

## Press Release

### ***Initi@tive 2007 in Nice: Schneider Electric teams up with the International Polar Foundation***

**Nice, January 19, 2007** – For the 12<sup>th</sup> edition of the Initi@tive trade fair, which takes place from January 30<sup>th</sup> to February 2<sup>nd</sup> 2007, Schneider Electric plays host to 4,000 customers from the Mediterranean basin to the Baltic, from the Atlantic coast to the shores of the Black Sea.

For them, this private event is an opportunity to discover – through conferences, demonstrations or exhibition stands – the solutions, innovations and applications presented in the fields of energy efficiency and automation.

In a world in which energy efficiency has become a major issue, Schneider Electric is leveraging sustainable development to differentiate its offer and drive growth. After launching a Company-wide Energy Efficiency program in 2005, Schneider Electric is ready to partner with customers to help them reduce their environmental footprint and optimize their energy performance.

#### **1. Schneider Electric: A sustainable development company for greater Energy Efficiency**

Schneider Electric has staked out positions in new markets, such as Energy Efficiency, Building Automation and Critical Power, that will drive growth in the years ahead. The Company's acquisitions strategy, R&D processes and sales approach are designed to support this objective. Schneider Electric has also deployed a program called "Schneider Energy Actions" to reduce energy consumption at its own production sites. Its in-house Planet & Society Barometer includes an indicator for this program, which calls for a 10% reduction in energy consumption per employee at the production sites by end-2008. The quarterly barometer, implemented in 2005, allows the Company to track and measure results concerning environmental, community, corporate governance and employee issues. Available to the public at [www.barometre.schneider-electric.com](http://www.barometre.schneider-electric.com), it expresses Schneider Electric's commitment to advancing sustainable development.

These initiatives parallel commitments made by the International Polar Foundation to mitigate global warming and its consequences, which primarily stem from poorly managed energy use.

#### **2. The International Polar Foundation (IPF): Understanding climate mechanisms to promote better environmental management**

By taking part in Initi@tive 2007 and joining forces with Schneider Electric, IPF is pursuing its mission of raising awareness and impelling action to resolve the problem of climate change. During the four-day show, IPF will present its activities, projects and objectives at a dedicated booth. In addition, a conference entitled "*The International Polar Foundation: From the Polar Regions to Sustainable Development*" will be held once a day in French, with commentary available in English.

IPF has numerous projects slated for 2007. As part of the International Polar Year 2007-2008, it is expected to complete the first Zero Emissions Antarctic station, designed by the Foundation and financed through sponsoring.



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### **About Schneider Electric**

*Schneider Electric is the world's power and control specialist. Through its world-class brands, Merlin Gerin, Square D and Telemecanique, Schneider Electric anticipates and satisfies its customers' requirements in the residential, building, industry and energy and infrastructure markets. With 105,000 employees, Schneider Electric generated sales of €13.7 billion in 2006 through 13,000 distributor outlets.*

### **Schneider Electric**

**Bringing the best of the New Electric World to everyone, everywhere, at any time**

### **About the International Polar Foundation**

*Founded in 2002 by explorer Alain Hubert, climatologist André Berger and glaciologist Hugo Decler, the International Polar Foundation is a not-for-profit organization with offices in France, Belgium, the United Kingdom and Switzerland.*

*The International Polar Foundation communicates and educates on polar research as a way to understand key environmental and climate mechanisms. Its activities include:*

- *Informing the public about polar science and how it improves understanding of the causes and consequences of climate change.*
- *Promoting science in society by publishing research results.*
- *Providing innovative educational projects and materials to help educate younger generations.*
- *Developing, supporting and encouraging projects offering constructive responses to sustainable development issues.*

### **International Polar Foundation**

**Bridging the science-society divide**



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