



# Sustainability initiatives that will differentiate your organization

Sustainability isn't an option anymore. In addition to supporting climate goals, sustainable business practices are now critical differentiators for today's most successful companies.

IT decision-makers couldn't be clearer on the significance of sustainability: Nearly half of IT leaders at large companies initiate sustainability efforts to align with company values, enhance employee retention, and improve profitability. As a result, more than two-thirds expect their tech to meet the highest industry environmental standards.<sup>1</sup>

The majority agree...



of IT decision-makers expect their company's tech to meet the highest industry environmental standards.



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# Choose sustainable technology for a positive impact on your organization and the planet.

Here are three ways to do it.

## 01. Build employees a sustainable workspace

Philanthropy initiatives and simple recycling programs were enticing early in the sustainability journey, but they're table stakes today. Employees now expect their companies to support more meaningful and visible commitments to building a sustainable future.

As a result, nearly half of large companies are actively seeking out products that use less energy and meet industry sustainability standards.<sup>1</sup> When purchasing hardware solutions, nearly three-quarters of large companies want highly repairable technology from companies that are eliminating waste and taking major steps to reduce their carbon footprints.<sup>1</sup>

Fortunately, sustainability innovation is keeping up with consumer demand. Solutions that feature Lenovo Neptune™ Direct-Water Cooling, for example, save customers up to 40% in power costs.

**Lenovo's streamlined packaging is not only customer-friendly, it also kept 3,737 metric tons of packaging out of landfills as of 2021.<sup>2</sup>**

Lenovo ThinkPad® and ThinkBook® devices leverage post-consumer recycled plastic, and they are manufactured using the low-temperature solder technique, which reduces greenhouse gas emissions equivalent to more than 4.25M liters of gasoline per year. Lenovo is committed to reducing 1 million tons of greenhouse gas emissions from our supply chain by 2025. Lenovo is also highly reliable and repairable, maximizing lifespan and minimizing environmental impact.



# 48%

of large companies support sustainability initiatives to enhance employee recruiting and retention.<sup>2</sup>

## 02. Create a sustainable infrastructure

Nearly half of large companies are targeting sustainable IT infrastructure, seeking out end-to-end technology solutions that prioritize energy and material efficiency.<sup>1</sup>

Partnering with Lenovo, companies benefit from best-practice sustainability across the full technology lifecycle: low-CO<sub>2</sub> manufacturing techniques, product packaging made from discarded marine litter, energy-efficient operation, and best-in-class recovery and disposal.

IT decision-makers can put cloud migration in the sustainability win column, too. Cloud computing technologies like Lenovo hyperconverged infrastructure (HCI) appliances such as the ThinkAgile HX series provide a scalable, space- and power-efficient hybrid cloud platform. An Accenture analysis estimates that cloud migration worldwide can eliminate 59 million tons of CO<sub>2</sub> emissions per year — the equivalent of taking 22 million cars off the road.<sup>3</sup>

Through Lenovo's CO<sub>2</sub> Offset Services, customers can compensate for emissions associated with their technology by designating credits toward CO<sub>2</sub> offset projects including renewable energy, and solar power. This makes offsetting carbon emissions simple and within the organizations' control.



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### 03. Optimize with as-a-service technology

Right-sizing is a guiding principle of sustainability, with organizations striving to eliminate duplication, inefficiency, and excess. As-a-service technology procurement models are the epitome of right-sized sustainability, ensuring companies are always equipped with the optimal technology — no more and no less.

With Lenovo TruScale, IT decision-makers can leverage scalability to meet evolving business needs. They never have to worry about accumulating excess stock or managing security risks associated with outdated devices. TruScale DaaS is the smarter approach to adopting and managing IT, providing an alternative to refresh cycles that results in sustainable end-to-end services with minimum environmental impact — from acquisition to disposal.

Asset recovery is top of mind for IT decision-makers. Nearly 40% of mid-sized organizations say end-of-life device management presents a significant financial burden.<sup>2</sup>

**Lenovo's Asset Recovery program not only facilitates end-of-life recovery, it's also committed to extending the life of enterprise hardware through state-of-the-art refurbishment.**

As-a-service solutions also make it easy to swap technology and provide employees with the latest, most efficient and sustainable models. According to a recent Qualtrix survey, 70% of employees worldwide are underwhelmed by their company-provided technology.<sup>4</sup> With as-a-service technology, that's incredibly easy to fix.

