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**ALCOA'S KAWNEER BUSINESS LAUNCHES *MAKE AN IMPACT* ENVIRONMENTAL PROGRAM TO REDUCE CARBON FOOTPRINT; INVITES CUSTOMERS AND COMMUNITY TO PARTICIPATE**

**NORCROSS, GA** – Alcoa's Kawneer business has joined together with the Pew Center on Global Climate Change to launch *Make an Impact*, an interactive environmental program designed to help individuals manage their carbon footprint and reduce energy costs. Kawneer is the first Alcoa business to launch *Make an Impact* in North America.

The *Make an Impact* program was initially developed for Alcoa employees and their families. Kawneer, building on its commitment to provide sustainable solutions, is inviting community members and customers, including architects, glaziers and building and construction industry stakeholders throughout North America, to join them in taking part in the program. Kawneer is the leading manufacturer of architectural aluminum building products and systems for commercial construction.

*Make an Impact* includes an:

- Interactive website – [www.kawneer.com/makeanimpact](http://www.kawneer.com/makeanimpact) – with tips, tools and resources on how to reduce energy bills and live more sustainably;
- Custom-built carbon calculator featuring individual “footprint” analysis and personalized action planning; and a
- Comprehensive outreach program of localized interactive workshops.

Pew Center President Eileen Claussen said: “We often think solutions to climate change and energy costs can come only from business and government, but everyone needs to play his or her part. Through our partnership with the Alcoa Foundation, and working with Alcoa’s businesses, we are making that possible.”

**Kawneer’s Sustainable Offerings**

Kawneer offers versatile, sustainable solutions that can help reduce energy consumption and provide renewable energy for building and construction projects across North America. Its line of thermal, sun control and photovoltaic products work to conserve energy and enhance building performance, while increasing thermal efficiency, reducing solar heat gain and creating on-site renewable energy by capturing and converting sunlight into electricity. Kawneer is committed to managing its carbon footprint through energy efficiency, investment in renewables, productivity improvements, recycling and technological innovation. By introducing programs like *Make an Impact* to its employees, their families, the community and its customers, Kawneer is demonstrating its dedication to global climate change. And, with the commitment of Kawneer and Alcoa employees around the world, Alcoa has reduced its global greenhouse gas emissions by 36 percent since 1990.

“Climate change is the most critical sustainability issue of our time and to make a difference we all need to take action - individually and together,” said Glen Morrison, President of Kawneer North America. “Kawneer is committed to the environment and works toward making our message, ‘Every Day You Make a Choice. Make a Choice That Counts’ a reality. By bringing the *Make an Impact* program to our employees, the community, customers and architects, we are providing the tools to help them manage their environmental impact.”

The *Make an Impact* program builds on the success of the program developed in Australia in 2006 through an Alcoa Foundation partnership with Greening Australia. Beginning with Kawneer North America’s headquarters in Norcross, Georgia, *Make an Impact* will be introduced to Kawneer’s North American locations over the next year.

To find out more about *Make an Impact*, visit [www.kawneer.com/makeanimpact](http://www.kawneer.com/makeanimpact). For more information on Kawneer’s sustainable solutions go to [www.kawneergreen.com](http://www.kawneergreen.com).



### **About Kawneer**

With more than 100 years of innovation and experience, Kawneer North America is headquartered in Norcross, GA, and is the leading manufacturer of architectural aluminum products and systems for the commercial construction industry. Kawneer is part of Alcoa's global Building and Construction Systems (BCS) business unit. Alcoa BCS manufactures and markets architectural systems and products in North America, Europe, Asia and the Middle East. Alcoa is the world's leading producer and manager of primary aluminum, and alumina facilities, and is active in all major aspects of the industry. For more information on Kawneer or its products, please visit [www.kawneer.com](http://www.kawneer.com).

### **About Pew Center on Global Climate Change**

The Pew Center on Global Climate Change was established in 1998 as a non-profit, non-partisan, and independent organization dedicated to providing credible information, straight answers, and innovative solutions in the effort to address global climate change. The Center engages decision-makers at the federal, state, regional, and international levels to achieve its goals for mandatory federal climate change policy and a post-2012 international climate agreement.

The Center's [Business Environmental Leadership Council \(BELC\)](#), a group of 46 mainly Fortune 500 companies with over \$2 trillion in combined revenue and employing more than 4 million people, is the largest U.S.-based association of corporations committed to advancing mandatory policy and business solutions to address climate change. The Pew Center is also a founding member of the influential U.S. Climate Action Partnership.

### **About Alcoa Foundation**

Alcoa Foundation is a separately constituted nonprofit U.S. corporate foundation with assets of approximately \$500 million. Its mission is to actively invest in the quality of life in Alcoa communities worldwide. Throughout its history, the Foundation has been a source of positive community change and enhancement, with nearly \$466 million invested since 1952.

The Foundation's grants address global and local needs in over 36 countries by partnering with Alcoa communities around the world to make a difference. Global and local grantmaking is responsive to the needs and aspirations of Alcoa communities and marshals the combined expertise, energies, and values of Alcoa and Alcoa Foundation to provide a world-class standard of excellence in corporate citizenship.

In 2007, Alcoa and Alcoa Foundation invested a combined total of \$49.0 million in community programs in 36 countries, focusing on four areas of excellence: conservation and sustainability, global education and workplace skills, business and community partnerships, and safe and healthy children and families. Alcoa Foundation manages the Alcoa employee volunteer programs ACTION and Bravo! For more information, visit [www.alcoa.com](http://www.alcoa.com), under Community.