



Celebrating **10** Years of Environmentalty Around the Globe

Leadership comes in all sizes and shapes, temperaments and styles. It can be orthodox or unorthodox, compassionate or overbearing. In other words, leadership is a complex dynamic in any organization. Our Company has been blessed with exceptional leadership right from the beginning. From the incomparability of Walt and Roy to the magic of Michael and Frank, we have always had exceptional strength at the helm.

Historically speaking, most companies and their leaders are judged by their balance sheets, quarterly reports and overall profitability. Disney is, of course, subject to the same sort of scrutiny. Our Company, however, like few others, must also live up to another standard... its goodness. Not just the goodness of its movies, attractions and other products; but the goodness that is part of Disney's decision-making processes and the resulting actions that we take.



We have painted ourselves into a challenging but enviable corner by providing virtually every demographic slice of this country (and world) with unparalleled quality entertainment for decades. People have come to expect nothing but the best from The Walt Disney Company. I am not referring to just the tangible fruits of our labors (e.g., feature films, plush toys and *Audio-Animatronics*®), but the intangibles as well. What intangibles? Well, let's consider the example(s) that occurred in 1989 when our Company stubbed its environmental toes rather severely. We had made some environmental errors that resulted in significant fines by the U.S. Environmental Protection Agency.

Michael and Frank decided to approach these problems proactively and formed the Company's first Environmental Policy Department. This bold move was watched closely by the media, Wall Street, the government, the public and a broad spectrum of interested parties. Was this action just so much public relations fluff, or was Disney willing to address difficult environmental issues with the same creative conscientiousness that had spawned the animated classics, theme parks and a myriad of other extraordinary pieces that make up the Disney puzzle?

During this period, Michael's press release stated, "Frank Wells and I are creating this new post [Corporate Vice President of Environmental Policy] at the highest policy level to communicate our personal resolve that all business decisions throughout Disney focus fully on environmental issues and implications. We recognize that Disney is a powerful source of public influence and education as well as a collection of... individuals uniquely positioned to help improve the world in which we function. We intend to make that happen." This constructive attitude set the stage for your Company to go far beyond complying with environmental law. Michael and Frank's conviction allowed us to develop Environmentality; a way of thinking and acting and doing business in an environmentally conscientious way; an ethic that touches virtually every Cast Member, employee and Guest throughout our worldwide operations.

Frank made himself available on a regular basis to discuss our environmental plans and actions. His ability to combine business acumen and concern for the environment was unique. His death came as a crushing blow that would quickly test the depth and commitment of our corporate leadership. In all honesty, I was still recovering from the shock of the tragic event when Roy Disney approached Michael and enthusiastically offered to lend his support to our environmental efforts whenever and wherever possible. Michael agreed and the rest is history.

Though Frank will always be missed, Michael and Roy have provided the support necessary to supply our Environmentality with the strength and "goodness" that the world has come to expect from The Walt Disney Company. Our complex Company will never be perfect, but our leaders never cease to encourage us to live up to our most challenging attribute, our Disney reputation.

Sincerely,

Kym Murphy,  
Corporate Vice President of Environmental Policy  
The Walt Disney Company



# THE FINE ART OF HANDLING TONS OF STUFF

## The Wonderful Ways Waste Is Reduced & Recycled

Disney Cast Members are amazing in the innovative ways they confront opportunities and come up with creative alternatives. This is true not only for the entertainment we provide, but also for operations throughout the Company.

Disney ingenuity is apparent in our waste reduction and recycling programs. In the past ten years, we have made great strides in redirecting excess, surplus and used items that might otherwise go to a landfill. We are always looking at processes and product improvements that will help minimize the amount of waste in the first place.

## DISNEYLAND® Resort

Disneyland Resort has a long history of recycling everything from cardboard to food waste. The Resort is now taking a closer look at integrating waste minimization activities into a proactive waste management plan.

A Process Action Team (PAT) was formed consisting of representatives from various lines of business to identify and quantify current and potential waste minimization activities. The following are just a few examples of current activities the PAT found:

- Disneyland Food Operations saved over 12,000 pounds of plastic waste in one year by eliminating the plastic covers from just one food item.
- The Disneyland Hotel saved over a ton of textile waste by reusing tablecloths as napkins and aprons.
- Custodial Guest Services saved 720 pounds of waste by cleaning and reusing leather gloves.

Simple waste prevention activities like these, in addition to current Resort recycling programs, become even more important as all California cities work to achieve the mandated 50 percent landfill diversion rate by the end of 2000.

## WALT DISNEY WORLD® Resort

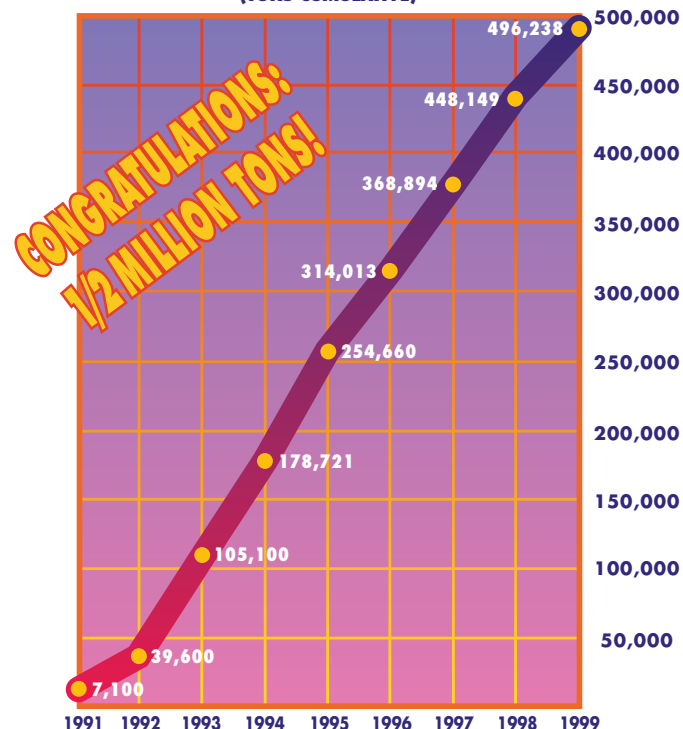
The Walt Disney World Resort is located on a 30,500-acre site in the heart of Central Florida and has 8,200 acres set aside as a permanent wildlife conservation area. With guests visiting this property from all over the world, thousands of pounds of waste is generated on a daily basis. Keeping this in mind, the Resort continually strives to reduce, reuse and recycle.

The on-site Material Recovery Facility processes over 35 tons of recyclables per day, including cardboard, paper, aluminum and steel cans, glass and plastics. In addition, non-traditional items such as videotapes, waterpark inner tubes and shrink wrap are also recycled.



