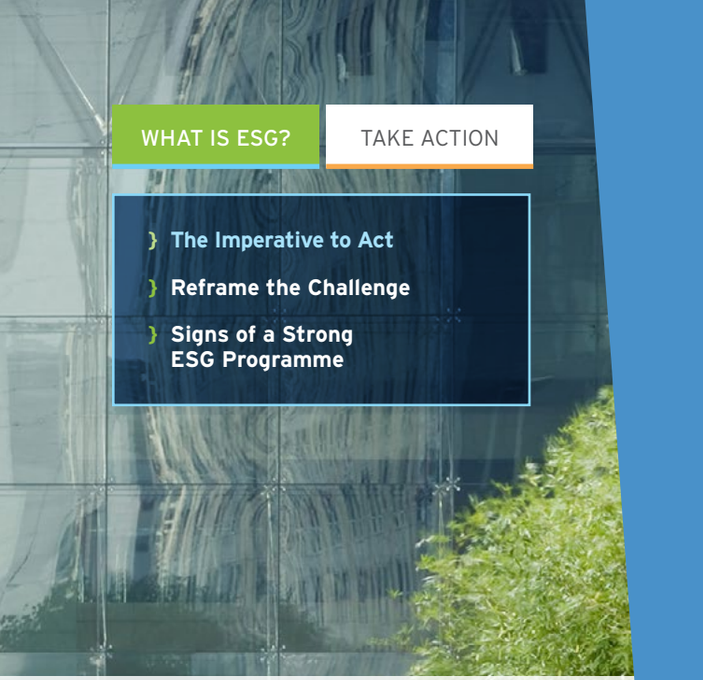
IRON MOUNTAIN®

RETHINK SUSTAINABILITY

BEST PRACTICES FOR SUSTAINABLE INFORMATION MANAGEMENT

WHAT IS ESG AND WHY DOES IT MATTER?



THE IMPERATIVE TO ACT

Environmental sustainability has become an increasingly important topic around the world. The impacts of climate change are already visible in the form of more extreme weather and habitat changes, and there are growing concerns of increasing pollution in the air, on land, and in the ocean. All of these realities put pressure on us to fundamentally change how we live and work.

There has already been a shift in the political landscape, with the United States recommitting to the Paris Agreement and also pledging to cut greenhouse gas (GHG) emissions by 50 percent by 2030. These commitments will likely include increased requirements for organisations in the coming years. Many organisations have already begun to build out sustainability programmes and have set public environmental goals for the short, medium and long term.

To secure a truly sustainable future, we must broaden our scope beyond the environment. If we ignore additional factors such as social inequities and at-risk communities, we run the risk of limiting or even hindering progress. Opportunities exist for organisations to examine their social impact and increase support for their employees and surrounding communities. Governments, organisations, and individuals all have a role to play to meet this moment.

65% **of employees indicate they are more likely to work for a company with strong environmental policies, as found in one survey.[1]**

70% **of consumers indicated they would pay a premium for brands that are sustainable and environmentally responsible, according to an IBM study.[2]**

88% **of investors believe companies that prioritise ESG initiatives, including sustainability, represent better opportunities for long-term returns than companies that do not, according to Edelman reports.[3]**

[1] REUTERS EVENT™, *Employees want climate-positive action from companies. Here's how they can deliver,* Leyla Acaroglu, December 16, 2020

[2] IBM Research Insights, *Meet the 2020 consumers driving change*, Karl Haller, Jim Lee, and Jane Cheung, June 2020

[3] Edelman, *Edelman Trust Barometer Special Report: Institutional Investors*, fielded from August 30th to September 30th, 2019

A Deutsche Bank report proves that businesses that received positive press regarding climate change outperformed share price by 26% year over year on the MSCI World Index. By contrast, the report found a link between bad press and underperformance.[4]

WHAT IS ESG?

In recent years, there has been a greater emphasis on environmental, social, and governance (ESG) programmes. Organisations with ESG programmes seek to incorporate these principles into the core of their culture and the way they operate on a daily basis. They are driven by data to truly understand the environmental and societal impacts of their business and to provide a governance structure around it to ensure they are transparent and accountable.

REFRAME THE CHALLENGE

There are many good reasons to advance sustainability initiatives, but it can feel overwhelming. There is also the misconception that operating in an environmentally sustainable way is expensive. You may be asking yourself:

"Where do I start?"

"How do I get my stakeholders to buy in?"

Here's the good news: you don't need to make any trade-offs. Today, you can do both the right thing for the environment and the right thing for business. Many organisations are saving money by purchasing renewable energy. And streamlining workflows and removing waste is an effective way to manage costs.

