

Environment Overview



Sustainable Success: Our Environmental Responsibility

We believe in doing what is right in our industry, our community and our world. This includes conducting our business in an environmentally responsible way. To this end, we are always looking for ways to reduce our environmental impact. We are working to shrink our footprint through better natural resource management. We're helping to reduce the demands on our forests by promoting sustainable materials in our catalogues. And we're introducing programs to reduce our energy consumption and reduce or reuse materials whenever we can. Together with our manufacturers, suppliers, partners and customers, we're helping to support a healthier planet.

Footprint



As a values-led organization, Limited Brands is increasingly integrating the protection and preservation of global resources into our everyday business practices. It's part of doing what is right and means that we are committed to sustainable, responsible and thoughtful environmental behavior. We realize that we have a long way to go, but we're pleased with our initial steps to reduce our impact on the environment. Going forward, our commitment is to consistently improve upon and expand our environmental stewardship efforts, while continuing to collaborate with other advocates who share our values.

We strive to manage the natural resources entrusted to us through:

- Thoughtful procurement of supplies, equipment and merchandise; and
- Our daily business operations.

Interwoven through every step is our commitment to:

- Minimize waste generation and maximize recycling;
- Promote reuse through partnerships with not-for-profit organizations to promote reuse;
- Conserve energy and preserve natural resources;
- Promote the increased use of recycled content paper;
- Partner with environmentally responsible suppliers;
- Build relationships with environmental agencies and non-governmental organizations; and
- Hold ourselves accountable for our environmental stewardship efforts.

Paper and Forest Products Paper

We are proud of our partnership with ForestEthics to raise environmental standards in the catalogue industry. As a result of extensive and thoughtful discussions with ForestEthics in 2006 and 2007, we are taking measures to ensure that the pulp used in the paper we procure for catalogues is not from endangered forests. Listed here is our paper policy, our commitment going forward and the steps we have already taken.

- [Limited Brands Paper Procurement Policy](#)

In December 2007, we were honored to receive the Boreal Stewardship Award from [Canada's Boreal Leadership Council](#). During the last two years, we have learned more and more about the Canadian Boreal Forest. The more we have learned, the more committed we have become to Boreal Forest conservation, by helping to ensure survival of caribou and advocating for First Nations communities.

Limited Brands' paper policy:

- Addresses the entire paper and forest products lifecycle; and
- Eliminates suppliers sourcing from endangered forests.

We are committed to:

- Not accepting paper sourced from endangered forests of Canada's Boreal Region - this includes Alberta's Rocky Mountain Foothills, as well as the British Columbia Inland Temperate Rainforest.
- Our goal of producing our catalogues with 10 percent post-consumer waste (PCW) or Forest Stewardship Council (FSC) certified paper.
- Having a preference for FSC certification. We partnered with one of our principal suppliers to achieve FSC certification at its four paper mills.
- Overall catalogue paper reduction.
- Continued improvement of the environmental attributes of our catalogue paper and paper use, and we will have an independent third party audit our progress and make the results public.
- Phasing out paper procured from endangered forests.
- Providing \$1 million to research and advocacy to protect endangered forests.

We funded a study by the [Conservation Biology Institute](#) in 2007 to understand the impact of sourcing pulp from the Alberta Foothills on species and ecological values. The results concerned us and we, along with our partners from ForestEthics, met with the Alberta government, forest companies and oil and gas companies to promote change.

Our Progress

Working with our paper products suppliers, we have successfully been able to reduce the demands on our forests by steadily increasing our use of post-consumer waste (PCW) paper and paper certified to FSC standards by:

- Dramatically increasing the use of PCW and FSC-certified paper in our Victoria's Secret catalogues.
- Improving our efforts to carefully review our catalogue mailing list. In an effort to reduce the amount of unwanted catalogues mailed, we go to great lengths to ensure that our catalogue mailing lists are accurate and up-to-date.
- Providing a toll-free number (1-800-411-5116) for clients to call if they want to reduce or unsubscribe from catalogue mailings.
- Making our 2010 annual report and proxy statement available electronically on our website, reducing paper usage by more than 75 percent over 2008. Additionally, any hard copy reports were printed on FSC Mixed Sources paper and were printed using soy ink.
- Printing and copying on office paper that is 30 percent PCW.
- Utilizing PCW or FSC-certified paper for more than 97 percent of the other paper we purchased.

Through these efforts, we hope to play a constructive role in promoting more environment-friendly paper policies in the catalogue industry.