A different type of recycling occurs at the Reedy Creek Improvement District's Wastewater Treatment Facility, which is capable of reclaiming five million gallons of water per day. This reclaimed water is used to irrigate Resort landscape, roadsides and golf courses throughout the property.

## THE WALT DISNEY COMPANY RECYCLING PROGRESS REPORT (TONS CUMULATIVE)



### Did You Know...?

- Walt Disney World Textile Services Cast Members help recycle and reuse products found in the laundry including utensils, hangers, wood pallets, damaged linens, costumes and cardboard.
- Walt Disney World Cast Members recycled 2,702 pounds of six-pack ring carriers last year! This kept more than one ton of plastic out of the landfill.
- Walt Disney World Resort uses an environmentally-friendly packaging material that is made from 100 percent recycled and recyclable materials as an alternative to bubble wrap or polystyrene peanuts.



## TOKYO DISNEYLAND® Park

The big news from Tokyo Disneyland Park is the completion and operation of the Waste Processing and Disposal Plant. This new facility opened in April 2000 and currently handles all Tokyo Disneyland solid waste processing — with the capability of processing 56 tons of waste per day!

The facility has two mechanized "bag rippers" that literally tear open plastic bags used to line trash cans in the Park. The solid waste is then sent up a conveyor belt for sorting. Here, aluminum cans and PET (plastic) bottles are removed for recycling. The remaining trash is then dropped into compactors where it's compressed for transport to the local "Clean Center."

## DISNEYLAND® PARIS Resort

When it comes to waste minimization at Disneyland Paris, you'll find a lot of down-to-earth horse sense at work. And it's all about reusing animal manure! Every year, over 5,000 tons of manure is collected from the Park and put to good *reuse*. More than 4,000 tons of manure is sent to an off-site composter while over 1,000 tons goes toward mushroom bed production and farm manure for agricultural use.

Where does all the manure come from?

- 66 horses
- 3 "Baudets du Poitou" (a unique species of French donkey)
- more than 12 ponies
- 10 big horn cows
- 10 buffaloes

## ABC, Inc.

This year ABC made important strides in recycling. Computers were donated or recycled in a number of cities and paper traffic was reduced via e-mail. ABC has also recycled, reused or donated various amounts of paint, printers, dead rechargeable batteries and glue.

During 2000, ABC Corporate Environmental Management Department asked all ABC operations to report on their recycling efforts. Here's how the company stacked up:

Cardboard — 830,000 pounds  
Paper — 1.2 million pounds  
Magazines & Newspapers — 8,000 pounds  
Video Tapes — over 100,000  
Wood — 378,000 pounds  
Metal/Plastic/Aluminum — 386,000 pounds  
Toner Cartridges — over one ton

## The Walt Disney Studios and Walt Disney Imagineering

Such A Bright Idea!

Bernie Bayless and Tony Orefice of Studio Set Lighting decided to turn something old into something new -- and started a collection box for all used and damaged lighting gels. Instead of being discarded, these gels are now picked up and artistically recycled by the Los Angeles Children's Museum. At the museum, the gels are turned into creative art projects such as faux stained glass designs and kaleidoscopes. In addition, "recycling kits" use the gels and other scrap materials to offer kids a fun activity they can do at home.

The used lighting gel kaleidoscopes were awarded the Parents' Choice award by the Parents' Choice Foundation!





# DISNEY CRUISE LINE

## Environmentality on the High Seas



Guests know that when they set sail on the Disney Magic and the Disney Wonder, they're going to have a once-in-a-lifetime high sea adventure. What they probably don't know is all the work and care that's gone into seeing that their trip is also a safe and environmentally-sound one.

When Disney Cruise Line (DCL) went into operation in 1998, the ships were required to comply with strict national and international laws designed to protect the marine environment. The challenges of these large ships are unique because they must produce their own water and power and manage their own food and waste systems on board. This is why they're sometimes referred to as "floating cities."

Over the years, a great deal of effort has been made so that the Disney Magic and the Disney Wonder are more environmentally pro-active than required. Here are just a few DCL environmental solutions for both safety and pollution prevention.

- In 1999, DCL added a third "Oily Water Separator" on each ship to provide backup systems and reduce the oil content of discharges further than required by law.
- It's DCL policy not to discharge items like ash and crushed glass at sea even though this is allowed by international regulations.
- DCL recently established new environmental and waste stream procedures for operations such as ballast water management, off-loading of used oil drums and other containers and even for relatively minor activities such as curtailing celebratory streamer waste and balloon escape into the environment.
- DCL holds monthly safety and environmental committee meetings on each ship and ashore to manage and support environmental initiatives.
- Both ships enlist environmental training classes for all new Crew Members.

# A DECADE OF MAKING A DIFFERENCE

For more than a decade, The Walt Disney Company (TWDC) has taken pride in its commitment to environmental issues regarding air quality and traffic congestion in the Southern California region. The Company's focus on Environmentality is a significant factor in everything we do. Proudly, we honor Walt Disney's commitment in moving forward with technology while respecting our global environment in the process.



Kris McNamara believes that our programs serve as a model for generations to come. Kris has been instrumental in creating vital partnerships with state agencies, non-profit groups and community organizations with regard to environmental efforts and improving air quality. She has seen The Walt Disney Company grow, change and prosper while expanding our programs to fit the needs of employees and Cast Members along the way. With twenty years of service to The Walt Disney Company, Kris shares her unique perspective toward the advancements and achievements made within the Company.

*"The social  
impact of clean  
air commuting  
far outshines  
solo driving."*

**Kris McNamara**

*Director of  
Environmental  
Programs, TWDC*

"Commuter Transportation must be just as significant as the newest attraction or theatrical production," notes Kris. "As early as the 1970s, long before government compliance, our Company was assisting employees with alternate modes of commuting due to high gas prices and striving to reduce traffic. We started our program with only nine vanpools. Today, we have over sixty."

The Commuter Transportation Department is a key component and powerful resource for assisting employees with commuting concerns, relieving stress and reducing the number of vehicles on the road emitting toxic pollutants. Kris adds, "With over 8,000 employees enrolled in the Commuter Assistance program, the spirit of clean air commuting spans across five Southern California counties. But Disney's efforts don't stop there — the Commuter Transportation

Team has assisted with start-up programs throughout the Company including sites in Kentucky, New Jersey, New York and even Paris where Disney's carpool program is the second largest in all of France!"