[4] Deutsche Bank Research, *Climate change and corporates, Past the tipping point with customers and stock markets*, September 2019

SIGNS OF A STRONG ESG PROGRAMME

TRANSPARENT

Issuing a public report and aligning with relevant reporting frameworks holds organisations accountable and opens the door to employees and partners to collaborate, innovate, and tackle challenges.

DATA-DRIVEN

Data is gathered for every step of the process, including setting goals and reporting on progress. Collecting this activity data to measure performance is a shared task across the organisation.

EQUITABLE

Strong ESG programmes don't focus solely on the environment. They understand the human impact of their organisation and seek to support their employees and surrounding communities to create a more equitable and sustainable future.

TAKE ACTION

IS YOUR INACTIVE DATA USING ENERGY?

Consider how much of your data is active vs. inactive. Powering servers and constantly spinning hard disk drives to keep inactive data accessible is not efficient. Consider moving inactive data to energy efficient backup tape systems that consume zero energy unless actively writing or reading data tapes. You could reduce your energy usage by 87%![5]

LEARN MORE

[5] Brad Johns Consulting LLC, *Reducing Data Centre Energy Consumption and Carbon Emissions with Modern Tape Storage*, Brad Johns, November 2020

ENVIRONMENTAL SUSTAINABILITY ALONG THE INFORMATION LIFECYCLE

A careful look at the information lifecycle reveals many opportunities to implement more sustainable practices as we create, use, store, and destroy information. Harnessing the power of information management means that every one of us has the opportunity to make a difference.

CREATE

- Encourage movement away from paper to digitally-born records and data.
- Reduce use of toner and discourage printing.
- Carefully vet suppliers and seek those that leverage recycled materials and sustainable processes.

USE

- Monitor energy consumption of computing devices, both in the data centre and on employee computers or other devices.
- Analyse the current use of materials such as paper, packaging, file folders, printer toner, and other office supplies.
- Digitise work processes and remove as much paper as possible, which will lead to greater efficiencies and increased data access.

STORE

- Assess the current environment to store physical or digital records, such as temperature management, lighting design, and overall energy consumption.
- Promote the use of collocated data centres for more efficient, shared energy consumption.
- Seek data centre facilities that are powered by renewable energy.
- Back up inactive data to tape to eliminate ongoing energy usage.
- Clean up redundant, outdated, and trivial (ROT) information on servers to maximise efficient storage.

DISPOSE

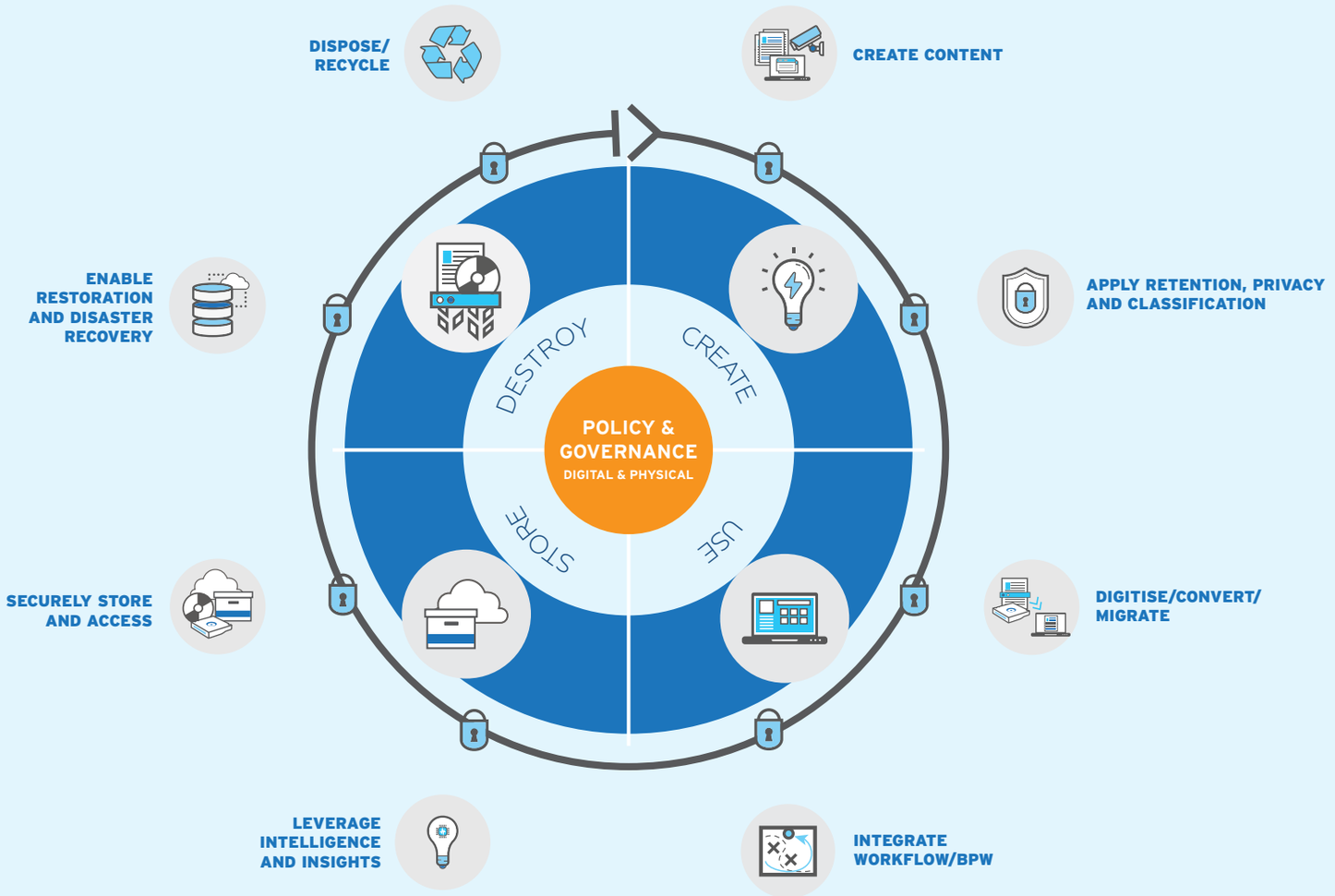
- Ensure retention schedules are available and abided by so information can be disposed of at the end of its retention period.
- Consider refurbishing or recycling electronics instead of defaulting to destruction.
- Assess your suppliers to ensure they have obtained proper certifications and are employing sustainable methods.

