



# DESIGN FOR A DIFFERENCE

 Sustainability Report



# DESIGN FOR A DIFFERENCE

## PROGRESS TAKES PASSION

Design for a Difference captures LPK's ongoing commitment to a triple bottom line philosophy. Divided into three main focus areas—**planet, people and profit**—it encapsulates our approach to creating positive change through sustainable operations.

This annual report enables us to track progress and measure the impact of our philanthropic initiatives—internally and externally, locally and globally. In addition to highlighting last year's benchmarks and achievements, it reveals new opportunities for us to improve ourselves, our company, our brands and our planet—today and tomorrow, this year and beyond.

## LETTER FROM JERRY

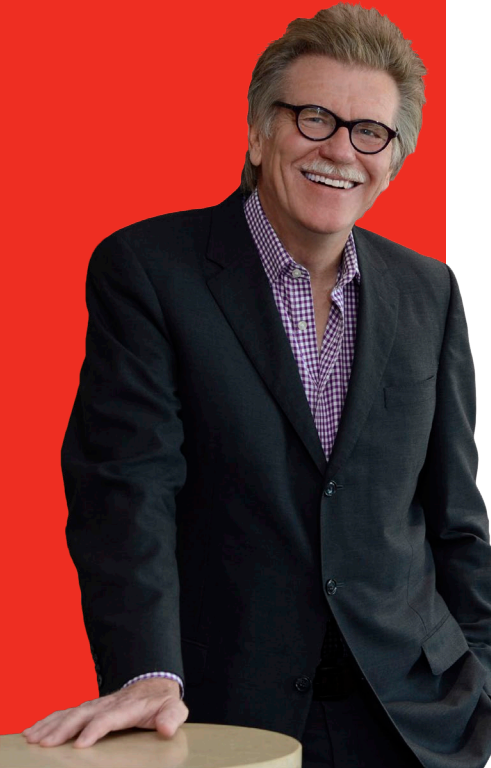
At LPK, social responsibility is about more than just giving back. We want to enable the extraordinary in the people we employ, the brands we touch and the communities we share.

We know that design can make a powerful and positive difference in people's lives. This is why our work should demonstrate a conviction to causes greater than our own, and it's the reason we've remained committed to initiatives that support positive change—socially, environmentally and economically—for over 30 years.

Whether giving our time, talent or support, we extend the impact of our work to communities around the world. Using creativity as a means of creating a better planet, we can envision and help ensure an extraordinary future for us all.



Jerry Kathman





## LPK GREEN TEAM



## A GROUP DEDICATED TO GOOD

The LPK green team is a global collective of creative individuals who have passion for sustainability and its value for brand and business development. We bring this passion to life by creating new opportunities for brands to better themselves, the lives they reach and the planet we share.

Inspired by founder Mort Libby's commitment to sustainability, we carry the torch with our compassionate efforts to make a positive, meaningful impact on our company and communities, practicing better ways to meet the demands of now without compromising our ability to meet the demands of tomorrow.

## PLANET

REDUCING CONSUMPTION.  
REDUCING WASTE.  
REDUCING COSTS.

In the face of today's environmental challenges, we share the responsibility to think green in our approach to long-term business development. This means finding ways to work smarter, consume less and save more by minimizing our impact on the environment. Going green and saving it too—we think it all makes good sense.



# PLANET

LPK'S ECO-SCORECARD

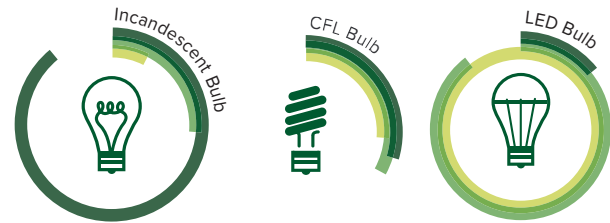
**100% GREEN SEAL CERTIFIED**  
INTERIOR PAINT.



**2,244 TREES SAVED**  
SINCE 1998.

**0.6% LESS ENERGY CONSUMPTION**  
by kWh compared to the 2013 baseline.

**2.6% LESS WATER CONSUMPTION**  
by gallons compared to the 2013 baseline.



Less efficient

More efficient

- Carbon Dioxide Emissions
- Average Cost
- Average Life Span

We are up to  
**97% ENERGY-EFFICIENT**  
LED & CFL LIGHTING

### DID YOU KNOW:

The Environmental Protection Agency (EPA) estimates that 75% of solid waste is recyclable.



