

GOING GREEN SAVES GREEN

Dell's Oliver Campbell gives examples of how being environmentally conscious saves more than just the rainforest

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REPORTING FROM LOS ANGELES — The United States produces 243 million tons of waste each year — what if all that that trash could be turned into tons of cash?

Dell's Director of Procurement and Packaging Engineering Oliver Campbell spoke at Opportunity Green 2011 in Los Angeles Nov. 11 about strengthening the technology companies' supply chains and creating a more affordable operation by becoming eco-friendly.

Campbell, who has been with Dell for 13 years, said that there are four major trends right now: logistics, climate volatility, recycling and social media.

"Even after doing this for years, we continue to find efficiencies and improve our operations," said Campbell. "This not only saves money, but decreases the amount of fuel we use." There are many consultants and software programs available to help companies increase efficiency.

"Just by making our packaging smaller and using curbside recyclable, we're driving over 20 million dollars in savings," Campbell said.

More and more venues have been implementing recycling plans and using recycled materials. This could be much more lucrative than just a PR move. "Recycled solutions are less expensive" than traditional materials, according to Campbell. "It is more and more likely that the materials of the future will be someone else's trash."

He highlighted the number of natural disasters occurring in the modern world, saying that it seems like there's a climatic disaster on the news "every week." Though Campbell didn't have a solution for the world's problems, he did say that "you have to think about your business continuity and recovery plans," and make sure you have plans in place in case of a disaster.

Campbell also went over the importance of social media, both from a supply chain standpoint and a public relations angle.

"Social media is about establishing a relationship with our customers and stakeholders," he said. Though there hasn't been a specific instance that Dell has found a supplier solely through social media, Campbell does not rule out that possibility in the future.

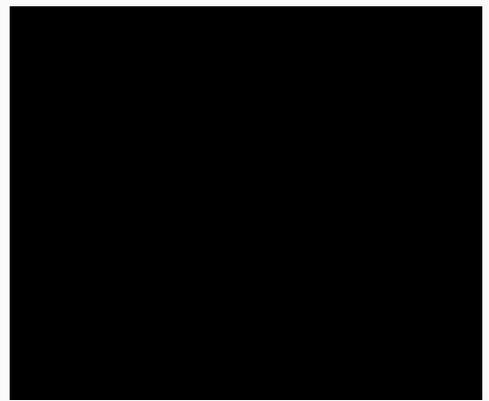
He recalled an instance where someone posted about an order from Dell in which they received 32 screws in 32 separate bags — screws that easily could and should have fit into one bag. Campbell responded to the comment in a constructive way and used the incident to incite

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awareness in his operating team.

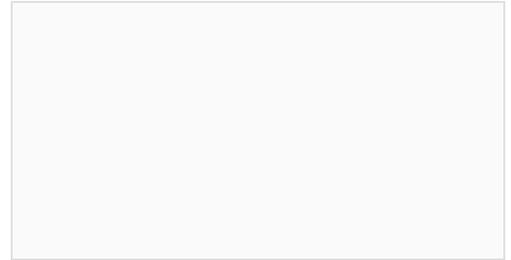
“Social media is a tremendous tool for our operating teams because when they see these type of posts it shows that we can’t hide; someone somewhere will notice a mistake and post about it,” said Campbell. Negative posts highlight where a companies’ processes could be better and allows them to constructively respond to individuals.

“Taking advantage of social media can really be a force for good and not something that you have to hide from,” said Campbell.

Interviewed for this story: Oliver Campbell, (512) 728- 4100

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