DID YOU KNOW?

76% of people expect companies, rather than governments, to lead the way on climate change.[6]

[6] World Economic Forum, *What is a CSO and does every company need one?*, Natalie Marchant, January 5, 2021

YOUR INFORMATION LIFECYCLE



SUSTAINABILITY IS A TEAM SPORT

Organisations that have mature ESG programmes set ambitious goals and dedicate resources to attain them. By having a broad range of functional representation, they are better prepared to gather pertinent activity data to include in reporting and support long-term sustainability efforts.

Relevant data can be provided by:

- INFORMATION CONSUMERS
- DATA CENTRE MANAGERS
- RECORDS AND INFORMATION MANAGERS
- WASTE MANAGEMENT
- PROCUREMENT
- KEY SUPPLIERS/VENDORS
- FACILITIES MANAGERS
- COMPLIANCE
- RISK MANAGEMENT

You must document information-related goals and hold the organisation and your suppliers accountable to meet them. Some of the data you may not realise you need can be found to the right.

ENERGY CONSUMPTION

SOURCES
- Data centres
- Facilities

CALCULATION
- Total kilowatt hours
- Energy consumption by source
- GHG emissions by source

PAPER WASTE

SOURCES
- Department Heads
- Records and Information Managers

CALCULATION
- Number of pounds recycled, recycling rate, landfill diversion rate

END-OF-LIFE ELECTRONICS

SOURCES
- IT Departments

CALCULATION
- Breakdown of how many electronics were reused, recycled, or destroyed

GREEN POWER PASS

Leveraging renewable energy in data centres is an excellent way to reduce your emissions. But how do you account for this? Iron Mountain's Green Power Pass, the first offering of its kind in the data centre industry, is a data centre renewable energy solution that gives customers the ability to include the power they consume at any Iron Mountain data centre as green power in their CDP, RE100, GRI, or other sustainability reporting.

LEARN MORE

ENERGY AND EMISSIONS

As our world becomes increasingly more digital, it may seem like we are being more environmentally friendly. The truth is that we require a growing amount of energy to power this digital landscape. This energy comes from electricity, which is generated in a number of different ways:

- STEAM GENERATED FROM FOSSIL FUELS (COAL, NATURAL GAS, OR PETROLEUM)
- NUCLEAR POWER
- RENEWABLE ENERGY SOURCES

The bulk of global electricity is generated from fossil fuels, which results in greenhouse gas emissions. These emissions are often overlooked by the end consumer because they are unseen, but they are adding up to be a major driver of climate change.

Many companies are leveraging data centres to host their servers. Cooling the data centre to keep equipment running efficiently, server processing, data storage, and network connectivity is incredibly energy intensive, with data centres amounting to an estimated 3% of the global electricity demand.[7]

Data centre providers are aware of this, and many are seeking innovative ways to operate in a more sustainable way, from relying on renewable energy as their main power source to reducing the total amount of power needed. This can be done by optimising the data centre layout, leveraging advanced cooling techniques, and reducing idle computing uptime.