Since the enactment of the Clean Air Act of 1990, cancer risks from toxic vehicle pollutants have been reduced 40% and Disney's contribution is significant — in 1999 it was reported that employees and Cast Members boarded Company inter-site shuttles over 83,000 times. By doing so they prevented over 27,000 pounds of vehicle emissions from polluting the air!

Through the years, Disney has been honored with several awards for its environmental efforts. Recognition has been received from organizations such as the U.S. Environmental Protection Agency, The American Lung Association, Coalition for Clean Air, Association for Commuter Transportation and Metrolink, one of the fastest growing rail systems in the nation.

Beyond Company award recognition, Kris is most proud of Commuter Transportation's ability to contribute to employee morale and sense of pride in maintaining Environmentality. "There are key factors we consider when providing services from the Commuter Transportation Department," said Kris. "We strive to invest time and effort back to our employees, stockholders, Guests and the community. In turn, many participants in the program regularly donate their cash incentives to the needy, the homeless and the sick."

Southern California participants enjoy additional benefits beyond financial incentives. The program provides an Emergency Ride Program, transportation and environmental fairs, transit subsidies, matchlists, vanpool brochures and a monthly newsletter with updates on commuter news and upcoming events.

With the combined efforts of all employees of The Walt Disney Company, Kris believes that we truly have made a difference and will continue to do so for the following decades to come. "By sharing a ride, we not only reduce vehicles on the road, but it opens up a whole new buddy system," Kris said. "The social impact of clean air commuting far outshines solo driving — Quality of life is key."





# WDW ENVIRONMENTAL INITIATIVES PROGRAM

The Walt Disney World Resort Environmental Initiatives Department identifies initiatives that are good for the environment and business. Communicating and implementing these initiatives, which often provide cost saving benefits, helps Walt Disney World Resort reach beyond the requirements of legislation and regulations placing the Company in a leadership role for environmental issues.

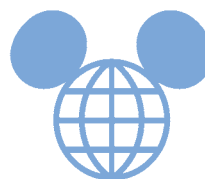
In 1994, the Environmental Initiatives Department was formed, bringing Environmentalism to life at Walt Disney World Resort. With five members on the team and a mission to ensure that Walt Disney World Resort is a "Green Property," wide-ranging programs have been set in place to encourage and educate more than 55,000 Cast Members. Because educating and motivating a work force of this size can be challenging, communication and positive reinforcement are fundamental aspects of these programs. Some of the more successful ways to communicate and praise include the monthly Environmentalism Page in the Cast Member newspaper *Eyes & Ears*, the annual Environmental Excellence Awards ceremony and participation in a local Environmental Circle of Excellence.



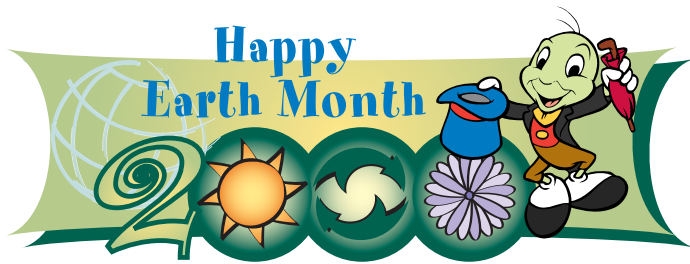
*Environmental Initiatives go-getters, pictured from left to right, are Marines Hoppes, Bob Colburn, Erin Repp, Karen Green and Tim Burns.*

## A Decade of Walt Disney World Resort Environmental Milestones

- 1991 The Disney Harvest Program began in conjunction with the Second Harvest Food Bank of Central Florida
- 1991 An oak tree over 100 years old, 55 feet tall and weighing 85 tons was moved from the Walt Disney World Resort Tree Farm to Disney's Dixie Landings Resort
- 1992 A permit was issued enabling the use of reclaimed water for irrigation
- 1992 In partnership with The Nature Conservancy and other agencies, Disney's Wilderness Preserve was established
- 1992 Discovery Island opened a 2,700 square-foot animal hospital
- 1992 The Material Recovery Facility opened
- 1994 The Environmental Initiatives Department was formed
- 1995 The Circle of Life attraction at the Land pavilion in Epcot opened
- 1996 Walt Disney World Co. becomes an EPA "Green Lights Partner"
- 1996 The Environmental Excellence Awards were created
- 1998 Disney's Animal Kingdom® opened



WALT DISNEY World Co.



## FOR DISNEY — EVERY DAY IS EARTH DAY

The Walt Disney Company employees reach out to an enormous number of people across the world. We take pride in this ongoing outreach to help keep our world better, cleaner, healthier, safer and prettier.

But Earth Month — April — is a special time of recognition for all of us at Disney. This year there were over 100 different programs and events and many of the programs continue year-round.

Here are some exciting Earth Month highlights:

- KGO Newstalk AM 810, San Francisco — Staff and listeners turned up lots of green thumbs (and a few smudged hands) in their valiant efforts to clean, restore and improve hundreds of sites throughout the state as part of the California State Parks Foundation's 2000 Restoration and Cleanup on Earth Day. Volunteers planted 4,825 trees and flowers and picked up 4,000 bags of debris and recyclables.
- Radio Disney AM 640, Philadelphia — Kicked off a five-month "Children's Awareness Program" to build local youth's knowledge about the environment.
- The Walt Disney Company and Disneyland Resort are sponsoring the California Regional Environmental Education Coordinator (CREEC) network in the Los Angeles and Orange County regions. The CREEC mission is "to develop a communication network which will provide educators with access to high quality environmental education resources to enhance the environmental literacy of all California students."

***"Last April 22, the world celebrated a milestone in our history — the 30th Anniversary of Earth Day. Back in 1970 when the first Earth Day was held, the U.S. Environmental Protection Agency did not exist and more than half of all rivers and streams were polluted to where fishing and swimming were banned. Today everyone knows about the efforts of the EPA to clean our land, air and waters. Today most of the streams in the U.S. are now fit for fishing and swimming. The significance of these activities can be seen in how we live."***

**Joseph Janeczek**

**Executive Director, ABC  
Corporate Risk and  
Environmental Management**



- Commemorative Earth Day buttons were distributed to Cast Members, employees and Guests at various Disney locations worldwide.
- The Disney Store, along with Environmental Policy, sponsored the first annual Disney Store competition. This unique challenge honored Disney Stores and their Cast Members who have gone above and beyond in practicing Environmentality. The entries for 2000 were outstanding and included Environmentality practices such as shredding packing tissue to reuse in shipping, collecting toilet paper rolls to be used in educational outreach programs and recycling payroll envelopes. This year's winners included a tie between Store #811, at the Cherryvale Mall in Rockford, Illinois and Store #446 at the Rosedale Center in Roseville, Minnesota. Second place went to Store #693 in Coral Square at Coral Springs, Florida. Winning stores were awarded special plaques made from recycled agricultural (corn or wheat) waste and each Cast Member received an Environmentality watch.
- Lunchtime Workshops were held at the Studio and Walt Disney Imagineering to educate employees about the ways they can make their homes and yards more environmentally sound.
- The Walt Disney World Resort honored the 30th anniversary of Earth Day with a unique "Month of Earth Days" Celebration that included daily events for Cast Members, Guests and community members. Special events included Green Bag Sessions, backstage tours, Earthwalks, an environmental products and services expo and Earth Day activities at the Theme Parks.

