Sustainability:
seize the opportunity

inetum
Positive digital flow

We want to become less of a burden on our environment and the climate, curb rising energy and consumption costs, conform to new regulations, and more. The pressure to become more sustainable is increasing. Why do we talk so much about sustainability, but do so little? What does sustainability mean in practice? How can IT growth and sustainability go hand in hand? How can you take steps quickly and easily by reducing and even compensating for your end-user footprint?

Sustainability is high on every organization's agenda. Although it takes more than just electrifying the fleet and investing in green energy, these are often the first and most obvious steps an organization takes.

Less well-known is that there is often a lot of room for sustainability gains within IT as well. They are achieved not only by making smarter decisions about the purchase and use of laptops and smartphones, but also by making a clear choice about the destination of the devices after the classic period of use. Inetum in Belgium even goes one step further, offering the possibility to purchase or rent CO2-compensated IT equipment.

The EU Green Deal aims to make Europe the first "climate-neutral continent" in the world by 2050 – in line with the Paris Agreement– and commits all sectors to taking action. One of the key regulations published by the EU to achieve these goals is the Corporate Sustainability Reporting Directive (CSRD). Mandatory sustainability reporting applies to large public-interest organizations as of fiscal year 2024, and for all large organizations as of fiscal year 2025. This will certainly also have an impact on SMEs.

Sustainability: challenge and opportunity

On the one hand, companies can limit themselves to complying with legislation and guidelines, thereby remedying the negative impact they, as a company, have on the planet. In so doing, they simply follow their competitors or the market. But on the other hand, sustainability can be included as a core element in an organization's transformation. Some companies are even proving themselves true pioneers. More and more CEOs no longer see this topic as a risk, but as an opportunity. After all, sustainability doesn't have to be a cost – it can also be an investment or even a source of income.

The term "**sustainability**" has been seen and heard in the media for quite some time now. Very often, it's used to refer to a specific aspect of sustainability, namely everything that has to do with climate and green energy. It's about **energy efficiency** or **product reusability** and recycling raw materials. But sustainability is of course a much broader concept. In the context of a company, for example, it is also about **well-being** at work with action points for sustainable employability and preventing burnout.

"Two things stand out," says Bruno Delepierre, CEO of Happonomy, a partner for innovating economic solutions that start with quality of life themes, including sustainability. "First of all, we immediately sense that pursuing sustainability isn't all that straightforward. But at the same time, we don't know exactly what sustainability means."

Sustained pressure

The fact is that we as people and society are under pressure. Globalization is putting pressure on prices and wages. New technological developments – e.g., the use of robots in an automated warehouse or ChatGPT for helping to create reports – are increasing the pressure on jobs.

Nonetheless, companies can also break away from the race to the bottom. Tony's Chocolonely is one example of this. The company produces chocolate without the use of slave or child labor. Or take Patagonia: the outdoor brand has made sustainability its core business. By 2025, it will use recycled raw materials exclusively.

> "You are truly sustainable when you make a positive contribution to the needs of future generations."
>
> **Bruno Delepierre,**
> *Happonomy*

Positive contribution

Change starts with you. This is no otherness when it comes to sustainability. "Start by focusing on your own resilience," says Delepierre. "When you're more resilient, you're also more present and by extension more productive. This is how you achieve sustainability for yourself, including financially." Translated into a business environment, it means **providing room for change, above all. "After that, the financial results will almost certainly follow**." In addition, a sustainable organization changes its **employee value proposition and reputation**.

The original definition of sustainability, coined by the UN in 1987, says it is about "fulfilling the needs of the present without negatively impacting the needs of future generations." "It can even be a little more than that," says Delepierre. "You are truly sustainable when you make a positive contribution to the needs of future generations."

IT has an impact

In the quest for greater sustainability, IT often has a specific role to play. **Smart IT solutions** ensure that we use energy more efficiently or contribute to people's well-being, for example by monitoring heart patients remotely. At the same time, **IT is also a major part of the problem**. "We can't deny the impact of IT on the environment," says Lancelot Lhoest, Business Developer at the Belgian Institute for Sustainable IT. "Not only is IT responsible for 4% of global CO2 emissions – which is more than the aviation sector – but IT is also growing twice as fast as other sectors."