#### SUCCESS STORY

### Debeka Group

Sustainability was part of the package when Debeka Group partnered with Lenovo to equip its mobile field sales staff.

- **Sustainable shipping.** Delivering laptops by train rather than airfreight reduced CO<sub>2</sub> emissions from the shipping process by 94%.
- **Streamlined bulk packaging.** By using a single cardboard box for eight devices, Lenovo helped Debeka Group cut the environmental impact of its packaging by 87%.
- **Paperless processing.** With its hinged touch display and integrated ThinkPad Pen Pro, the Lenovo ThinkPad® X1 Yoga enabled digital signatures to close deals out in the field.

**“We are very proud that we have implemented a customized and very sustainable technology solution that reduces waste and helps to reduce our environmental impact.”**

Marcel Wirth, Team Lead Lifecycle Management for Client Devices, Debeka Group

[Read the whole story >>>](#)



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## Sustainability that begins at boot-up

Lenovo devices running Windows 11 help manage your environmental impact at the software level.

- **Carbon-aware OS features** reduce carbon emissions by optimizing processes based on real-time power grid information. For example, PCs complete updates when your local energy load is most efficient.
- **Proactive recommendations** suggest settings to help users reduce power consumption and carbon impact.
- Subscription-based **Microsoft Cloud for Sustainability** helps organizations track, measure, and manage their carbon footprint.

Lenovo devices are optimized for Windows 11.

[Learn more about our partnership >>>](#)

- 1 Reach3 Insights and Lenovo, "Human-centered insights to fuel IT's vision," July 2022
- 2 Lenovo Group Limited 2021/22 Environmental, Social and Governance Report, 2022
- 3 Accenture, "The Green Behind the Cloud" report, September 2020
- 4 Qualtrix, "2022 Employee Experience Trend Report," November 2021



## Nearly 40%

of mid-sized organizations say end-of-life device management presents a significant financial burden.



## 70%

of employees worldwide are underwhelmed by their company-provided technology.



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# Technology innovations to boost your company's environmental goals

Technology is an easy place to start. From the ground to the cloud, these are just a few of the sustainability innovations you'll find.

▣ **Direct-water cooling.** Lenovo Neptune™ Direct-Water Cooling for CPUs and GPUs saves customers up to 40% in power usage costs.

▣ **Recycled materials.** Lenovo recycles ocean-bound plastic and uses it to replace traditional polyethylene bags for server packaging. Business laptops leverage post-consumer plastics, which minimizes raw materials consumption.

▣ **Asset recovery programs.** Comprehensive end-of-life recovery and refurbishment mitigates both the environmental impact and data security risks associated with asset disposal.

▣ **Migrate to the cloud.** Worldwide, cloud migration is estimated to eliminate 59 million tons of CO<sub>2</sub> emissions per year — the equivalent of taking 22 million cars off the road.<sup>5</sup> Get scale, space, and performance with Lenovo hybrid cloud solutions.

▣ **Low temperature solder manufacturing.** Lenovo's manufacturing processes actively reduce greenhouse gas emissions.

▣ **Offset carbon emissions.** Through Lenovo CO<sub>2</sub> Offset Services, customers can compensate for the CO<sub>2</sub> emissions associated with their technology by designating credits to go toward CO<sub>2</sub> offset projects including renewable energy, and solar power. [Learn more here.](#)

▣ **Responsible packaging.** Lenovo's streamlined packaging kept 3,737 metric tons of packaging out of landfills as of 2021<sup>3</sup> and helped the [DeBeka Group](#) cut the impact of its packaging by 87%.

▣ **As-a-service solutions.** Right-size your entire technology fleet — from the desk, to the edge, to the cloud. With Lenovo TruScale, you get scalable solutions without accumulating excess stock or managing outdated equipment.

Contact your Lenovo representative today to see how you can unlock opportunities with a better technology experience. Learn more about our digital workplace solutions and flexible hybrid cloud solutions at [www.lenovo.com/smartersolutions](https://www.lenovo.com/smartersolutions).



## Windows 11

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