*Please see EARTH DAY, Page 14*



# JIMINY CRICKET'S ENVIRONMENTALITY CHALLENGE

## A Six-Year Success Story

### Young Students Tackle Real-World Issues

Every year elementary students from California and Florida schools participate in the innovative and educational *Jiminy Cricket's Environmentality Challenge*. This special program is designed to give young people a hands-on, project-oriented learning experience about protecting our natural resources. The program inspires and encourages students to think and act "environmentally" at school, at home and within their community. Since its inception in 1994 (six consecutive years for California, three consecutive years for Florida), winning projects have included topics such as waste management and recycling, habitat restoration, the restoration of local land preserves, river projects and the ecological importance of vernal pools and tree preservation. It's estimated that this hands-on Environmentality program touches hundreds of thousands of students each year.

### California's Sixth Annual Grand Prize Winner

A class of fourth and fifth graders from Miano Elementary School in Los Banos, Merced County, won the Grand Prize in this year's Jiminy Cricket's Environmentality Challenge. This multiage class was singled out of 2,530 classes and 77,500 students. Miano School teacher Stephanie Sparks and her class of 32 students won the competition with their entry entitled "Our Tree Project." The students worked closely with Tree City USA and researched trees, participated in an Arbor Day poster contest, conducted a fund-raising walk-a-thon and educated others about proper tree planting. In addition, the students planted 32 trees (one for each student) along a walking trail near the Central California Irrigation District Canal. The winning class spent a fun day at Disneyland and was honored in a special cavalcade down Main Street, U.S.A.

### Florida's Third Annual Grand Prize Winner

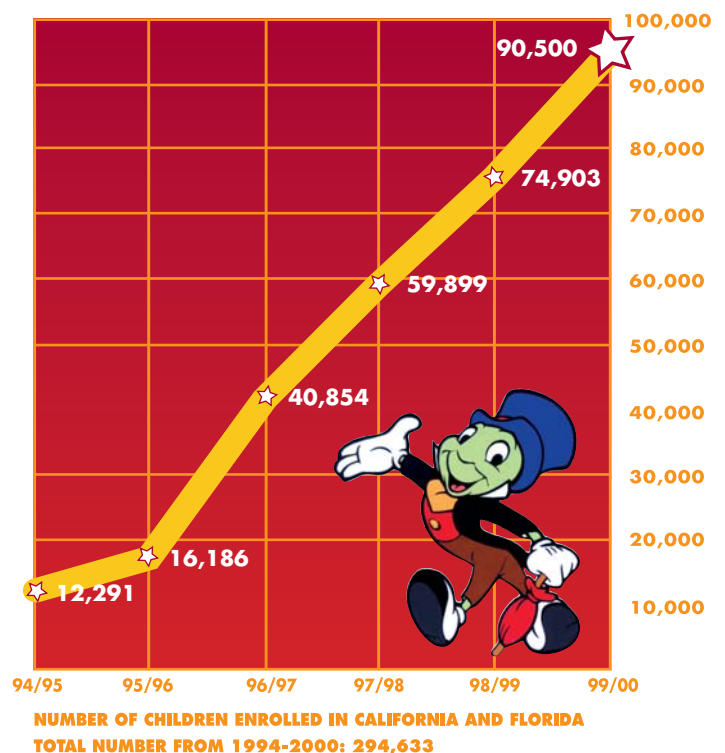
About 13,000 hard-working, conscientious fifth graders from Florida competed in this year's Jiminy Cricket's Environmentality Challenge. The grand prize for 2000 went to a fifth grade class from the William H. Lehman Elementary School in Miami, Florida. William H. Lehman schoolteachers Mr. Elieser Siles and Ms. Yesenia Perez and their students worked with biologists and volunteers to restore a local recreation area that was devastated by Hurricane Andrew and inundated with nonnative plants. Through the "Cape Florida Restoration Project," the fifth graders learned about the negative effects of nonnative foliage on the environment. The class project entailed removing all the foreign plants from the area and replanting more than 100 native palmettos. The students were guided in the proper way to plant, water and fertilize the species to ensure its survival and optimal growth. Mr. Siles and Ms. Perez' winning students were treated to a great time at Walt Disney World and honored with a special show at Disney's Animal Kingdom.



"It's really heartwarming for me, and all of us here at the Disney Company, to see so many young people working together, in their schools and communities, to make a real difference in our environment, both for today and for the future."

Roy E. Disney

Vice Chairman of  
The Walt Disney Company



# Disney VoluntEARS Program



## The Joy of Helping Others and the Environment

"I enjoy taking part in environmental projects like TreePeople or Heal the Bay, because I can truly see the difference — whether it's cleaning over a mile of California coastline, or planting 100 trees in a forest clearing."

**Tim Votaw**

1999 President,  
Corporate VoluntEARS  
Steering Committee

In 1983, in order to meet the needs of the community and because of the desire by Disney Cast Members to provide meaningful service outside of work, the Disneyland Community Action Team (DCAT) was formed. Because of the great response to DCAT from the community and Cast, the Company-wide Disney VoluntEARS program was initiated in 1992.

Disney VoluntEARS projects are as varied as mentoring schoolchildren to walking thousands strong in AIDS Walks around the world. The program has not only met original expectations, it has exceeded them in

number of projects, volunteer hours and outreach to the community. In 1999-2000 alone, more than 55,000 Disney VoluntEARS from around the world in 24 countries and on five continents contributed in excess of 320,567 community service hours.