The impact of IT is not only related to the **use** of devices, but above all to their **production**. Producing a new laptop or smartphone takes a lot of energy and water. Not to mention the rare metals and other raw materials that are often mined in unsafe, unhealthy and underpaid conditions.

There are currently forty billion devices in use worldwide. Therein lies the greatest **potential** gain in terms of sustainability, since all of those devices are creating an incalculable mountain of electronic waste. "Using devices longer and recycling them after use delivers an immediate and significant sustainability gain."

Balance

The devices' **energy consumption** is a second item of concern. Globally, digital technology accounts for ten percent of all energy consumption. Avoiding unnecessary email and saving less email, for example, can already be a first step in reducing that consumption. "It's a balancing act anyway," says Lhoest. "Working from home is good, because it saves you a lot of travel by car. But at the same time, we've bought an extra screen so you can do so and we're making more use of video meetings, which again consumes a lot of energy."

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> *Belgian Institute for Sustainable IT*

In search of sustainability: Workplace as a Service

There are many ways to reduce our footprint. How do we at Inetum integrate all these elements into our workplace solutions so that you can take steps towards a productive, future-proof, yet sustainable workplace that will even prove to be "cheaper" in the end?

All employees need a **digital workplace** that helps them be productive and collaborate efficiently. We not only are we working digitally, but also more and more outside the traditional office and office hours in order to optimize the work-life balance. That means we not only need the right devices, but also the right tools and preferably the right support.

Canalys expects that by 2027 no fewer than 60% of all PCs will be AI-compatible or contain AI features. Thanks to WpaaS, you can capitalize on this important development and take a technological lead. Instead of having to purchase expensive new devices yourself, you pay for their use within a service model, making spending much more manageable. Finally, the as-a-service model also provides more confidence in the early adoption of that innovative technology.

The quest for greater **efficiency** is not relevant for the workplace alone; efficiency also plays a significant role in **operational IT management**. The variety of devices and applications has grown significantly, accelerating the complexity of managing your IT environment. Requests for first-line support also continue to pour in. IT management takes up a great deal of time and resources that would be better spent on innovation and technological development, thus representing a major challenge for many IT departments.

Inetum's **Workplace as a Service** makes purchasing, configuring and managing all this hardware and software easy – and **sustainable**. When you lease equipment as part of the WpaaS package, you get the latest devices in a flexible pay-as-you-use model. You will be using next-gen technology from premium brands on the best possible terms. By making smarter decisions about purchase and use, while making clear choices of where the devices go after their classic period of use, you're addressing the green challenge at the same time.

Curious about WpaaS's advantages, possibilities and the three financial formulas? Read more in our flyer: Score a hat trick with your digital workplace

Workplace as a Service makes the link to sustainability

More than 92 billion tons of raw materials are extracted and processed each year, accounting for half of the world's greenhouse gas emissions.

Fewer than 20% of discarded electronic devices are recycled.

DaaS solutions can reduce raw materials by two-thirds.

(Source: CHG, 2021)

The workplace has a high impact on the environment. A key advantage of WpaaS, however, is that it allows an organization to take quick steps toward sustainability. The topic is becoming more and more prominent on the agenda of just about every organization. For a long time, climate change remained something very remote for many people. Recent heat waves and floods – including ours – are rapidly changing that attitude.

Particularly the **youngest generation of professionals** are more value-driven than ever. These values, including concern for the environment, are important considerations in their choice of a specific job with a specific employer. In this way, sustainability is important not only in terms of the mandatory sustainability reporting that will come into force in 2025, but also in the ongoing **war for talent**.