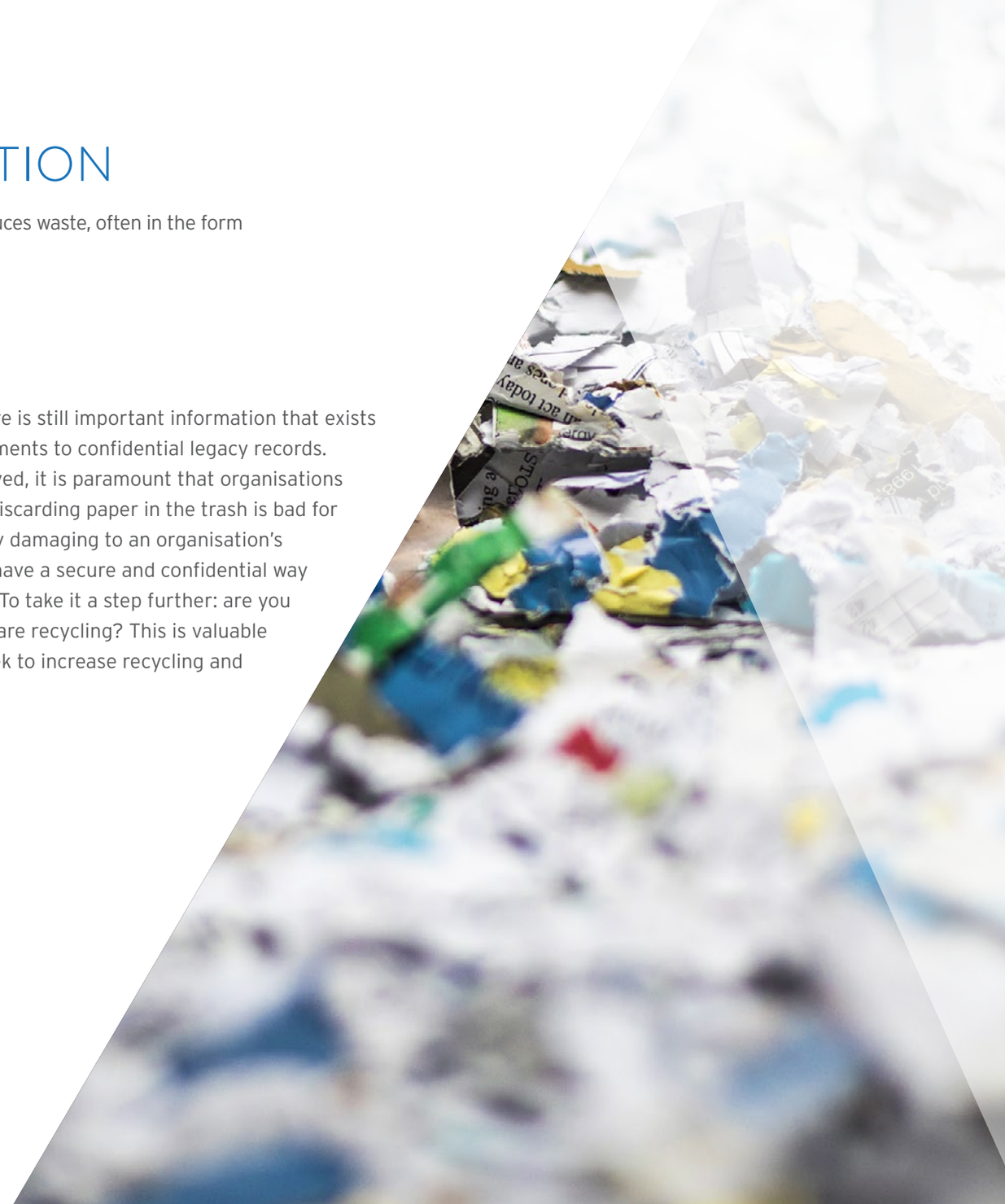
[7] SUPERMICRO, *Data Centres & The Environment: The State of Global Environmental Sustainability in Data Centre Design*, December 2018

WASTE GENERATION

Every information-intensive organisation produces waste, often in the form of discarded paper and end-of-life electronics.

PAPER

Even as the world becomes more digital, there is still important information that exists in paper form, from printed day-to-day documents to confidential legacy records. When these records are eligible to be destroyed, it is paramount that organisations ensure it is done securely. We all know that discarding paper in the trash is bad for the environment, but it can also be extremely damaging to an organisation's brand. That's why ensuring your employees have a secure and confidential way to shred and recycle their paper is essential. To take it a step further: are you gathering data around how much paper you are recycling? This is valuable information that can be leveraged as you seek to increase recycling and landfill diversion rates.



IRON MOUNTAIN'S GREEN REPORT

After securely shredding your documents, Iron Mountain provides a Green Report with data on your shredding project to include in sustainability reporting. It also contains helpful descriptions of your environmental impact, which can help communicate the importance of shredding and recycling to your employees.

