manufactures, energy/utility companies, IT, and business will occur





# Disconnected Indian World





## ***Current Challenge: Rural Health Care***



Poor Quality of  
Care

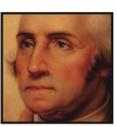


Long Waiting Time



Lack of Nearby  
Health Care

Bhat, Arnold, and Gupta, 2007



## ***Achievements***

- Ford Motor Company was named a the #1 company in human rights processes by Corporate Responsibility Officer in 2010 and 2011.
- Ford was recognized as one of five global corporations for its human rights practices by change.org.
- Calvert Investments cited for its best-in-class human rights practices, processes and reporting.
- Ford was recognized for its contribution to OECD guidance development and SEC rule making by the State Department, international agencies, SEC and human rights NGOs.