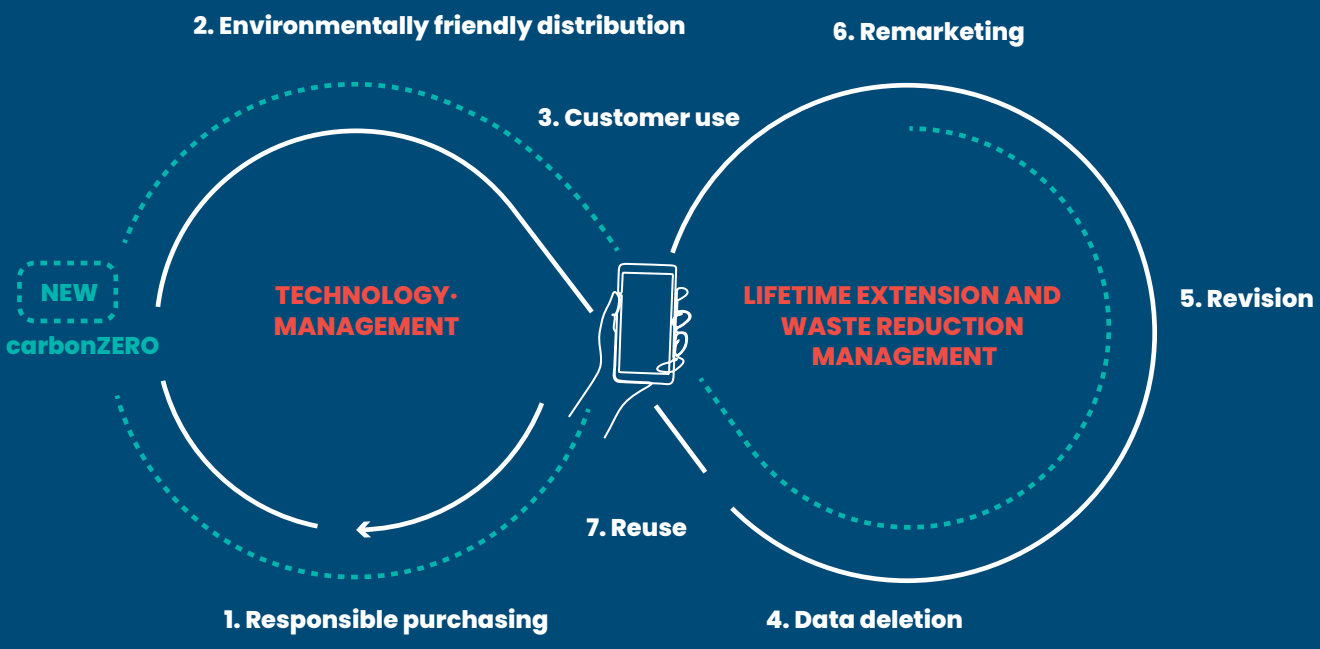
> "Nearly 70% of Belgians make job application choices based on ESG engagement."
>
> **(PageGroup, 2023)**

WpaaS makes it easy to **meet employees' desire for a workplace with an eye for sustainability.** This is primarily done through a range of solutions whose sustainable nature is directly linked to the devices. For example, Ecolabels indicate the energy efficiency of the devices offered or their socially responsible production, including the use of sustainably extracted raw materials and renewable energy.

A second life

A second link between WpaaS and sustainability is found in the disposition of **devices after their active life cycle**. Inetum returns the devices at the end of their life cycle, then they are given a second life through partner CHG Meridian, who repairs and refurbishes the devices and returns them to the market.

In a professional environment, the classic life cycle of a laptop is three years. In fact, for a smartphone, it's only about two years. In the majority of cases, these are devices that are still working perfectly at that time. After refurbishment, CHG Meridian succeeds in extending their service life by as much as five or six years.



Offsetting carbon emissions

Finally, an organization can also achieve its sustainability goals by focusing on **offsetting its carbon emissions**. Inetum supports this ambition by expanding its WpaaS offering with **carbon-neutral certificates**, in collaboration with ClimatePartner, an international supplier of climate solutions. With more than six thousand customers in sixty countries, ClimatePartner provides the most widely distributed sustainability label. Specifically, they measure the environmental footprint of companies, products and services based on their carbon footprint.

