

# Kodak commitment to reduce greenhouse gas emissions

by: **Donna Timmons**

Worldwide Director, Health, Safety and Environment

In *The Day After Tomorrow*, director Roland Emmerich worked with cinematographer Ueli Steiger, ASC, to depict potential consequences of global climate change. The movie's premise was drawn from Art Bell's novel *The Coming Global Superstorm*. Although many scenes are much more dramatic than science would support, they captured the public's attention.

Emmerich first approached Steiger about doing the film in February 2002. By then, Kodak had already been working for more than four years to aggressively reduce its potential contribution to greenhouse gases. As a result, the company reduced carbon dioxide (CO<sup>2</sup>) emissions by 17% between 1999 and 2003. We are committed to continuing improvements by reducing worldwide greenhouse gas (GHG) emissions by an additional 10% from 2004 to 2008.

In October 2004, Kodak joined the California Climate Action Registry, a non-profit organization recognized as a standard setter for tracking and reporting GHG emissions. The Registry's primary function is to encourage companies and other organizations to report their environmental performance as it relates to GHG emissions.

As a participant in the Registry, Kodak will voluntarily measure and report its worldwide GHG emissions on an annual basis. The records will be reviewed by independent organizations to ensure accuracy.

Partnering with the California Climate Action Registry therefore serves two purposes. It provides Kodak with additional incentive and access to best practices to strive for ever-higher environmental standards. It also ensures public accountability in meeting them. Through the Registry, our success in

meeting this commitment will be open for anyone to review.

Artists have always found beauty in the unpredictability—and occasional fury—of nature. Steiger captured that terrible beauty in *The Day After Tomorrow*. But perhaps more important than the artistry was the message that we must all do our part to ensure that global climate change remains the stuff of fiction, and not of real life. Information about the California Climate Action Registry can be found at [www.climateregistry.org](http://www.climateregistry.org). ■



## Correction

In the October edition of *InCamera*, we incorrectly identified the personnel in the picture (above). The caption should have read (L to R) DP Akira Sako, Assistant Director Katsuro Onoue. We are pleased to put the record straight and apologise for any confusion caused.

**Below:** The set for *The Day After Tomorrow* shot by Cinematographer Ueli Steiger.