*Hours dedicated in 1999-2000 went toward "green" projects including:*

### ABC/VIP

- Bronx Zoo cleanup for the Wildlife Conservation Society

### Burbank/Glendale Sites

- Cleanup of Santa Monica beaches for Heal the Bay
- Planting of hundreds of trees through TreePeople

### Disneyland

- Working with Paint Your Heart Out for ten years, VoluntEARS renovated and landscaped seniors' homes in Anaheim



### Disney Store

- Madison, W.I. — Youth Services Day Park Cleanup
- Sioux Falls, S.D. — Planting flowers for the Parks & Recreation Department
- Mentor, O.H. — Holden Arboretum "Annual Plant Sale"
- Chesapeake, V.A. — Arbor Day Tree Planting

### International Disney VoluntEARS — Paris, France

- Cleaning the Northern France beaches after the "Erika" oil tanker sank off the coast of Normandy

### Disney Consumer Products

- Miami, F.L. — South Beach cleanup

### Disney's Vero Beach Resort

- Protecting sea turtle nesting along the Florida coast

### Nation-wide Recycle Drives for Charity

- Professional wardrobe for "Welfare to Work" programs
- Travel-size amenities for homeless shelters
- Used books for library sales
- Yarn and fabric for security blankets for ill children

In response to the Presidents' "Summit for America's Future" held in April of 1997, The Walt Disney Company and its employees committed to contribute One Million Magical Hours through the year 2000 to America's Promise. Currently, Disney VoluntEARS have contributed 850,455 hours toward the commitment and will meet and surpass the "Million Hours" this December!

Each year, as the Disney VoluntEARS program grows and expands, it will continue to develop opportunities for employees to contribute their personal time, expertise and effort to make a positive impact on our community while furthering the traditions and ideals of The Walt Disney Company.





## Still Coming Up Roses

Urban Kids Get an Education About the Great Outdoors

In 1995, the dream of giving inner-city youths an opportunity to learn about camping and their natural surroundings came to life with the WOW—Wonderful Outdoor World program. Today, thousands of at-risk children (ages 8 - 12) have been able to learn about and enjoy the wonders of the outdoors in a fun and safe way by participating in an overnight camping experience in their local parks.

During the development of WOW, a collaboration of federal, state and local agencies, leading corporations and non-profit organizations was formed to support this innovative program. WOW began in Los Angeles in 1995 and has since expanded to Arizona, Colorado and Washington, D.C. reaching over 4,000 inner-city children.

WOW campers learn basic outdoor skills such as pitching tents, cooking, first aid, "Leave No Trace" principles, camp fire safety and environmental education elements including learning about ecosystems, astronomy, natural habitats, map reading and fishing.

And if all this isn't fun enough — the LA WOW equestrian unit thrilled audiences for the second year at the 2000 Tournament of Roses Parade. The WOW entry remains the only children's equestrian unit in the history of this famous parade viewed worldwide. The equestrian team was made up of eight youths specially chosen from the LA WOW program and seven WOW sponsors including Kym Murphy, Tom Fry, the Director of the Bureau of Land Management and representatives from the Forest Service, LA Zoo and National Park Service.

Prior to the parade, the young riders took extensive equestrian classes which included instruction on riding, equestrian care, grooming, safety and parade etiquette. The riders enjoyed a three-day pack trip into the High Sierras, were presented with proclamations from the LA City Council, rode on a float down Main Street, U.S.A. in a Disneyland parade and experienced a Backstage tour of the Circle D Corral where they learned more about horses and animal care. These lucky kids took WOW to a new level and had an experience of a lifetime.

**"WOW is an exceptionally effective steppingstone to outdoor recreation and environmental education that has the potential of benefiting not only the children, but their families and communities as well."**

Kym Murphy

*Corporate Vice President of  
Environmental Policy,  
The Walt Disney Company*

## NATIONAL WOW SPONSORS

The Coleman Company  
Leave No Trace  
Los Angeles City Department of Recreation  
and Parks  
The Recreation Roundtable  
USDA Forest Service  
USDI Bureau of Land Management  
USDI National Park Service  
The Walt Disney Company  
Wells Fargo





# ABC'S STERLING EFFORTS FOR THE ENVIRONMENT

In celebration of Earth Month alone, ABC coordinated and presented more than 36 pro-environmental events and programs across the country. Here's just a sample of the activities in which ABC Radio, Television and Network Operations participated:

- Earth Day Fairs in LA, New York City, Contra Costa, Phoenix and Toledo
- ABC's Volunteers Initiative Program (VIP) helped restore various Habitat for Humanity homes
- The airing of "Protecting Our Planet" — a Children's First Special hosted by Diane Sawyer of ABC News
- An Appalachian Trail cleanup in New York
- Park restoration events throughout California and in Philadelphia
- Tree plantings in Chicago
- Computer recycling and donations in Chicago, Houston, NYC, Phoenix and ESPN in Bristol, Connecticut
- School Education/Environment programs in Toledo and St. Louis
- Organic gardening show in Dallas
- Paper recycling programs in N.Y.C., L.A., Washington, D.C., Atlanta and Houston

watershed which straddles a land area between New York and New Jersey. ABC began supporting a campaign to protect this special region in 1985 when it had been placed on the real estate market for potential development.

ABC devoted its recycling revenues to the campaign and many in-house volunteers photographed the lakes and streams, used state-of-the-art cartography to map the lands and hosted meetings of NY foundations and conservation leaders to help protect the forest.

Now, 15 years later, 19,000 acres of this beguiling woodlands with beautiful streams and hiking trails has been preserved in a complex partnership with state and federal governments and extensive private support.

## **Sterling Forest Educational Center**

ABC is now taking the lead again in a five-year, \$7 million campaign to plan a Sterling Forest Educational Center that will feature three comprehensive program areas. The Teaching Landscape will provide a teacher training center and an extensive field science program for schools. The Creative Landscape will focus on the arts and creative writing with emphasis on the environment. And The Healing Landscape, in association with New York's Calvary Hospital, provides a pediatric bereavement program that offers a unique children's camp focused on nature. Funding for the Healing Landscape is provided by Disney/ABC.

## **The Sterling Forest Project**

One of ABC's most amazing efforts has been its work to protect Sterling Forest, a critical 20,000-acre





# 2000 CHILDREN'S DRINKING WATER FESTIVAL

## A Fountain for Learning

"I'd like to use one of my lifelines!" Challenged with water-related questions, hundreds of third and fourth-graders had a chance to win Disneyland passports in the "Who Wants to Go to Disneyland?" game played at this year's Children's Drinking Water Festival held at the Hidden Valley Event Facility in Irvine. This fun activity inspired by ABC's popular game show, was just one of 45 different "interactivities" presented at the Festival. Children also had an opportunity to kiss a sea cucumber as they learned about various marine creatures, measure the pH balance of common household products using red cabbage juice and change into different wetland organisms to discover how they would fare in a polluted food chain.



"T' Irby, Senior Vice President of Facilities, Engineering and Construction for Disneyland Resort, said, "That's really what the Festival is all about — inspiring and educating children. These kids were learning about water because they were having fun! They're involved, they're challenged and they're excited!"