Do you buy or lease devices as part of Inetum's WpaaS offering? Then you will have the opportunity to buy them completely carbon neutrally, to help you achieve your sustainability goals. Inetum returns the devices at the end of their life cycle, then they are given a second life through partner CHG Meridian (see above).

Three types of WpaaS packages

WpaaS Basic
The basic package simplifies the purchase, installation and management of your employees' devices. For support, you can contact Inetum, which is also responsible for replacing the devices.

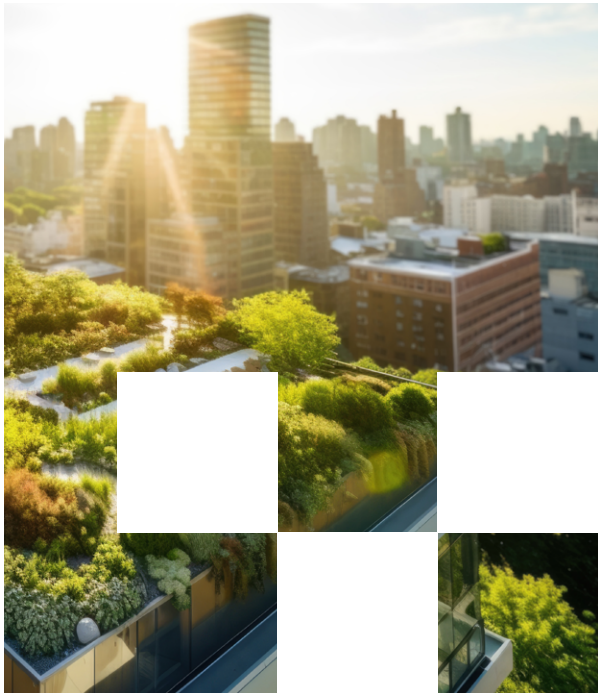
WpaaS Essential
Here you get additional services on top of WpaaS Basic such as operating system management, including patching and updates. You get support for the applications running on our platform. A dashboard provides comprehensive reporting.

WpaaS Advanced
Inetum manages the lifecycle of all your software, including support through ticket tracking and recovery. With WpaaS Advanced, you also benefit from increased security.

Optional WpaaS services
To these different packages can be added one or more optional services, including supply of on-the-job equipment, provision of Microsoft 365 licenses and ensurance that employees are using them effectively and efficiently, and provision of carbon-neutral certificates for customers opting for carbon offsetting.

WpaaS with sustainable partners

Just as a circle is only complete when all its points are equally important, we at Inetum realize that our sustainability efforts only extend as far as those of our partners. That is why we focus not only on offering sustainable workplace solutions, but also on carefully selecting partners who share an equal commitment to sustainability.



Dell Technologies supports accelerated adoption of the circular economy

The fight for greater sustainability is one that we are all fighting together and on many fronts at once. Dell Technologies also realizes this and is already taking a wide range of actions to support accelerated adoption of tomorrow's circular economy.

The climate goal Dell Technologies has already set itself is no mean feat: by **2050**, the company wants to **achieve net-zero greenhouse gas emissions** and thus operate completely climate-neutrally.

Specifically for the circular economy, Dell Technologies has also already formulated a number of concrete goals with a quickly advancing horizon of 2030. By then, all products it places on the market must consist of at least half recycled or renewable materials, while their packaging must be fully recyclable or renewable. In addition, for every product sold, the IT manufacturer will reuse or recycle an equivalent product.

From product design to business model

To achieve these ambitious goals and further enhance the sustainability of its products, Dell Technologies continues to innovate. The company's R&D efforts today range from actual product design to exploring new business models. Their **Concept Luna** is about designing products to make them easier to take apart, and thus easier to repair, reuse and recycle. Other design interventions should reduce the energy consumption of products and extend their lifespan. As examples of new business models, Dell Technologies cites the offering of recycling services and as-a-service products.

