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Driving sustainable transformation

Business and IT leaders in Singapore have an opportunity to lead the sustainability agenda while innovating for a fast-changing workforce



Sustainability is moving up the corporate agenda – and it's no longer a nice-to-have.

Research before the coronavirus crisis struck shows that 76% of IT decision makers⁽¹⁾ believed that sustainability would be a 'highly important' credential for businesses by 2025. This was reflected in workforce mindsets too: an HP study revealed that 61% of employees believed that sustainability was mandatory for modern businesses⁽²⁾. Another study by global bank HSBC revealed that 88% of Singaporean firms believe that sustainable practices will enhance growth in the near term, and 64% of them already have environmental policies in place.⁽³⁾

The coronavirus pandemic has injected new urgency into this trend — demonstrating the environmental benefits that can be achieved in a short space of time. Many organisations have had to quickly adapt to remote working and new ways of doing business, dramatically reducing their carbon footprints and the same time as changing end-user IT needs. Many have made this transformation without sacrificing productivity, and, as a result, businesses are starting to view sustainability as a commercial imperative.

The sustainability challenge

IT decision makers are being tasked with leading a response to growing demand for sustainable innovation on the one hand, and personal computing devices that deliver improved performance for end-users on the other. Meeting this dual challenge requires recognition that sustainable purchase decisions can drive competitive advantage — something HP has seen first-hand, driving more than US\$1.6 billion in new sales as a result of Sustainable Impact work in 2019⁽⁵⁾.

The working transformation that the pandemic has accelerated presents an opportunity for IT leaders to secure productivity gains and better employee health outcomes at the same time as influencing more sustainable behaviors. For instance, the spike in remote working means growing need for access to powerful, flexible, and long-lasting devices. Personal Systems, such as laptops, desktops and monitors, have the potential not only to improve business performance but to save energy, minimize waste, build the circular economy, and support global communities.





Between 2011 and 2019, the annual energy consumption of the HP EliteBook 840 fell by **47%**⁽⁶⁾

The best way to ensure your investment decisions help you meet your sustainability targets is to choose a partner with a strong track record of delivering against its own sustainability goals, and with market leading ambitions. That’s why HP is committed to developing the world’s most sustainable* Personal Systems portfolio: so that customers can invest in the knowledge that their social, environmental and financial needs have been considered at every stage of the product life cycle. Here are four ways that HP personal systems can help you meet your business’s sustainable goals:

1. Equip your end-users with devices designed with sustainability in mind

The IT industry has a poor track record when it comes to sustainability. According to the UN, electronic waste grew by 38% between 2010 and 2019, but only 20% of this is recycled⁽⁷⁾. Analysts have predicted the IT industry could account for 7-11% of global electricity use by 2025 assuming historical energy efficiency improvements keep steadfast. These figures represent a toll on the planet but also on business profits; with valuable devices and materials sent to landfill and energy bills constantly rising.

Singapore generates one of the largest amounts of e-waste in Asia, according to a recent study by global think tank United Nations University. In 2019, Singapore produced 19.9kg of e-waste per capita, behind Japan (20.4kg) and Hong Kong (20.2kg).⁽⁹⁾

More sustainable purchase decisions therefore have the potential to reduce costs at the same time as improving environmental performance. This is evidenced in the HP Personal Systems

portfolio. Since 2010, the average energy consumption of HP Personal Systems products has halved, despite increasing software power demands, saving users money while reducing carbon emissions. To take one example, between 2011 and 2019, the annual energy consumption of the HP EliteBook 840 fell by 47%.

Ensuring sustainable consumption and production patterns is the 12th UN SDG. One of the most important ways for any organisation to make progress towards this goal is to examine its supply chain – and choosing an IT partner that has committed to full supply chain transparency makes this work easier. Suppliers representing 95% of HP’s total production supplier spend have been assessed to give customers confidence that their purchasing decisions take the lowest possible toll on the environment.

Building devices with sustainability in mind also means sharing a transparent picture of the materials used in devices. HP has a full materials disclosure program which means, in 2019, customers were able to view an inventory of more than 90% of the substances used by suppliers, by product weight, for our products.

In 2019 **39%**⁽⁶⁾ of materials used in HP products and packaging were renewable and sustainably sourced

HP pledged to eliminate **75%**⁽⁶⁾ of single-use plastic packaging by 2025, compared to 2018 levels

*Applies to HP PCs, Workstations and Displays manufactured after January 2019. Based on most Gold and Silver EPEAT® registrations by meeting all required criteria and achieving 50-74% of the optional points for EPEAT® Silver and 75-100% of the optional points for EPEAT® Gold according to IEEE 1680.1-2018 EPEAT®. Status varies by country. Visit www.epeat.net for more information.

2. Lead a transition towards a circular economy

Much of the tech industry is based on take-make-use-dispose production — an outdated model unsuitable for any business concerned about the environment or its bottom line. The alternative is the circular economy, an approach that minimises waste by recovering and reusing materials when they reach the end of their useful life.

Buying new PCs made out of old ones is a prime example of how IT decision makers can help drive the circular economy within their own business. Plastic from retired products now forms part of the HP Personal Systems supply chain and the Z4 G4, Z6 G4, and Z8 G4 workstations are the first products in HP's portfolio to use closed-loop plastic.