Almost 6,000 children, parents and teachers from 27 Orange County cities participated in the two-day event this past May 2 and 3. The Children's Drinking Water Festival is the largest event of this kind in the country and has already won five prestigious awards for its environmental and educational impact through hands-on learning.

Disneyland Resort has been a principal sponsor and participant since the Festival's inception in 1997.



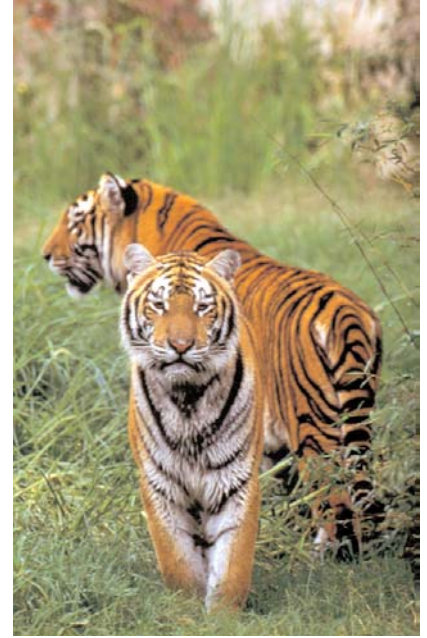
## GRAMMA NATURE

### Radio Disney Is All Ears for the Environment!



In 1997 Radio Disney was launched as an innovative way to reach young people through sensational sound waves. Headquartered in Dallas, Texas, Radio Disney now broadcasts to 50 stations in 45 cities across the country. Along with a wide variety of music, listeners are treated to entertaining and educational programming such as "Gramma Nature." This fun show features a cheerful, wise old woman who's cast as Mother Nature's "Mom" — the caretaker of the planet. In a down-to-earth and memorable '60s style, Gramma Nature talks to children about important environmental issues such as rain forests, redwood trees and saving endangered species.





## CARING FOR OUR WILDLIFE AND WILD PLACES

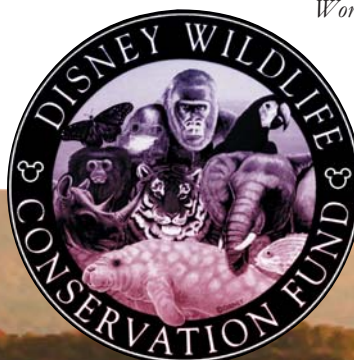
### The Disney Wildlife Conservation Fund

The Disney Wildlife Conservation Fund promotes and enables global wildlife conservation through relationships with scientists, educators and organizations committed to preserving the earth's biodiversity. The goal is to create awareness about the many challenges animals face and to learn more about animal habitats and the humans who share them. This worldwide Fund works in partnership with Disney's Animal Kingdom and other zoological facilities at the Walt Disney World Resort to support non-profit organizations that protect endangered and threatened animals. The Walt Disney Company Foundation also addresses the critical needs facing our environment. This spring, the Foundation awarded \$1 million for the conservation and study of endangered species.

Some of the organizations that have received support include:

*African Wildlife Foundation*  
*American Bird Conservancy*  
*ASPCA*  
*American Zoo and Aquarium Association*  
*Archie Carr Center for Sea Turtle Research*  
*Bat Conservation International*  
*Conservation International*  
*Florida Audubon Society*  
*Harbor Branch Oceanographic Institution*  
*International Rhino Foundation*  
*The Jane Goodall Institute*

*Mote Marine Laboratory*  
*National Audubon Society*  
*National Fish and Wildlife Foundation*  
*National Parks Board of South Africa*  
*The Nature Conservancy*  
*The Peregrine Fund*  
*Save the Manatee Club*  
*Smithsonian Environmental Research Center*  
*Wildlife Conservation Society*  
*World Wildlife Fund*





# OUR GLOBAL CONSCIOUSNESS

## INTERNATIONAL ENVIRONMENTALITY AT WORK

### TOKYO

- To reduce paper waste and help increase hygiene, new hand dryers are being installed in the renovated Tokyo Disneyland restrooms and in all Tokyo DisneySea restrooms. These innovative dryers feature a two-sided air flow system that pulls water off the hands and then blows air out to dry the hands. It's estimated that this handy invention will reduce more than 100 tons of paper waste each year.
- In October 1999, three composting machines were introduced at Tokyo Disneyland to process food waste into first stage compost. The garbage that's emptied into the compost machines is decomposed in a day's time with a tiny bit of help from a microbe. The compost machines are located Backstage behind two On Stage restaurants and one of the Tokyo Disneyland Cast Cafeterias.
- Oriental Land Company has created a "furniture reuse" program to recycle furniture within the company instead of disposing of it.
- The Maintenance Department formed a study group to investigate energy-saving initiatives and to study the impact of maintenance operations on the environment. A similar group was formed in the Food Division area to discover ways to reduce

solid waste and water use. Yoshimoto-san from Foods Planning reached nearly 750 Cast Members this year with helpful presentations on environmental issues.

### PARIS

- On Earth Day, Mickey Mouse and Veronique Desrameaux, the Disneyland Paris Ambassador, helped children plant flowers, fruit trees and grass at the Robert DEBRE Hospital in Paris (the largest pediatric hospital in France).
- At Disney Consumer Products headquarters (for Europe, Middle East and Africa) in Paris, over 250 employees were given a Bonsai tree in celebration of Earth Day. These small Environmentality trees were also sent to local offices in Benelux, Czech Republic, France, Germany, Hungary, Israel, Italy, the Middle East, the Nordic region, Poland, Portugal, South Africa, Spain, Turkey and the United Kingdom.
- Rollerblades, scooters, bicycles and good old happy feet were some of the non-polluting ways Cast Members got to work for Earth Day 2000!
- A fact sheet on Environmentality was distributed to French employees which included helpful tips about saving the environment and facts about pollution and resource waste.



# SUSTAINABLE DESIGN FOR A GREEN FUTURE

## Creating Safer, Healthier Buildings

"The intent of 'Disney's Green Building Goals and Guidelines' is to provide a user-friendly resource guide that will inspire Imagineers and Disney designers in creating greener buildings for a more sustainable future."

Lynn Froeschle

AIA, CSI

The future looks green as an expanded second edition of "Disney's Green Building Goals and Guidelines" is about to be completed and shared with Imagineering architects, designers and specifiers at two in-house symposiums later this year. The green building Guide was developed by Lynn Froeschle, AIA, Architects (LFA) who specialize in sustainable architecture and green building consultation.

The second edition will be about 300 pages, include nearly 200 green product descriptions and offer a new chapter on environmentally-friendly green building strategies.