LEARN MORE }

DID YOU KNOW?

Less than 20% of e-waste is recycled.[8]

$10 billion – Estimated worth of precious metals such as platinum and gold that end up in landfills.[9]

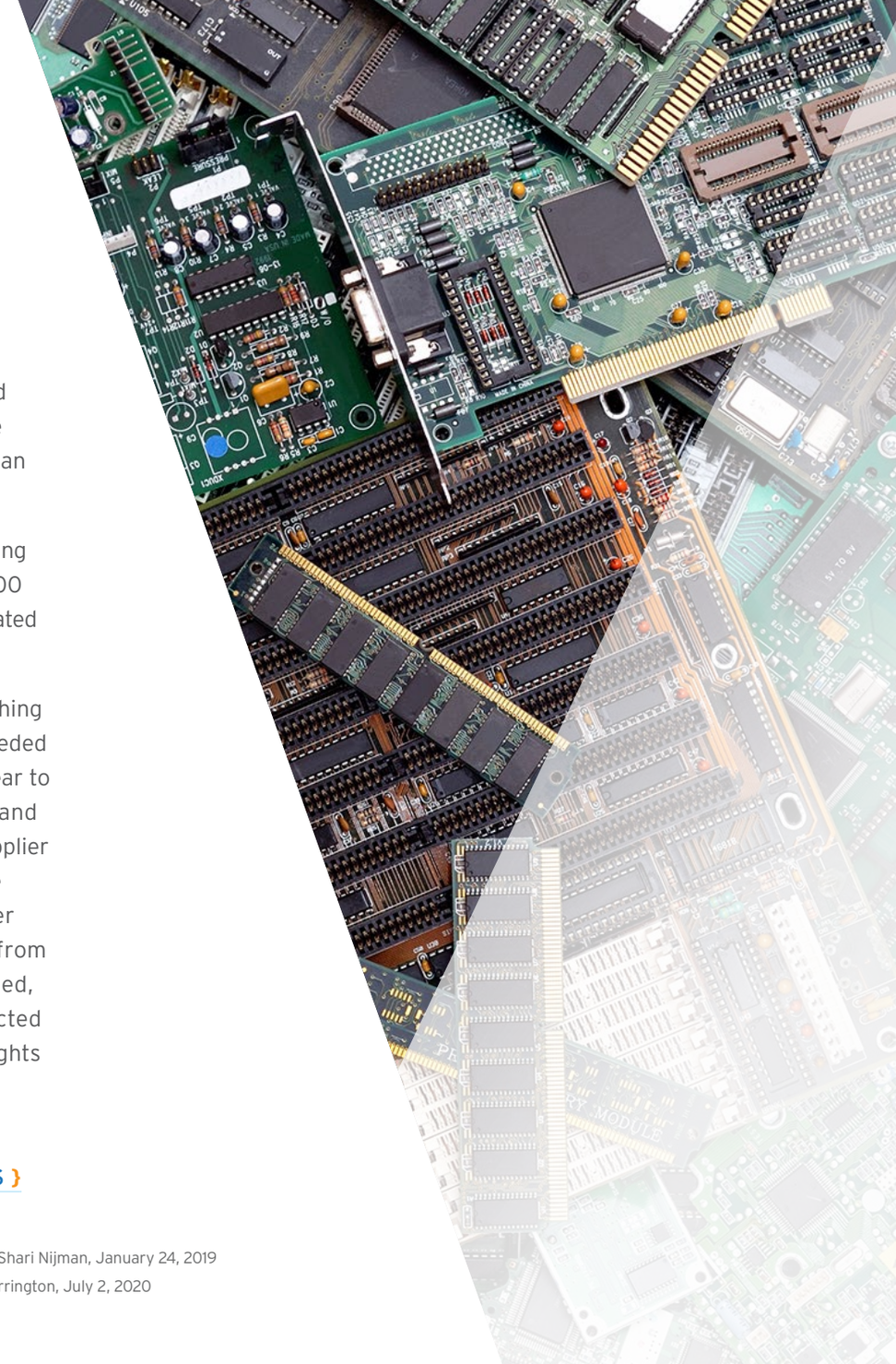
ELECTRONICS

Our growing demand and use of electronic devices has caused detrimental impacts on our environment in the forms of massive e-waste generation, a significant carbon footprint, and an increasing demand on the natural world for resource extraction. Exacerbating this harmful process, manufacturers develop these products with planned obsolescence in mind – that is, by physically designing products to be useful for only a few years or by deliberately building a shorter lifespan into the make and model of the product.

E-waste is now the fastest-growing waste stream in the world, generating 53 million tons of waste in 2019.[10] That's equivalent to disposing of 800 laptops per second! Left unabated, the annual volume of e-waste generated could grow to nearly 75 million tons by 2030.