Energy & Climate Energy

Limited Brands joined the United States Environmental Protection Agency (EPA) Climate Leaders Program in September 2008. We officially established our baseline inventory in 2009 and set our greenhouse gas (GHG) reduction goal in June of 2010. Limited Brands has pledged to reduce Scope 1 and Scope 2 GHG emissions for United States operations by 3% from 2007 to 2014. We are committed to reducing our total GHG emissions through projects that improve efficiency and conserve energy and fossil fuels.

Since 2007, Limited Brands has been participating in the Carbon Disclosure Project by completing and submitting the annual corporate climate change questionnaire, the format in which participants document the carbon generated by their activities and operations as well as their climate strategy. You can find Limited Brands' most recent response to the Carbon Disclosure Project at: www.cdproject.net.

In an effort to reduce our energy consumption, Limited Brands has been rolling out numerous energy-efficient projects which have significant energy savings and pollution reduction associated with them. Recent lighting projects have reduced our store electricity consumption by 50,000,000 kWh annually and reduce carbon dioxide emissions by more than 35,000 metric tons.

Our efforts in stores:

- In 2009/2010, we replaced more than 42,000 higher wattage light bulbs in approximately 900 stores with lower wattage, more efficient bulbs.
- Also in 2009/2010, we adjusted the temperature set points in a large number of stores to reduce air conditioning use during the day and even more so at night.
- Building new stores with more efficient lighting technology, including highly-efficient ceramic metal halide (CMH) bulbs and compact fluorescent lamps (CFLs).

Our efforts in home offices and distribution centers:

- In 2010, Limited Brands' Bath & Body Works home headquarters received LEED (Leadership in Energy and Environmental Design) silver certification from the U.S. Green Building Council (USGBC) under the Existing Building: Operations and Maintenance (EB O&M) designation. Silver certification recognizes that Limited Brands has gone above and beyond the requirements needed for certification including: achieving significant improvements in energy efficiency and water use; developing and implementing programs to reduce waste sent to landfill; encouraging and facilitating sustainable purchasing practices; and improving the indoor environmental quality of the building.
- Replacing the existing roofs on four of our distribution center and home office buildings, combined, these highly efficient, reflective roof systems. The new roofing systems create a 15 percent reduction in energy consumption and costs per building. Within the next 5-7 years, we expect to replace one additional roof with this more efficient roofing product.
- In 2008, replaced the fluorescent lighting fixtures in five of our Columbus, Ohio, based distribution centers with more efficient lighting fixtures. We estimate that this project will reduce annual electricity consumption by nearly 9 million kWh and reduce emissions of carbon dioxide by approximately 9,700 metric tons. We expect to replace the interior lighting fixtures in four of our home office spaces within the next five years.

Transportation

The movement of freight around the world requires the use of fossil fuels. The use of ocean vessels is the most fuel-efficient means of transporting merchandise from overseas. We work with freight carriers to maximize the use of ocean vessels and minimize the use of air shipment. To complement this effort, we optimize cargo space by fully loading cargo containers bound for the United States.

Limited Brands is committed to:

- Utilizing the most efficient means of transportation that meets our delivery needs and schedules.
- Utilizing highly efficient trailer stacking techniques to optimize the use of trailer space and reduce the number of trucks and amount of energy required to transport our merchandise to our distribution centers.

Limited Brands has been a partner in the U.S. Environmental Protection Agency's SmartWay Transport Partnership program since 2006. The SmartWay program works with shippers, freight carriers and logistics companies to reduce the greenhouse gas emissions and air pollution caused by the transportation of goods. Limited Brands is working with the SmartWay program on several projects that have resulted in a reduction of our greenhouse gas (GHG) emissions.

Limited Brands was awarded an Environmental Excellence Award from the U.S. Environmental Protection Agency SmartWay Transport Partnership in 2007 and 2009 for its leadership in conserving energy and lowering greenhouse gas emissions from its transportation and freight activities.

Waste Reduction & Recycling



Renewing Resources. Reducing Waste.

We're committed to working with our suppliers and vendors to find creative ways to further reduce the amount of paper, packaging materials and other natural resources used in our business operations. Since 2005, Limited Brands has been a partner in the U.S. Environmental Protection Agency WasteWise program, which works with companies to increase waste management efforts to ultimately reduce greenhouse gas emissions and their impact on climate change. Our recycling efforts have been centered on:

- Efficient packaging
- Elimination of PVC containers
- Store recycling efforts
- Pallet recycling
- Product re-use (donations/sample sales)
- Other recycling

Below is a list of some of the items Limited Brands recycled in 2011:

- 1.6 tons of plastic and aluminum beverage containers
- 10 tons of aerosol products
- 6,956 tons of corrugate
- 460 tons of paper, magazines and catalogs
- 392 tons of ethyl alcohol from personal care products
- 492 tons of metal
- 488 tons of plastic
- 146 tons of stretch wrap
- 1 ton of wood from pallets
- 2.4 tons of toner cartridges
- 28 tons of computers and other electronics
- 87 tons of glass

Additionally, through reuse, Limited Brands also avoided the disposal of the following materials in 2010:

- 103 tons of fragrance oil from personal care products
- 1.6 tons of computers and other electronics
- 38 tons of packaging components
- 3,032 tons of excess and discontinued products and merchandise, visual marketing items, and furniture and fixtures

- 2,076 tons of wood from pallets

In total, during 2011, Limited Brands prevented more than 17,600 tons of material from going to landfill through reuse and recycling!

Efficient Packaging *(more ...)*

Our merchandise is stored and shipped in specially designed cartons that Limited Brands helped to develop along with our suppliers and a packaging material expert. These unique cartons are manufactured using fewer raw materials than our previous cartons and are designed to hold more merchandise, stack more efficiently and require less space on transportation vehicles. The containers are manufactured with approximately 42 percent post-consumer waste recycled content.

Elimination of PVC Containers *(more ...)*

In 2003, Limited Brands stopped using polyvinyl chloride (PVC) containers for our Bath & Body Works and Victoria's Secret personal care products, which reduced our PVC usage by 4.3 million pounds per year. Those personal care products are now stored in polyethylene terephthalate (PET) containers, which is the most widely used plastic in consumer packaging. It's readily recycled in most communities and its manufacture is considered to be more environmentally friendly than PVC to manufacture.

Store Recycling Containers *(more ...)*

Recyclable personal care products returned from our stores to our distribution center are packaged and shipped in five-gallon plastic pails. When they arrive at our distribution centers, we empty the containers, clean them and return them to the stores for reuse. In 2011, more than 10 tons of aerosol products and 392 tons of ethyl alcohol containing products were reclaimed through this process.

Pallets *(more ...)*

Merchandise that is received from vendors is often shipped on wood pallets. We reuse the pallets to handle merchandise in our distribution centers. Pallets that are damaged are sent to a third party for repair and are redistributed for further use. Pallets unable to be reused are ground into fine wood shavings and are ultimately used for purposes such as mulch for landscaping. During 2011, we sent more than 2,077 tons of wood pallets for recycling and/or reuse.

Product Re-Use

Donations *(more ...)*

In an effort to find beneficial ways in which surplus products and supplies can be reused, Limited Brands has partnered with various charitable organizations, such as the Central Ohio Sustainability Alliance - Waste Not Center. The Waste Not Center accepts donations of items that are in good condition and makes them available to teachers, artists and others for use in various types of projects. In 2011, Limited Brands donated to various charities a variety of items such as fixtures, furniture and other visual marketing items that would otherwise have been thrown away.

Associate Sale *(more ...)*

The Associate Sale is an event in which merchandise and products that can no longer be sold in our retail stores are made available for our associates to purchase at a reduced cost. After the sale concludes, we then allow numerous not-for-profit groups to "shop" the event. In all, the 2011 Associate Sale resulted in the reuse of more than 3,032 tons of products/merchandise. Additionally, all money raised through the sale is donated to the United Way of Central Ohio.

Other Recycling (more ...)

As an alternative to disposal, Limited Brands goes to great lengths to recycle miscellaneous materials. In 2011, approximately 83 percent of all material processed through our distribution centers for disposal was instead recycled or reused.

Water



At Limited Brands, we recognize the significance of water as a natural resource and the critical need to safeguard it. That is why we have a policy in place to protect and conserve water resources within our control, and encourage protection and wise use of water resources where we have influence.

Conservation

Limited Brands is committed to approaching the use of natural resources in a thoughtful manner. We ask questions, we consider alternatives and we weigh the pros and cons. Our use of water is no exception. Headquartered in Columbus, Ohio, we are fortunate to have plentiful rainfall and water supplies to support our offices and distribution centers. While our central business functions are not located in a water-scarce part of the country, some of our stores are and therefore, regardless of location, we have adopted many water-conserving measures to help minimize our impact on local water resources.

- **Water conservation in buildings**

- All of the restrooms in our home office locations and distribution centers are equipped with water-saving measures, including low flow, automatic flush toilets and urinals.
- Our Bath and Body Works home office and distribution center building achieved [LEED Silver EB certification](#), with water conservation featured as an important part of the management of the building and grounds.
- Our stores are equipped with water-conserving toilets.