Overall, buildings that utilize sustainable design strategies and green building materials offer many advantages. They provide healthier indoor air quality, reduce energy consumption, save on natural resources, conserve water, improve on existing environments, enhance natural ecology and ensure economical savings in the long run.

Examples of products that enable healthier air quality include a variety of paints, adhesives and wall coverings that yield minimal chemical emissions. Resource-efficient products include ceramic tiles made with recycled glass bottles, rubber flooring from recycled tires and carpets that can be recycled or renewed. Also available are ceiling panels and insulation that are created in part from recycled newspapers. Renewable resource materials include products that use agricultural fibers (sunflower seeds, wheat strawboard) and sustainably certified woods.

The Guide also includes systems and technologies that save energy and conserve water. Energy efficient products include high-performance glazings that allow daylight in but block out the heat-producing ultraviolet rays. Energy saving lighting and controls along with high-efficiency mechanical systems also reduce energy consumption. Renewable resource systems include photovoltaic (PV) cells that create electricity from sunlight. And water conservation systems are varied ranging from low-flow

fixtures, to gray water irrigation systems which reuse water — to porous paving systems that actually help replenish ground water.

In 1998 WDI was able to incorporate some of the concepts from the Guide into building The Disney Wilderness Preserve education center.



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### EARTH DAY, *Continued from Page 6*

- Disney's Animal Kingdom hosted "Earth Days 2000," a three-week celebration with interactive experiences including education displays, ladybug and butterfly releases and the "Leaf a Legacy" pledge board which encourages young people to take action for conservation.
- The Disney Institute Teaching Garden offered interactive learning experiences on gardening, backyard habitats and home composting.
- At the 2000 Epcot® International Flower & Garden Festival, Jiminy Cricket was featured on garden labels to help Guests learn more about environmentally-friendly home gardening.
- Delicious and Nutritious! Special Earth Day menus were offered at Tokyo Disneyland, Walt Disney Imagineering, the Studio and Disneyland Resort.
- Disney Store VoluntEARS from Greenbriar Mall worked with the Chesapeake Parks & Recreation Department and planted trees in a nearby park.
- Disney Environmental Fairs have been a big hit throughout the year. These special fairs provide a fun and informative way for Cast Members and the community to learn more about ways they can help the environment at work and at home.



# RE-IMAGINEERING FIREWORKS

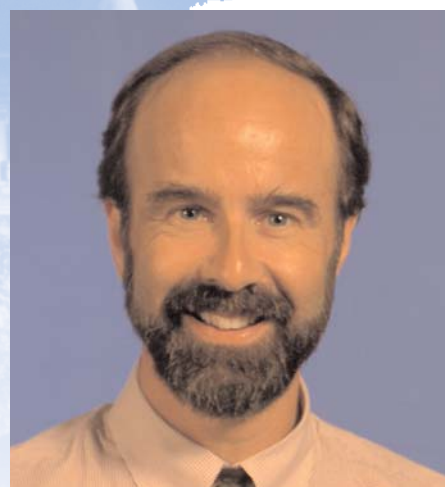
Every night at each Disney Theme Park, hundreds of fireworks light up the sky and leave viewers with unforgettable images of aerial magic.

In 1997, Ben Schwegler, executive director of Research & Development for Walt Disney Imagineering, and his team began work on coming up with better, more environmentally-friendly fireworks.

A whole new type of fireworks was eventually developed by scientists at the Los Alamos National Laboratory in collaboration with Ben's R & D team. Over time and after a great deal of testing, fireworks were designed to function with a unique chemistry utilizing "high nitrogen" compounds.

The new fireworks, which will hopefully be used in the Parks in about a year, are safer for a number of reasons. They won't emit as many unwanted products of combustion and they are far more predictable than the "older" versions. New repeatable features such as spark ignition and compressibility are huge pluses.

These new and improved fireworks are also designed to launch pneumatically (via air) versus explosively. And the ultimate feature? The new fireworks deliver. The light shows are destined to be even more colorful, vibrant and spectacular than ever!



# GOIN' BUGGY FOR EARTH DAY!

In celebration of Earth Day, Francis, the unladylike ladybug from "A Bug's Life," invited 4,500 of his closest ladybug friends to join him at "The Happiest Place on Earth."

On April 21, one hundred children were selected from Guests and Cast to help release ladybugs into their new home -- Disneyland! After receiving a container of ladybugs, the children carefully released the bugs into the Mickey flower bed as the Disneyland Band played on. Media was on hand to record this environmentally-friendly gardening event.

Even though ladybugs are small, they are one of the most popular, widely used and beneficial insects for a large variety of gardens. Just one ladybug can consume up to 5,000 aphids in its lifetime. Ladybugs are used by the Disneyland Integrated Pest Management program as a safe approach to pest control. In addition, Disneyland Resort landscape crews use snails, mites and parasitic wasps to control other unwanted insects.



## Eleventh Annual **DISCOVER Magazine** Awards for Technological Innovation

For the most part, scientists work hard, boast little and primarily gain recognition from their peers.

Fortunately, the DISCOVER Magazine Awards for Technological Innovation wants to shed the limelight on some highly creative thinkers and doers who are changing the frontiers of science. This year, 19 dedicated innovators were honored at Epcot® at the Walt Disney World Resort. The gala event was held June 24, 2000, at the Universe of Energy and was presented by the Christopher Columbus Foundation.

The Energy Category gave accolades to two individuals who have come up with environmentally-friendly inventions.

### **WINNER**

Baby Bulbs

Photo-recycling semiconductor light-emitting diode

**INNOVATOR: E. Fred Schubert, Professor of Electrical Engineering, Boston University**

Good-bye and many thanks, Thomas Edison. The brilliant new wizard on the block is Fred Schubert who has transformed the tiny, colorful indicator lights on computers (LED's) into powerful, energy-saving forms of ambient white light called "Baby Bulbs." Working with graduate students Xiaoyun (Jane) Guo and John Graff, Schubert's bulb is actually a chip made of gallium indium nitride that primarily emits blue light. A second chip reacts with the first chip to create yellow light. The blue and yellow light combine to create what humans see as the sensation of white light. His tiny bulbs are smaller than a dime and will feel cooler than today's compact fluorescents. Most of all, they've got the great potential of reducing the nation's total electricity consumption by ten percent!

### **FINALIST**

Lean, Green Power Machine

Super-Iron Battery

**INNOVATOR: Stuart Licht, Chemist, Technion-Israel Institute of Technology in Haifa**

When it comes to batteries, we love the power but hate the pollution. It's only natural. Sixty billion alkaline and

dry batteries are discarded every year and sadly release poisonous streams of mercury, cadmium, manganese and nickel oxide into the environment. Stuart Licht has designed a battery that could halt all this toxic waste. His Super-Iron Battery uses a purified, stabilized form of iron that's missing six electrons. It runs up to 200 percent longer than a conventional battery, costs about the same and can be recharged. Best of all, says Licht, his battery dies an Earth-friendly death. It rusts.