Companies can further embrace the circular economy by investing in products that are designed to last ensuring used Personal Systems devices are diverted away from landfill; maximising return on investment while capturing more value from natural resources and reducing environmental impact. HP's approach to design has repair and reuse in mind from the outset. The HP EliteBook 840 G6 scored 10 out of 10 in the iFixit product repair website's repairability assessment, while the HP EliteBook 830 x 360 G6 scored 9 out of 10.

Once products reach the end of their life, HP offers a complete end-of-use service based on circular economy principles. HP Device Recovery covers desktops, laptops, tablets, and monitors and makes it easy for customers to sustainably retire equipment and generate residual value. HP will buy and collect used Personal Systems devices, securely erase any data, and ensure products are recycled or reused. Customers receive a certificate of data sanitisation, a sustainability benefit report, and peace of mind that relevant requirements and regulations governing disposal have been met.

It's estimated that up to 30% of the workforce may still be working from home more than once a week at the end of 2021⁽⁸⁾. This change in working patterns offers IT decision makers an opportunity to adopt a procurement model that offers flexibility and efficiency while driving down carbon emissions. HP's Device as a Service (DaaS) allows customers to maintain a Personal Systems portfolio with full service support and the ability to continually tailor their device mix — keeping products in use for multiple life cycles and reducing greenhouse gas emissions by 25%⁽⁹⁾.

“In 2016, HP established a program to tackle the growing challenge of marine pollution; developing a supply chain in Haiti that diverts ocean-bound plastics to be recycled for use in Personal Systems devices.”





“The HP Elite Dragonfly is the world’s first notebook created using ocean-bound plastic materials”*

3. Tackle plastic waste

Every day, around eight million pieces of plastic pollution find their way into the world’s oceans⁽¹⁰⁾ — a problem that seems likely to have worsened as a consequence of COVID-19. The International Solid Waste Association has estimated that use of masks and gloves may have driven single-use plastic consumption up by 300% in America during the pandemic⁽¹¹⁾.

Personal Systems devices inevitably require the use of plastic in their production, but they don’t have to contribute to this growing problem. On average, HP business PCs and displays include 21.5% post-consumer recycled content plastic. Last year, 9,650 tonnes of post-consumer recycled content plastic were used in Personal Systems products. HP recently pledged to eliminate 75% of single-use plastic packaging by 2025, compared to 2018 levels. To cut out 934 tonnes of hard-to-recycle foam in shipping personal systems products, HP has also started using moulded fiber packaging, shipping 6.2 million personal systems units in 2019.



IT purchase decisions can play a direct role in tackling ocean plastic pollution. In 2016, HP began sourcing ocean-bound plastics from Haiti for use in its Personal Systems devices. More than 1.7 million pounds of ocean-bound plastics, equivalent to 60 million plastic bottles, have since been recycled rather than being washed into the Caribbean Sea. Launched last year, the HP Elite Dragonfly is the world’s first notebook created using ocean-bound plastics. The HP EliteDisplay E273d docking monitor is the world’s first display with made with ocean-bound plastic material**.

*Notebook speaker enclosure component made with 5% ocean-bound plastic as of 2019.

**Based on HP’s internal analysis as of May 2019. Display’s 85% post-consumer recycled plastic content consists of 5% ocean-bound plastic materials by weight.

4. Empower global communities

Sustainability is about more than environmental outcomes — it requires investment in people and community. The UN SDGs highlight the need to ensure access to quality education and progress towards gender equality. Ensuring progress towards these social goals is a crucial goal of any company focused on its triple-bottom-line: people, planet, and profit. These three pillars are increasingly interlinked: Goldman Sachs has observed that the COVID-19 crisis has led investors to examine the social element of companies’ responses to assess the extent to which they are equipped to deal with future unexpected events⁽¹²⁾.

IT decision makers can invest in HP Personal Systems products in the knowledge that those purchasing decisions are helping to empower communities worldwide. HP products are routinely deployed to improve access to education for girls, women, and some of the world’s most vulnerable and marginalised communities. The HP School Cloud allows students and teachers in rural and poor communities to access free, high-quality, open source educational resources — even without an Internet connection. Working with the United Nations High Commissioner for Refugees, HP is helping to improve employment opportunities among displaced populations and is collaborating with UN Women to provide education for women and girls in Senegal, South Africa, Nigeria, Democratic Republic of Congo, and Morocco.

The number of students and adult learners benefiting from HP’s education programs is growing every year and exceeded 7.5 million in 2019. So far, more than 28 million students have accessed HP’s education programs and solutions since 2015 — a figure that is expected to grow to more than 100 million within the next five years.

Invest in the future

By purchasing devices with sustainability built in at every stage of the product life cycle, IT decision makers have the power to drive change across their organisation. Building a sustainable Personal Systems portfolio means investing in products built to last; developing the circular economy; tackling plastic pollution; and empowering communities. At this tipping point in the climate crisis, its incumbent upon all of us to make purchasing decisions that help address the world’s social and environmental challenges. It’s also a better way of doing business.



More than
28,000,000⁽⁶⁾

students have accessed HP’s education programs and solutions since 2015

DISCOVER HOW HP PERSONAL SYSTEMS CAN HELP YOU UNLOCK SUSTAINABLE PERFORMANCE FOR YOUR BUSINESS

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