- **Landscaping**
 - In order to conserve water resources, our home office grounds are planted with native trees and plantings adapted to the Ohio climate. This allows us to use less water to irrigate landscaping.
- **Protecting natural waterways**
 - In order to protect surface waters in the vicinity of our buildings, we have a spill prevention and control program.
 - We utilize retention ponds to reduce storm water runoff to local bodies of water, and use the water from those ponds for our fire suppression systems
- **Associate involvement**
 - Part of our home office property is adjacent to Big Walnut Creek, a local waterway in Columbus, Ohio. Since 2005, our associates have volunteered and supported “clean up days” along the creek, removing trash and other unnatural debris that flows to the area from upstream or blows from nearby roads.
 - Each year during Earth Day, our associates participate in a cleanup along the Scioto River near the Grange Insurance Audubon Center in Columbus, Ohio

Advocacy

We believe that climate change poses a risk to fresh water supplies in many regions of the world. As a member of [Ceres BICEP](#), we advocate for climate policy to reduce the risk and mitigate the effects of climate change, including water scarcity and water quality degradation.

Affiliations

- [BICEP](#), member
- [Central Ohio Sustainability Alliance - Waste Not Center](#), member
- [Central Ohio Sustainability Roundtable](#), member
- [Forest Ethics](#)
- [Materials for the Arts, NYC](#)
- [U.S. EPA WasteWise](#)
- [U.S. EPA SmartWay](#)

Recognition

Recognition & Awards

Limited Brands has received the following awards and recognition for our environmental efforts.

- [US Green Building Council](#) designated the Bath and Body Works headquarters and distribution center as first-in-Ohio LEED O&M Silver, March 2010
- US Green Building Council designated the Victoria's Secret store in Wesley Chapel, FL, as LEED Silver under the Commercial Interiors 2.0 designation
- GreenSpotLight Award from the City of Columbus [Green Spot](#) program, April 2010
- Limited Brands was commended by the [Carbon Disclosure Project](#) and added to the Carbon Disclosure Leadership Index, September 2009
- Emerald Award for "Partnership" from the [Solid Waste Authority of Central Ohio](#), May 2009
- Excellence Award from [U.S. E.P.A. SmartWay Transportation Partnership](#), 2007 and 2009
- Limited Brands became a Green Spot Member through the City of Columbus, December 2008

- Partner of the Year - Very Large Business from the [U.S. EPA WasteWise](#) program, 2007, 2008 and 2010
- Boreal Award from the [Canadian Boreal Initiative](#), December 2007
- Honorable Mention in the Very Large Business category from the U.S. EPA WasteWise program, 2006 and 2011
- Emerald Award for "Best Practices" from the Solid Waste Authority of Central Ohio, April 2006
- Two Gold Achievement awards from the U.S. EPA WasteWise program, October 2005

Environmental News

- [January 27, 2012](#)
[Limited Brands Joins Growing BICEP Coalition of Corporate Advocates for Strong Energy & Climate Policies](#)
- [September 30, 2011](#)
[Limited Brands Reaches Major Milestone In Sustainable Paper Sourcing](#)
- [April 19, 2011](#)
[Update on our Greenhouse Gas Pledge: What We've Done So Far](#)
- [February 21, 2011](#)
[Victoria's Secret Takes the LEED](#)
- [November 29, 2010](#)
[Limited Brands, Inc. Sets Aggressive Greenhouse Gas Emissions Reduction Goal](#)
- [April 29, 2010](#)
[Earth Week 2010 proves Limited Brands associates Love Earth Day](#)
- [March 03, 2010](#)
[Limited Brands First in Ohio to Earn LEED® EB O&M Silver Certification](#)
- [February 08, 2010](#)
[GE Lighting Names Limited Brands 2009 Retail Partner of the Year](#)
- [November 30, 2009](#)
[Students swap for PINK bottles - Penn State PINK Campus Reps encourage students to toss their single-use water bottles for fun, earth-friendly ones.](#)
- [October 13, 2009](#)
[Limited Brands Wins US EPA Smartway Environmental Excellence Award](#)
- [October 13, 2009](#)
[Ken Douglas, Facilities Manager for Limited Brands, talks energy conservation with the New York Times.](#)
- [September 23, 2009](#)

Limited Brands Commended For Climate Change Disclosure

- June 15, 2009

Efficient Lighting from GE Delivers \$775,000 Annual Discount for Limited Brands

- May 13, 2009

Rewarded For Reuse ... And Partnership - Limited Brands Shows Commitment to the Environment Again

- March 13, 2009

Limited Brands partners to support green homebuilding