Responsibly managing unneeded IT equipment is not only the right thing to do to protect your organisation's information, but it is urgently needed to protect the environment. There has been a recent shift from a linear to a circular economy, which seeks to eliminate waste by recovering and reusing finite resources. Working with a responsible and certified supplier can present numerous opportunities for more responsible e-waste management. Many IT items can be refurbished and resold to other organisations, allowing you to retain their value and divert waste from landfills. Equipment that is truly at the end of its life can be recycled, allowing materials such as iron, copper, and aluminum to be extracted and reused. And a responsible partner will ensure that all human rights and worker safety measures are in place, in addition to secure data erasure methods to protect data privacy.

LEARN MORE ABOUT SECURELY MANAGING YOUR ELECTRONICS }

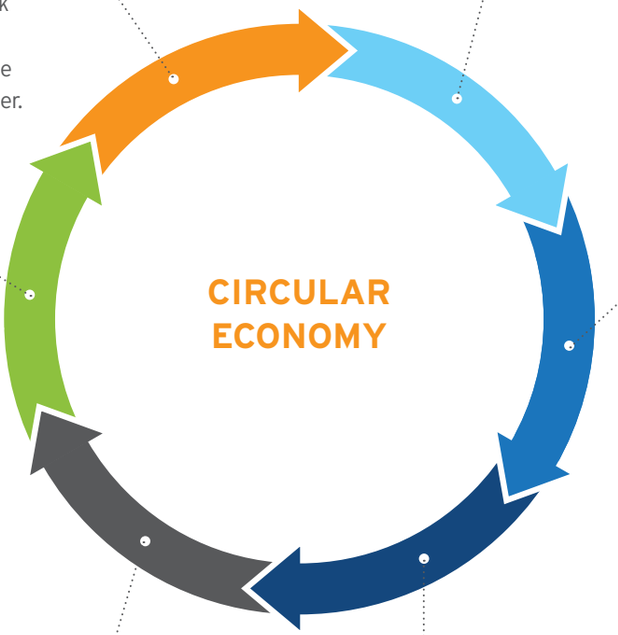


[8] UN environment programmeme, UN report: *Time to seize opportunity, tackle challenge of e-waste*, Shari Nijman, January 24, 2019

[9] The Guardian, *$10bn of precious metals dumped each year in electronic waste, says UN*, Damian Carrington, July 2, 2020

[10] The Global E-waste Monitor 2020 (ewastemonitor.info)

A CIRCULAR APPROACH TO YOUR ELECTRONIC DEVICE USE



PLAN FOR THE LONG TERM

Reducing the volume of products purchased automatically helps to eliminate waste. Think beyond immediate use and assess what, if anything, can be reused or repurposed at the end of one project and the beginning of another.

CONSIDER THE SOURCE

Consciously choose to integrate sustainably certified electronics into your day-to-day operational and purchasing decisions. Resources like the **EPEAT Registry** require manufacturers to list products-and allow you to search them-based on the devices' ability to meet specific **criteria** that address the full product lifecycle, from design and production to energy use and recycling.

WORK WITH AN INDUSTRY EXPERT

You don't need to cross this bridge alone. It can be intimidating and overwhelming to figure out where to start. Seek the advice and guidance from an industry expert who can show you how it's done.

REPAIR AND REUSE

Is a product actually at the end of its useful life, or does it just need some TLC? Oftentimes, perfectly functional electronic devices end up as e-waste in a landfill, simply because the proper steps were not taken to make minor repairs. Other times, new products are purchased and existing models are discarded rather than refurbished as a result of being inconsistently maintained or updated properly.

MAKE REMARKETING A PRIORITY

Going one step beyond recycling, remarketing allows you to securely erase data and refurbish equipment to re-enter the economy, prolonging use and eliminating waste, all the while safely disposing of confidential data in the process. Working with an e-Steward Enterprise like Iron Mountain can help ensure that your Secure IT Asset Disposition (SITAD) follows the strictest guidelines available for environmental protection, worker safety, human rights, and data privacy.

RECYCLE RESPONSIBLY

If a product has truly reached the end of its valuable life, ensure that it is securely and sustainably recycled. These vendors can also ensure that the equipment is disposed of safely, securely, and through environmentally sound processes.