HP wants to make the design process fully sustainable

For HP, sustainability is inextricably linked to digital transformation – of its own business as well as that of its customers. The ultimate goal of this transformation is to support and promote a more efficient, circular and low-carbon economy to satisfy HP's ambition to become the most sustainable and equitable technology company. With sustainable products and services, HP is also helping its customers to make this circular future a reality.

HP's ambitions and concrete products service solutions are **recognized worldwide by many reputable third parties**, including the highest attainable status for Ecovadis (Platinum) and Carbon Disclosure Project (CDP) (Triple A).

Reduce, reuse, recycle

Investing in sustainable design is an important prerequisite for achieving the transition to a circular economy. That's why "**reduce, reuse, recycle**" is HP's key motto. First of all, as a manufacturer, you should strive to reduce the environmental footprint of your product as much as possible. In addition, you should invest as much as possible in the product's **reuse or recycling**. HP can already claim a pioneering role in recycling, since it started collecting and recycling ink cartridges for laser printers as early as 1991. HP also offers its customers and partners clear options for recycling their HP equipment via the HP Planet Partners Program.

It is essential that HP's motto be applied not only after, but also during and even before the product's actual use. Ordinarily recycling is associated with products no longer in use, for example, whereas it is also important to work with recycled and sustainable materials when manufacturing the products. One example is "ocean-bound" plastics, at risk of ending up in the sea or located in areas with insufficient recycling infrastructure. For HP, every decision during the design process, including the technological, is by definition about sustainability.

Microsoft to go carbon-negative by 2030

While the world should aim for net-zero emissions, so should those who can afford to go faster and further. That's why Microsoft set an ambitious goal and plan to reduce and eventually eliminate it's carbon footprint. By 2030, Microsoft will be carbon-negative and by 2050, it will have removed all carbon emitted directly by the company or through its electrical consumption since its founding, in 1975.

To expand and strengthen its own work, Microsoft is launching initiatives such as the **Partner Pledge**, whereby Microsoft partners commit to apply new digital technologies in a sustainable, diverse and ethically responsible manner. Inetum also promises to help ensure that everyone can access the right skills and opportunities to get the most out of the far-reaching digitizing currently affecting our economy and society. Inetum has also joined Microsoft's Partner Pledge Program.

Lenovo invests in smarter technology for sustainability

Having already exceeded its 2020 emissions reduction target a year ahead of schedule, Lenovo felt emboldened to create a new sustainability vision. In it, the IT manufacturer commits to **achieving net-zero greenhouse gas emissions by 2050**.

Green innovations

To successfully meet this new ambitious challenge, Lenovo is highly committed to green innovation. For example, it developed an energy-efficient water cooling technology that allows it to save energy and thus reduce operating costs. Under the name "low-temperature soldering," Lenovo also introduced a new, more sustainable production process, not only saving energy and increasing the manufactured devices' strength and reliability, but also reducing CO2 emissions by 35%.

The materials in use also underwent a thorough metamorphosis. For example, Lenovo now also uses recycled plastic from consumers in the production of new PCs, workstations, screens and accessories. Lenovo invests in smarter technology for sustainability

Their new packaging is based on organic materials such as bamboo and sugar cane, making it much lighter and reducing the overall package size. This has led not only to a reduction in the consumption and waste of packaging, but also to an efficiency improvement of 6.7% in transportation-related CO2 emissions.

Lenovo's transportation partner Maersk's ECO Delivery container solutions use biofuels for maritime transportation, which will reduce CO2 emissions by more than 80% compared to existing fossil fuels.

Turning the green challenge into opportunity?

Want to save money, increase your employees' efficiency and reduce your carbon footprint all at the same time? The smart workplace is at your fingertips and can be integrated in a few clearly defined steps. Rely on our many years of experience and find out what the design, implementation and management of a digital work environment can do for your organization. Together, we'll work with you to analyze your needs and map out a solution that meets all your requirements with regard to your organization and your employees.

CONTACT US

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This brochure is made on FSC-certified paper, printed with alcohol-free vegetable ink, making it not only informative but also representing an environmentally conscious choice.

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