## SMALLER FOOTPRINT

The redesign of our global headquarters' sixth-floor workspace presented new opportunities to improve our sustainable operations—including the installation of carpet made entirely of repurposed fishing nets that were discarded and collected in the barrier reefs of the Philippine's Danajon Bank.

The proceeds of this 4,000 sq./ft. investment help provide a source of income for small villages in this region—where overfishing and pollution threaten the livelihood of families who depend on the ocean's wildlife for survival.

In addition, we help support the ecological preservation of beaches and waters considered to be an epicenter of marine biodiversity around the world.

### Sixth-Floor Renovation

4,000 square feet of

**100% RECYCLED MATERIAL**





# PEOPLE

HEALTHIER COMMUNITIES FOR HAPPIER PEOPLE

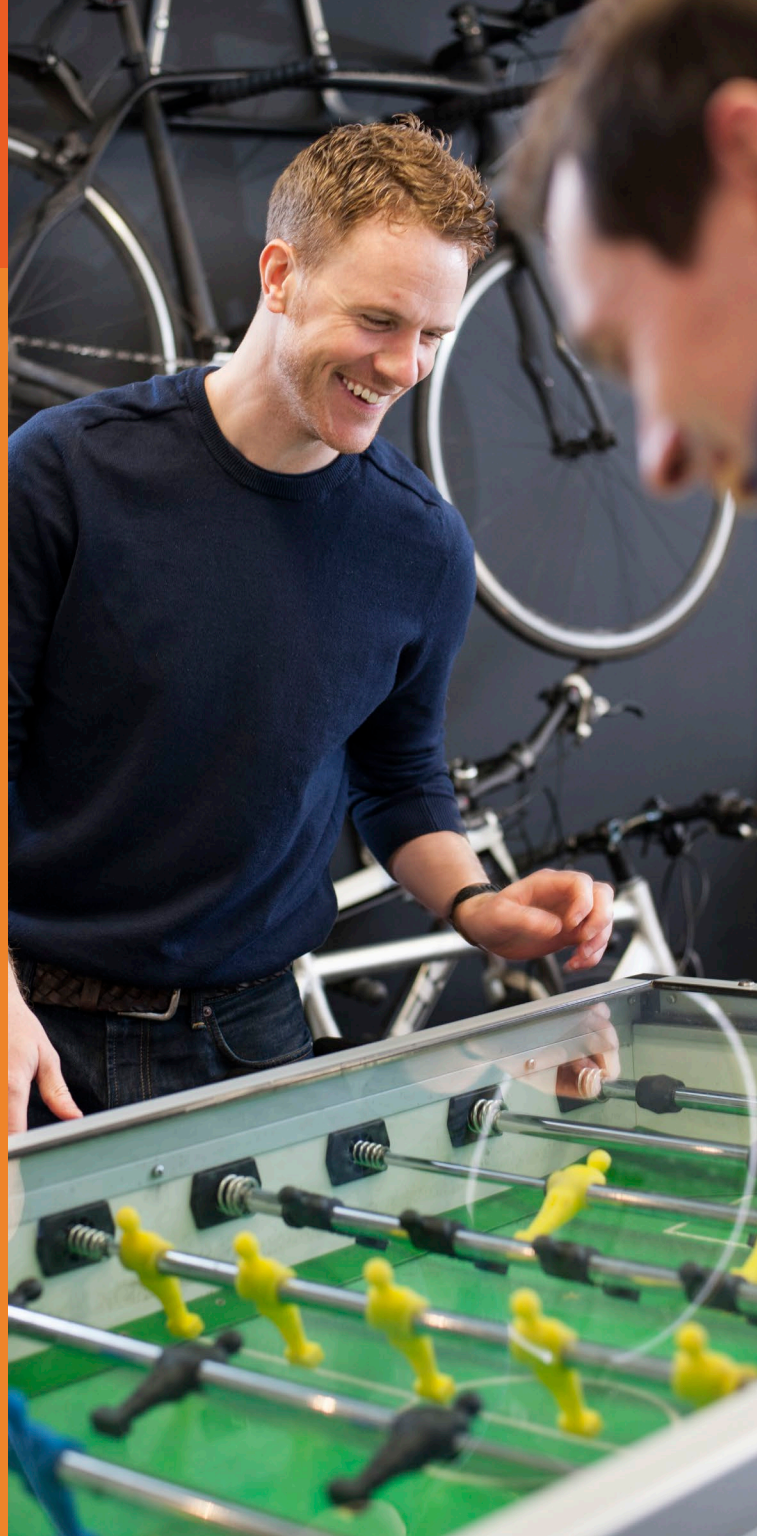
As they say, one can make a difference—two can change the world. By coming together and channeling our energy into focused efforts, we broaden our capacity to not only enhance the lives of one or two individuals, but to improve entire communities, including our own.