DON'T FORGET YOUR VALUE CHAIN

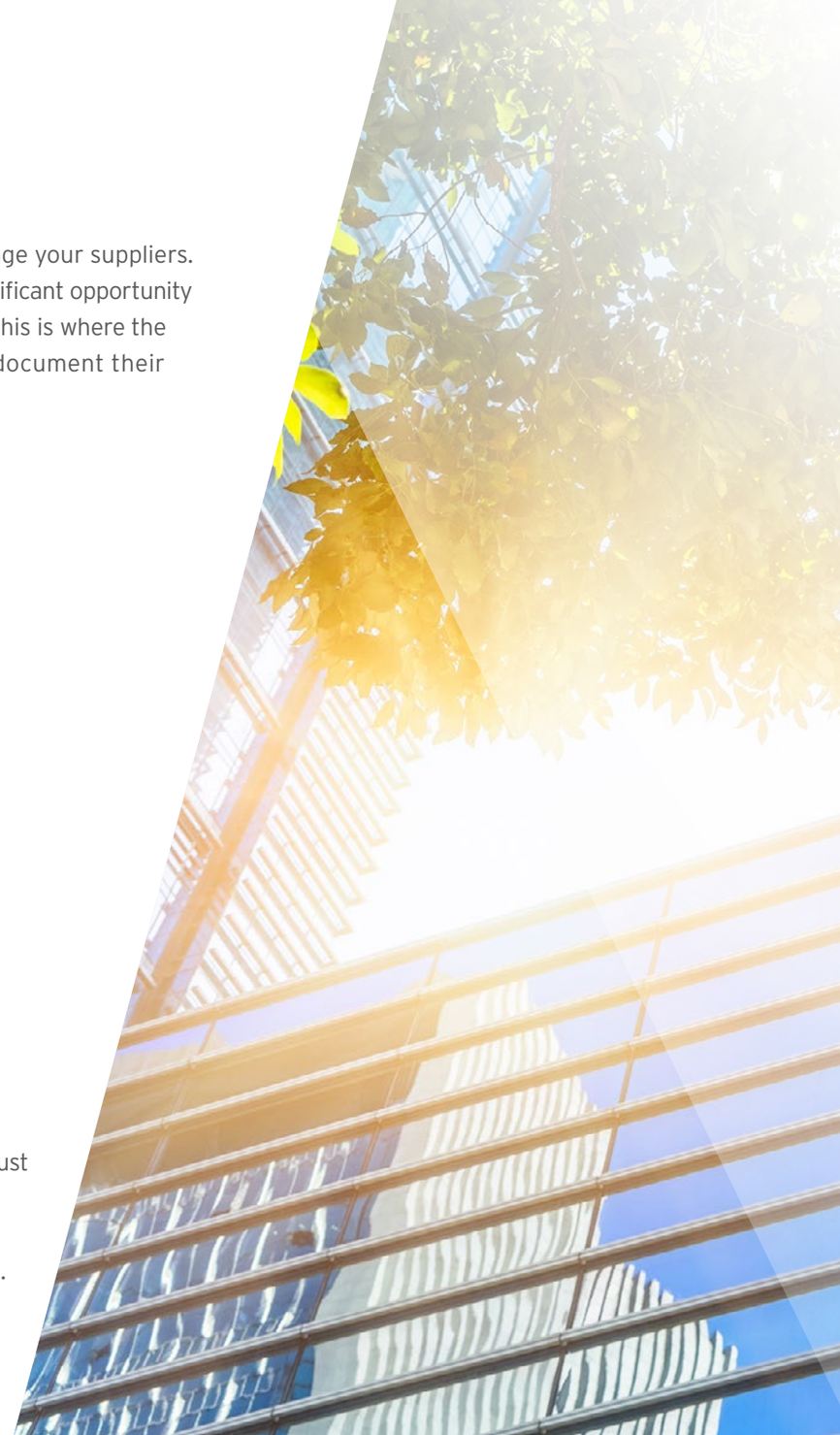
As you seek to develop your sustainable business practices, make sure to engage your suppliers. By paying special attention to your business's value chain activities, there is a significant opportunity to reduce your organisation's environmental footprint. For many organisations, this is where the bulk of their environmental impact is. In your audit, ask vendors to clearly document their sustainability practices.

Here are a few questions to get you started:

- **Does your organisation have a sustainability policy?**
- **Do you release a corporate social responsibility report?**
- **Have you set any environmental goals?**
- **Do any third parties verify your data?**
- **What visibility do I have into my environmental impact from your services?**
- **Can you help me reach my environmental goals?**

CLIMATE RESILIENCE

As we've learned from the COVID-19 pandemic, disruption can come at any time. Your sustainability programme isn't just about reducing waste and emissions; it must also be about planning for continuity in the face of change. For information management leaders, this means assessing your climate risk, reporting on it, and building a resilience plan to ensure business continuity in the event of a disruption.



IRON MOUNTAIN HAS BECOME A SIGNATORY TO THE AMAZON CLIMATE PLEDGE AND IS COMMITTING TO:

SAFEGUARDING CUSTOMER TRUST

- By 2022, Iron Mountain will develop or adopt a Brand Trust indicator metric and report our baseline.
- By 2023, we will complete a climate scenario analysis.

