

what is  
**ecomagination?**



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# What is ecomagination?

**ecomagination** is a business initiative to help meet customers' demand for cleaner and more energy-efficient products and to drive reliable growth for GE.

**ecomagination** also reflects GE's commitment to invest in a future that creates innovative solutions to environmental challenges and delivers valuable products and services to customers while generating profitable growth for the company.

Our **ecomagination** commitments for 2010 - 2015:

- Double R&D to \$10B
- Reduce GE's energy intensity by 50%
- Inspire a competitive energy future
- Grow 2x of GE's growth
- Reduce water consumption 25%





# About GE

We are a global, diversified infrastructure, finance and media company, dedicated to providing products and services that are focused on solving some of the world's toughest challenges.

We make it a priority to help our customers succeed by delivering enhanced value through our broad offering. Through our green strategy **ecomagination**, we strive to achieve our vision that financial and environmental performance can work together to drive growth and success for our customers. GE has been operating in Australia for over 100 years and we continue to invest in the region today where we employ over 5,000 people. Each of our global businesses is present in Australia including Energy, Water, Healthcare, Aviation, Transportation and Home & Business Solutions. Our culture is based on a passion for progress, quality and delivering value to our customers with unyielding integrity. No matter what industry, culture or location, we are driven by the simple belief that what our customers imagine we can make happen.



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# Investment

GE is making long-term investments in a broad portfolio of technologies to meet the world's future energy demands, while also addressing today's pressing environmental challenges.

Through GE Energy Financial Services, we are investing in renewable sources of power like wind and solar. At the same time, we fund our own R&D at GE's Global Research Centres to accelerate advancements in cleaner technologies and drive more energy-efficient product alternatives.



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## Links

# ecomagination

<http://www.ecomagination.com>



### Plug into the Smart Grid

<http://ge.ecomagination.com/smartgrid>



### Building Sustainable Cities

<http://www.ge.com/sustainablecities/flash.html>



# Energy

The need to make smarter and more efficient use of the world's energy resources has never been greater. From Transportation and Aviation to Healthcare and Lighting, **ecomagination** products are at work driving greater energy efficiency and realising cost savings for our customers. GE's investment in renewable energy including wind, solar, biomass, hydro and geothermal power combined with Smart Grid technologies will enable energy to be generated and used more efficiently to deliver benefits to our customers and the environment.

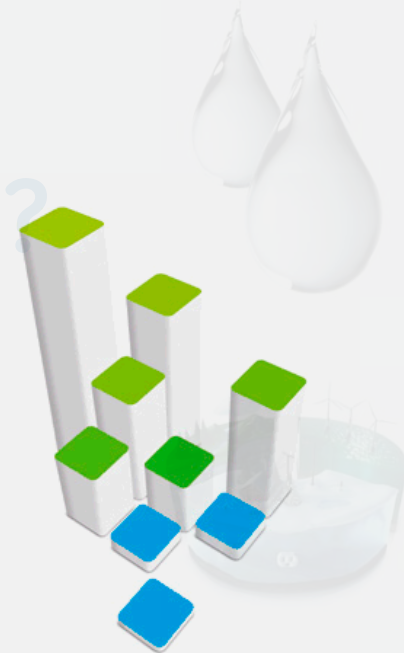


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# Sustainable Cities

The 21st century has brought with it major economic, social and environmental challenges for cities from population growth to climate change. By 2050, over two-thirds of the world's population will live in cities, placing an increased strain on resources and infrastructure. From hospitals and commercial offices, to transportation, power generation and water treatment, GE supports cities – and the people who live in them – in creative, efficient and sustainable ways.

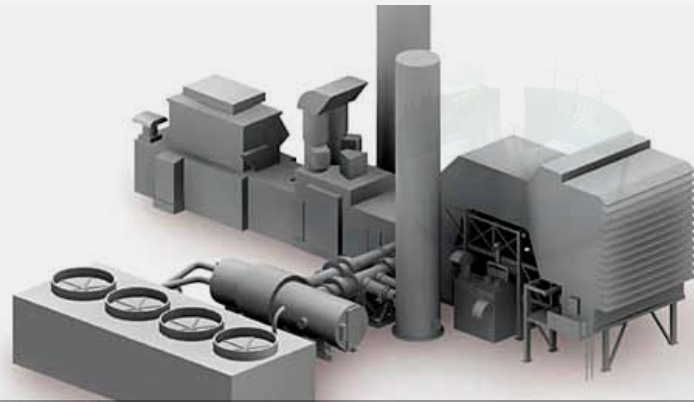


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# Climate

Climate change requires a long-term path for significantly reducing greenhouse gas (GHG) emissions. Developing more energy and fuel-efficient products and technologies is an important step, as is rethinking our own operations to use resources wisely.

**ecomagination** products play a crucial role in helping our customers meet their energy demands more economically and with less environmental impact, all while helping to drive GE's internal GHG and energy reduction commitment (1-30-30).



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# Water

Water scarcity impacts one billion people every day. **ecomagination** products from GE Water & Process Technologies help our customers — and our own facilities — conserve global water resources, achieve reductions in water use, improve water reuse and increase the availability of usable water. Our impact spans countries, geographies and industries, ranging from agriculture and mining, to manufacturing and power, to homes and municipalities.



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