



DESIGN FOR A DIFFERENCE



2013 Sustainability Report



Design for a **Difference**

IT TAKES COURAGE TO BE EXTRAORDINARY.

At LPK, we know that in order to be courageous and inspire others, we must lead by example in our own pursuits—including the pursuit of a better planet.

Design for a Difference captures LPK's commitment to a **Triple Bottom Line** philosophy, focused on creating positive change for people, profit and planet through sustainable operations. This report highlights goals, achievements and examples of our stewardship that demonstrate our passion to make an equally positive impact on our communities—internally and externally, locally and globally—as we make on our brands.

Letter from Jerry



At LPK, we believe in giving back and enabling the extraordinary in the people we employ, the brands we touch and the communities we share.



As creative people, we share a responsibility to contribute to the unfolding future. That's why we embrace a **Triple Bottom Line** philosophy, using sustainability as a means of enriching people's lives, improving business and preserving the vitality of our planet for generations to come.

Whether giving our time, talent or support, we are committed to help strengthen communities around the world through the arts, environmental stewardship, disaster relief, infrastructure improvement and other initiatives that support positive change—socially, environmentally and economically.

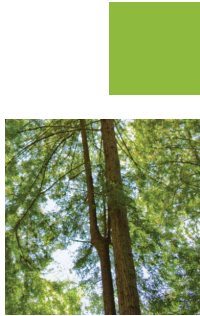
This has been a cornerstone of LPK's philosophy for the last 30 years, and we're proud to continue making a difference.

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 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. We believe everyone can play a role in shaping the future. We're happy to do our part.



Planet

REDUCING CONSUMPTION. REDUCING WASTE.
REDUCING COSTS.

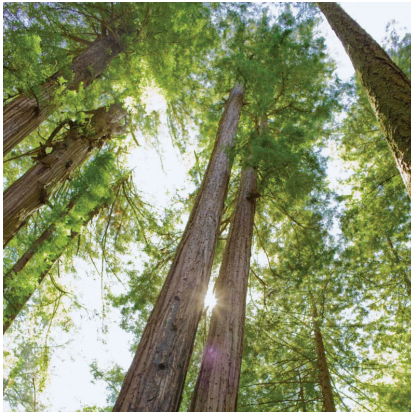
In the face of today's environmental challenges, we share the responsibility to think green in our approach to long-term business development. This means finding ways to work smarter, consume less and save more by minimizing our impact on the environment. By expanding our recycling program and installing eco-friendly technology throughout our global offices, we reduce our water, energy and material consumption, as well as our costs. Going green and saving it too—we think it all makes good sense.

Planet

LPK'S ECO-SCORECARD



100% Green
Seal certified
interior paint

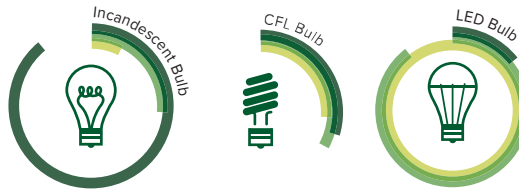


1,771 trees saved since 1998.

4.8% less energy consumption by kWh compared to the 2012 baseline.

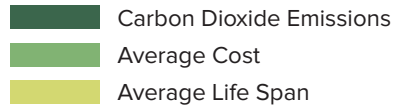
12% less water consumption by gallons compared to the 2012 baseline.

95% energy-efficient LED & CFL lighting.



Less efficient

More efficient



DID YOU KNOW:

LED lighting uses less wattage compared to traditional incandescent lighting. It's also disposable because it doesn't contain mercury.

Planet

LPK'S RESOURCE SNAPSHOTS

Improvements made within our headquarters over the last year resulted in a 4.8% decrease in energy consumption compared to our 2012 baseline. These improvements, which helped us achieve our 2013 goals, include the installation of 95% energy-efficient LED & CFL lightbulbs throughout our office, light sensors in common areas, a new 99% efficient DeDietrich boiler and the replacement of several heat pumps (35%) with high-efficiency smart technology.

ENERGY



Since 1998, LPK has saved 1,771 trees by reducing waste in our global offices. We supported this effort in 2013 by expanding our recycling program and developing campaign initiatives geared toward replacing the disposable materials in our offices with durable, reusable goods.

MATERIALS

Improvements made over the last year saved 74,689 gallons of water in our direct operations. These improvements include the installation of new Grundfos High-Efficiency water pumps and three eco-friendly urinals that save 88% water per flush. We achieved our goal to reduce 2013 water consumption with a 12% decrease compared to our 2012 baseline.