## **A DECADE OF THANKS**

### **Recognition of the exemplary people and environmental programs of The Walt Disney Company**

2000 National Audubon Society Award for Roy E. Disney

Last May, Roy Disney was among friends (including a few fine-feathered ones) in New York City for the National Audubon Society Millennium Inaugural Celebration. Roy Disney was honored at this special event for his faithful commitment to conservation and for his abundant contributions to helping make our world a better place.

In addition to overseeing the wide array of important environmental practices and policies within Disney, Roy Disney is a member of the Board of Directors and Chairman Emeritus of the Peregrine Fund. He has overseen captive breeding programs that have helped bring the Peregrine Falcon and Bald Eagle back from the brink of extinction.

### **Awards Received by Your Company**

Over the past ten years The Walt Disney Company has earned numerous awards for its caring practices of Environmentality. We're sorry Disney's Enviroport 2000 can't list them all, but here are just some of these exemplary achievements:

1999 - The Environmental Protection Agency (EPA) WasteWise organization recognized the Walt Disney World Resort with the 1999 Program Champion Award at a special ceremony in Washington, D.C. The award honored Cast Members for their efforts to support the environment and recycle.



1999 - Disney Cruise Line earned the International Safety Management Code of Compliance Certificate for its environmental awareness and safety practices. The award was presented by Lloyd's of London.

1999 - The Walt Disney Company received the 1999 Clean Air Partner Award from the Coalition for Clean Air for environmental education programs, trip reduction programs and support of alternative fuel vehicles.

1999 - National Recycling Coalition awarded ABC, Inc. The Fred Schmitt Award for Outstanding Corporate Leadership. This award was given to ABC in recognition of its environmental recycling efforts and involvement in the environmental causes in the community and going beyond what is required by regulation through a dedicated corporate objective.

1998 - During a ceremony in Washington, D.C., the EPA named the Walt Disney World Resort as the 1998 Green Lights® Hospitality Partner of the Year. Green Lights promotes new energy-saving and cost-effective lighting and electrical distribution support systems.

1998 - Disney's Commuter Transportation program received the 1998 Clean Air Community Leader's Award from the American Lung Association of Orange County, California.

1998 - The U.S. Department of Energy awarded the Walt Disney World Resort with the 1998 Certificate of Achievement for the photovoltaic array restoration project at the Universe of Energy pavilion at Epcot®.

1998 - The Walt Disney World Reedy Creek Improvement District & Wastewater Treatment Plant achieved First Place in the EPA 1998 Operations and Maintenance Excellence Program.

1998 - ABC, Inc. New York was awarded the 1998 Waste Reduction & Recycling Program Achievement of Excellence Award from NY Governor George E. Pataki for superb efforts in recycling.

1998 - Environmental Media Awards went to "Home Improvement" and "Bill Nye the Science Guy" for exemplary television programming that reflects an ongoing commitment to the environment.

1997 - ABC received a Certificate of Achievement and letter from the EPA thanking the Building Services Department for completing 90 percent of the Green Lights upgrades two years ahead of schedule.

1997 - Disneyland Paris received a second Golden Bicycle Award from the French Ministry of Transport and the Ministry of Environment for improving the quality of life by encouraging bicycling at the Resort.

1996 - ABC earned the Promise to the Earth Award from the National Arbor Day Foundation for educating millions of Americans about the need for tree planting and environmental stewardship.

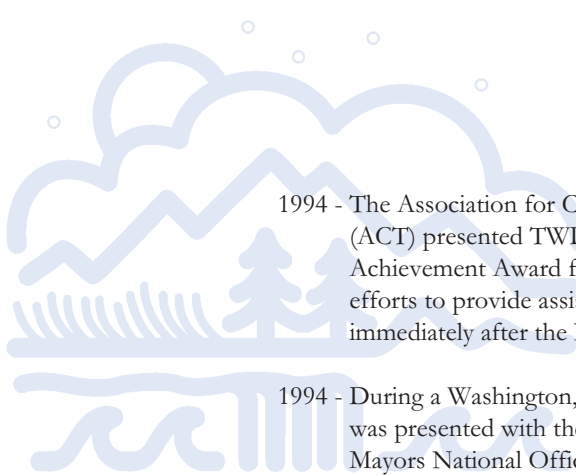
1996 - The Walt Disney World Resort received an Outstanding Achievement in Environmental Preservation Award from the Travel Industry Association of America.

1996 - Commuter Assistance & Environmental Policy earned the Clean Air Month for May Award from the American Lung Association.

1996 - Disneyland Paris was awarded the Gold Tree Trophy from the French National Union of Landscaping Entrepreneurs for the design of landscaping and green spaces at the Resort.

1995 - The Walt Disney World Resort received the Trend Setter Award and the International Recycling Excellence Gold Award by the Solid Waste Association of North America.





1994 - The Association for Commuter Transportation (ACT) presented TWDC with an Outstanding Achievement Award for Disney's extraordinary efforts to provide assistance to commuters immediately after the Northridge earthquake.

1994 - During a Washington, D.C. ceremony, TWDC was presented with the U.S. Conference of Mayors National Office Recycling — Grand Challenge Award. This award, presented by Kathleen McGinty, President Clinton's environmental advisor and chair of the Council on Environmental Quality, is the highest of eight given for corporate recycling efforts. It represents the combined effort of Disneyland Resort, The Walt Disney Studios, Walt Disney Imagineering and Walt Disney World Resort.

1993 - The Disney Wilderness Preserve and Walt Disney World Resort Disney Development earned the Award for Distinguished Service in Environmental Planning by the Industrial Development Research Council.

1992 - Walt Disney World Resort received an Energy Efficient Building Award from "Energy User News" magazine for the efficiency improvements made to the Magic Kingdom Park air conditioning systems.

1991/1992 - Disneyland Resort was awarded the Theodore Roosevelt Conservation Award during a White House ceremony for its Environmental Affairs program. This award is presented every two years in recognition of local individuals and organizations for their conservation and environmental protection efforts.



## CAST MEMBERS DO MAKE A DIFFERENCE...

At every level of our Company, we have Environmentality...and always have. Ever since "Bambi," The Walt Disney Company's products and procedures have tried to reflect an appreciation for the importance of the ecological balance of the world we share. Thanks to Disney Cast Members like you around the world, we are making a difference of which you all can be very proud.

Produced by The Walt Disney Company — Environmental Policy  
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