

## ABOUT THIS REPORT:

In 2007, we published Duke Energy's first sustainability plan and report following the company's merger with Cinergy. This *2007|2008 Sustainability Report* updates our performance against our five-year sustainability plan.

The fold out on pages 10-13 provides Duke Energy's sustainability plan "at a glance" as well as our management approach. The content in the rest of this publication was selected to build on – rather than repeat – information from the 2006|2007 report. On the pages that follow, we report on our 2007 progress, highlight significant developments toward achieving our sustainability goals and address the issues that our stakeholders tell us are most important to them. Additional information and updates to data in this report are available on [www.duke-energy.com](http://www.duke-energy.com).

A broad index to the Global Reporting Initiative (GRI) indicators is on page 41. A more detailed index to the GRI indicators can be found at [www.duke-energy.com/environment/sustainability.asp](http://www.duke-energy.com/environment/sustainability.asp). With this report and the information on our Web site, we believe we meet GRI Application Level B.

Over the past year, we have made progress integrating sustainability into our core business. The company's recently updated mission statement now explicitly references sustainability. And, Duke Energy's *2007 Summary Annual Report* and this *Sustainability Report* share a common theme – "building bridges to a low-carbon future." Both publications review our response to the imperative to reduce greenhouse gas emissions.



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## SUSTAINABILITY PLAN AND PROGRESS AT A GLANCE 10

Our plan focuses on those areas that are most material from a sustainability risk and opportunity perspective.

### 1 INNOVATIVE PRODUCTS AND SERVICES 14

Our customers want products and services that keep them competitive regionally and globally, yet respond to environmental concerns.

### 2 REDUCE OUR ENVIRONMENTAL FOOTPRINT 20

As an energy company, we have a large impact on the environment and depend on natural resources for much of our fuel.

### 3 QUALITY WORKFORCE 28

Energy companies will be differentiated by the quality, creativity and customer focus of their employees.

### 4 BUILD STRONG COMMUNITIES 34

Our success is linked to the health and prosperity of the communities we serve.

### 5 GOVERNANCE AND TRANSPARENCY 38

Creating shareholder value and earning the trust and confidence of our many stakeholders keeps us in business.