WATER



People

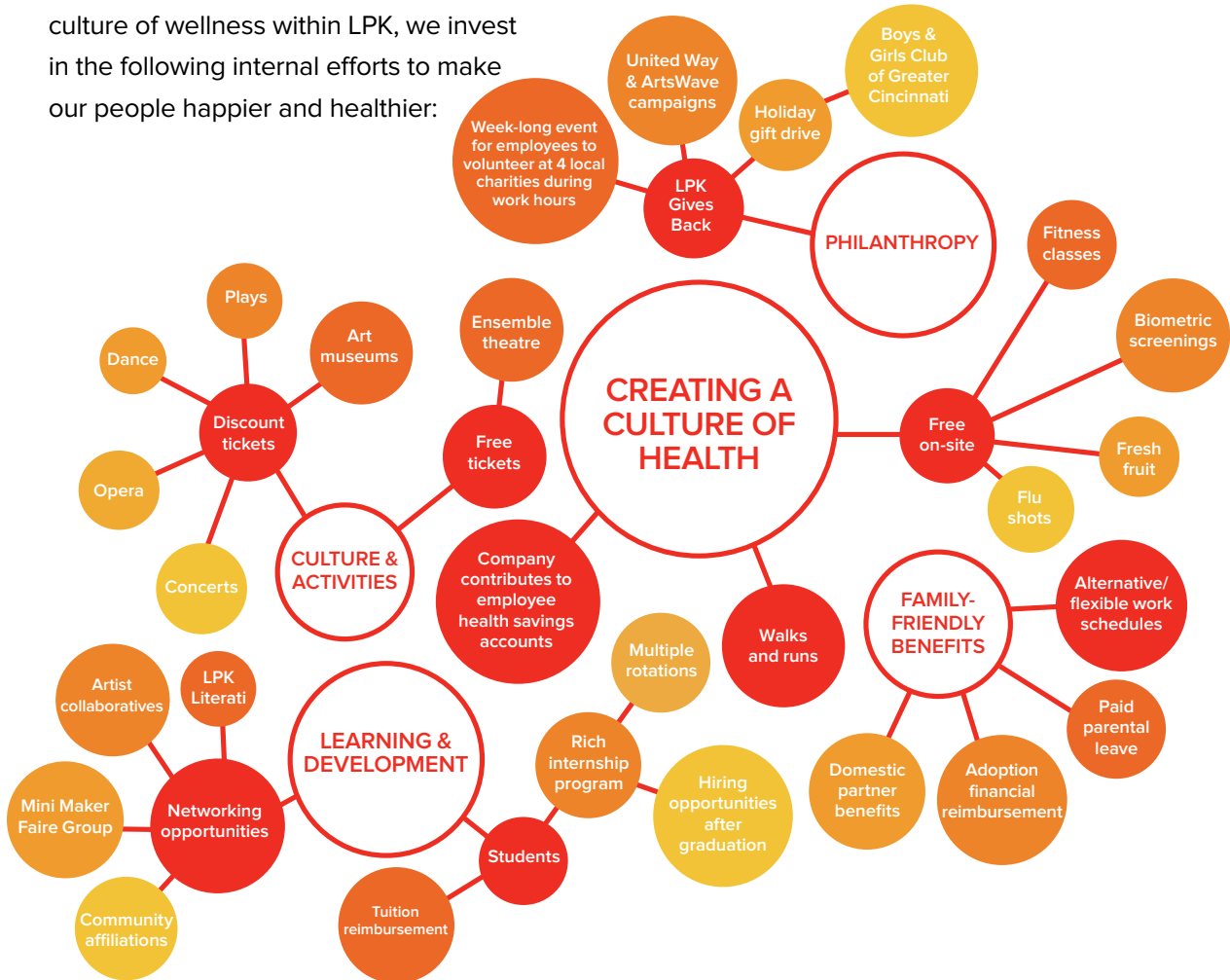
CREATING HEALTHIER COMMUNITIES
FOR HAPPIER PEOPLE

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 enhance not only the lives of one or two, but improve the life of entire communities, including our own.

People

LPK'S CULTURE OF WELLNESS

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:



People

LPK GIVES BACK

Throughout 2013, we proudly supported the following organizations in our headquarters' community, 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.



4 Paws for Ability - Alzheimer's Association - **American Diabetes Association** - American Heart Association - **ARF Animal Rescue** - ArtsWave - **ArtWorks** - Babies' Milk Fund Pediatric Care - **Bread for the World** - Catholic Urban Education - **Cincinnati Urban Education** - Cincinnati Ballet - **Cincinnati Children's Hospital** - Cincinnati Opera - **Cincinnati Shakespeare Company** - Cincinnati Symphony Orchestra - **Cincinnati Works** - Cincinnati Innovates - **Contemporary Arts Center** - Doctors without Borders - **Down Syndrome Association** - Elementz

Ensemble Theatre Cincinnati - Evan Roach Fundraiser - **Fernside Center For Grieving Children** - Freestore Foodbank - **Greater Cincinnati Foundation** - Habitat for Humanity - **Hospice of Cincinnati** - Human Rights Campaign - **International Red Cross** - International Rescue Committee - **Jewish Family Service** - Literacy Network - **Make-A-Wish Foundation** - Marvin Lewis Community Fund - **Mayerson Center for Safe and Healthy Children** - Meals on Wheels - **Multiple Sclerosis Society** - Ronald McDonald House - **Salvation Army** - Smile Train - **Society of St. Vincent de Paul** - Stop Aids - **The Nature Conservancy** - The Susan G. Komen Breast Cancer Foundation - **UNICEF** - United Way - **Women's Crisis Center** - World Wildlife Fund - **YMCA & YWCA**



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. After 30 years of giving, our positive impact is felt in communities around the world, and we plan to stay the course.

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.



Sustainability Report