Driven to create and share an ever-evolving culture of wellness within LPK, we invest in the following internal efforts to make our people happier and healthier:

**65** INTERNSHIPS

**15%** Full-time employees with **ALTERNATE WORK SCHEDULES**

**100+** **ON-SITE FITNESS CLASSES**



# LPK'S CULTURE OF WELLNESS





# PEOPLE

Throughout 2014, we proudly supported the following organizations, whose work every day makes people happier and healthier. We aspire to extend our impact by launching equivalent programs in each of our global offices.

**93** ORGANIZATIONS SUPPORTED BY LPK

**4,300** BILLABLE HOURS DONATED

**\$43,600** RAISED FOR UNITED WAY

**50+** CHILDREN SPONSORED in Boys & Girls Club Christmas Campaign

**22** COMMUNITY BOARDS Served by LPK Employees

**4C for Children** - Action for Aids Singapore - **Alzheimer's Association** - American Diabetes Association - **American Heart Association** - ARF Animal Rescue - **ArtsWave** - ArtWorks - **Baker Hunt Art and Cultural Center** - Bethany House - **Big Brothers Big Sisters** - Blind Children UK - **Boys Hope Girls Hope** - Brighton Center - **Camp Joy** - Caracole, Inc. - **Catholic Urban Education** - Children's Charities of Singapore - **CET** - Cincinnati Art Museum - **Cincinnati Ballet** - Cincinnati Children's Hospital - **Cincinnati Opera** - Cincinnati Shakespeare Company - **Cincinnati Symphony Orchestra** - Cincinnati Works - **City Gospel Mission** - concert:nova - **Contemporary Arts Center** - Crime Stoppers - **Doctors Without Borders** Down Syndrome Association - **Dragonfly Foundation** - Dress for Success - **Drop Inn Center** - Elementz - **Ensemble Theatre of Cincinnati** Faces Without Places - **Fernside Center For Grieving Children** - Food from the Heart for Singapore - **Freestore Foodbank** - Future Blooms **Gertrude Guest House** - Greater Cincinnati Foundation - **Habitat for Humanity International** - Haircuts from the Heart - **Help for Heroes UK** Human Rights Campaign - **Hospice Charitable Foundation** - International Justice Mission - **Jewish Family Services** - Keep Cincinnati Beautiful **Kentucky Children's Hospital** - Lagoon - **Lighthouse Youth Services** - Literacy Network - **Make-A-Wish Foundation** - Marvin Lewis Community Fund - **Meals on Wheels** - Medair - **Multiple Sclerosis Society** - Our Daily Bread - **Over-the-Rhine Kitchen** - People Working Cooperatively **Playhouse in the Park** - Red Cross - **ReelAbilities** - Robert F. Kennedy Center for Justice and Human Rights - **Ronald McDonald House** Salvation Army - **Sarah Center** - SGPA Geneva - **Shenzhen One Foundation** - Smile Train - **Smiles Foundation** - Soles4Souls - **SPCA** St. Vincent de Paul - **Student Care Services Singapore** - Tender Mercies - **The Nature Conservancy** - The Susan G. Komen Breast Cancer Foundation - **The University of Cincinnati Foundation** - Thomas More College Foundation - **United Way** - Veterans Affairs Medical Center **Waterfields, LLC** - Welcome House - **Women's Crisis Center** - World Resources Institute - **World Vision** - World Wildlife Fund - **YMCA** - Zimkids





# PROFIT

INVESTING GLOBALLY  
ACTING LOCALLY



As the world's largest employee-owned brand design agency, LPK gives generously to the employees that make our company extraordinary. We take into account the profits that are essential to the viability of any company and use them choicefully, not only to sustain ourselves as a business, but to create and share a culture of wellness—internally and externally—to the benefit of our company, our people and our communities.



## DESIGN FOR A DIFFERENCE

POTENTIAL FOR AN EXTRAORDINARY FUTURE.

At LPK, we believe that each one of us has the power to inspire change for a better planet—and with power comes responsibility. We hold ourselves highly accountable when it comes to giving back for the sake of stronger communities and happier people.

We're proud of the accomplishments shared in this report, but we know there's still much we can do. Guided by our triple bottom line philosophy, we'll continue to plan, organize, give and take action to help create greater potential for an extraordinary future.

WE BELIEVE  
THAT EACH  
OF US HAS THE  
POWER TO  
**INSPIRE  
CHANGE FOR A  
BETTER PLANET**







## Sustainability Report