PROTECTING OUR PLANET

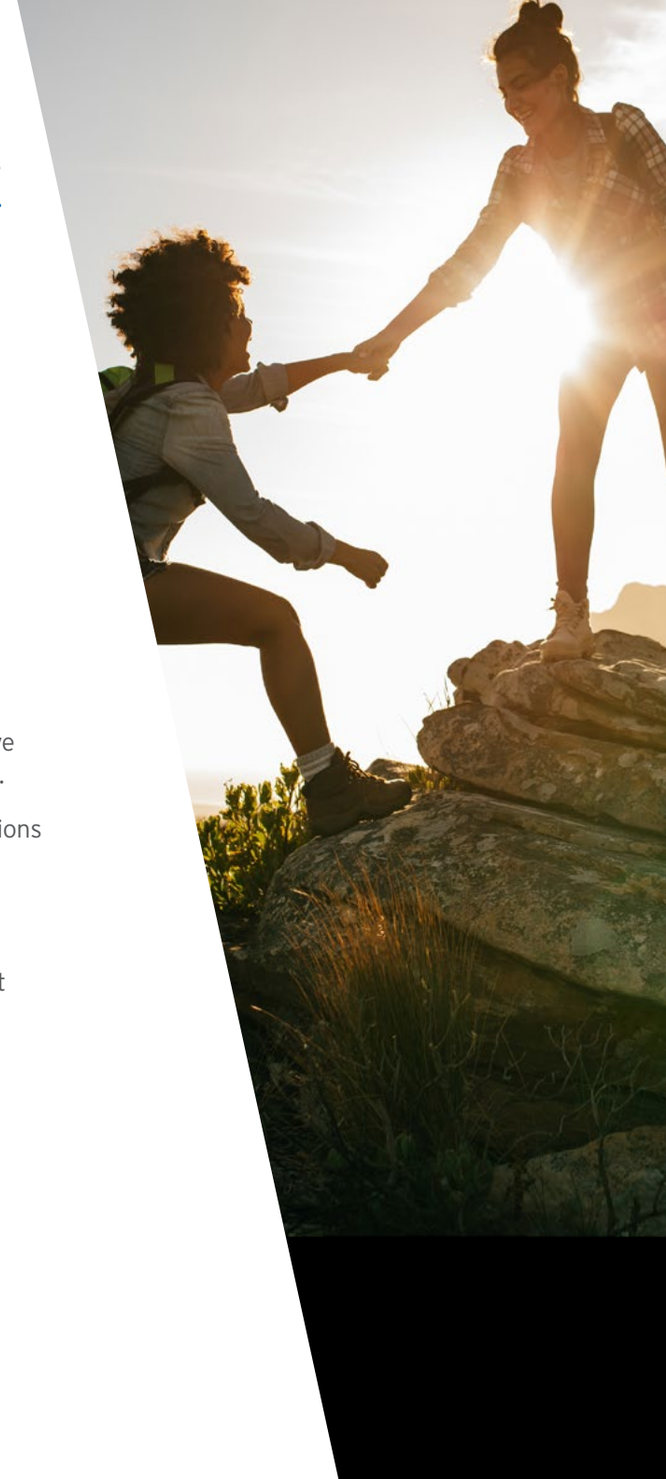
- **Achieve net zero emissions by 2040.**
- Go beyond our current Science-Based Target and by 2025 achieve a reduction of an additional **25%** of GHG emissions from Scope 1 & 2 energy sources from our 2019 baseline.
- We will maintain **100%** renewable electricity supply for our global data centre business and achieve **90%** renewable electricity corporate-wide by 2025, 15 years ahead of our RE100 commitment.
- By 2040, we will drive Circular Economy innovation by working toward **zero waste** in our operations and collaborating with others to create closed-loop products and services.

EMPOWERING OUR PEOPLE

- We are working to expand our gender pay parity to achieve **+/- 5%** by 2025 in all regions that currently report.
- By 2025, women will represent **40%** of global leadership, and people who identify as Black, Indigenous, People of Colour (BIPOC) will represent **30%** of U.S. leadership roles.

STRENGTHENING OUR COMMUNITIES

- Through our Living Legacy Initiative, we will launch **50** new educational resources by 2025.
- In 2021, we plan to increase our diverse-supplier spend with minority-, women-, veteran-, disabled-, and LGBTQ-owned businesses by **5%**.
- We are working to adopt and implement a global human rights policy by 2023.



AT IRON MOUNTAIN, WE ARE PROUD OF OUR PROGRESS OVER THE LAST SEVERAL YEARS. BUT WE'RE NOT STOPPING. WE'VE SET AMBITIOUS GOALS FOR OURSELVES, AND WE INVITE YOU TO JOIN US. READ THE LATEST IRON MOUNTAIN CORPORATE SOCIAL RESPONSIBILITY REPORT HERE.

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