

Xerox is a case in establishing leadership, and keeping it. VNRI's allow the exercise of leadership; whereas regulations do not. And VNRI's can be global; whereas regulations are restricted to government jurisdictions.

Having set measurable goals in key areas, Xerox intends to continue to develop its environmental initiatives globally.

### References

- Tom Armstrong, former Manager, Environment, Health & Safety, Xerox Canada Ltd.
- Patricia Calkins, Environment, Health and Safety, Xerox Corporation
- Xerox web site, including the 1996 environmental and annual reports