

IT and Sustainability Success

4 Lessons from Companies Doing It Right

Sustainability initiatives have become a high priority for organizations recognizing the benefits that they can bring beyond the positive environmental effects.

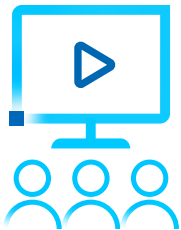
These include increased public trust, cost savings, and enhanced talent recruitment and retention efforts. As companies embark on their sustainability journeys, it makes sense to learn from organizations that are further down the path—high-maturity organizations.

A [recent Intel®-commissioned Forrester Consulting](#) study that explores current sustainability initiatives at organizations worldwide defined high-maturity organizations using the following criteria:

- Make setting and expanding their environmental, social, and governance (ESG) strategies and sustainability initiatives high or critical priorities.
- Include multiple teams in setting and executing sustainability goals.
- Use numerous standards and certificates to advance their goals.
- Take steps with their IT teams to make their companies more sustainable.

By studying the actions of these high-maturity companies around ESG, Forrester distilled their success down to four broad lessons, each of which includes quantified and actionable steps that less mature firms can emulate.

1



Engage many teams to set and execute your sustainability goals.

More than a third of the survey's respondents, which comprised leaders responsible for technology selection strategy and PC device investment, note that their top organizational challenge in executing sustainability goals is managing the multiple parties involved. A similar number say they lack the internal processes to manage their goals well.

The takeaway? Success requires involving many voices in setting and executing sustainability goals—and highly mature organizations involve the most voices. Despite the difficulty, it's important that organizations involve input from across the business when planning their sustainability initiatives.

- **Seek out the sustainability, compliance, and IT teams** (at least) to collaborate in goal setting and execution. These three teams are the most likely to be involved in fulfilling sustainability goals for the next five years.
- **Establish an employee-led green team.** High-maturity organizations are 28% more likely to involve such teams in their sustainability goals, and more than two-thirds of highly mature organizations involve their employee-led green team in key decisions.
- **Involve IT decision-makers.** Over half of organizations noted that their end-user device purchaser plays a vital role in meeting sustainability goals. But purchasers at highly mature organizations are involved in nearly twice as many tasks as those at low-maturity organizations, such as assessing the sustainability of vendors, mandating certain metrics from their vendors, and evaluating the supply chain sustainability of their products.

2



Utilize your vendors for reporting and compliance.

When it comes to external challenges, managing the needs of multiple countries around the globe takes the top spot. For instance, more than one-third of organizations struggle to understand and prepare for ever-changing regulations, policy requirements, and expectations.

- **Review multiple ratings or standards when making purchasing decisions.** The most common standards are the Global Electronics Council's [EPEAT](#) registry, the Swedish Confederation of Professional Employees' [TCO](#) certification, and [CDP](#) (formerly known as the Carbon Disclosure Project) scores.
- **Leverage data collection to assist in reporting requirements.** Eighty-six percent of organizations surveyed conduct some form of sustainability reporting, typically for jurisdictional ESG regulatory requirements and supply chain compliance reporting. The more efficiently you're able to compile the necessary data, insights, and feedback needed for each level of reporting, the easier it will become.
- **Look to vendors for help.** To help them make accurate evaluations of purchasing options, highly mature organizations are more likely to expect clear reporting metrics from the original equipment manufacturers (OEMs) with whom they work. As an IT decision-maker, be prepared to lean on vendors for the comprehensive reporting requirements you need.

3



Engage employees in a virtuous cycle.

PCs have a direct impact on employee experience, so it makes sense to include them in selecting sustainable PC devices to create a "virtuous cycle." Yet 38% of IT decision-makers struggle to communicate the value of their sustainability progress to employees. Leaving your employees in the dark on your sustainability efforts not only leaves them frustrated but also hinders you from making the biggest impact possible.

- **Make sustainable PC purchasing a centerpiece of your recruiting.** Employees are increasingly vocal about their sustainability expectations. For that reason, 40% of PC-purchasing decision-makers say attracting sustainability-focused recruits directly impacts their decisions.
- **Get employee feedback.** Similarly, you can support retention by involving employees throughout the process of setting and executing goals. Nearly two-thirds of high-maturity organizations do so. They use employee feedback as a key success metric for their sustainability efforts, ahead of externally focused key performance indicators, such as government or nonprofit recognition.



4



PC device vendors play a critical role in hitting sustainability targets.

Ensuring the PC device supply chain is well-vetted and responsible is a key part of many organizations' top goals for the next five years. In fact, nearly one in three organizations surveyed indicated that investing in sustainable PC devices is a top sustainability goal. But as technology evolves, technology purchasers must maintain pressure on vendors by continually raising the bar.

- **Reassess sustainability goals on a regular basis.** The average firm reassesses its sustainability goals every three years. Highly mature organizations, however, do so every two years on average. Conversely, low-maturity organizations wait twice as long. IT decision-makers must stay ahead of the trends or risk falling behind.
- **Set multiple goals.** On average, high-maturity organizations set five key sustainability goals for themselves; whereas, low-maturity organizations are only setting three. Additionally, more than one-third of high-maturity firms are investing in sustainable PC devices compared to just one-quarter of low-maturity firms. The clearer and more granular your goals, the more likely you are to achieve them.
- **Consider multiple criteria.** Sustainability in products comes in many guises: manufacturing energy efficiency and waste reduction, lower operational energy use, and many more. For example, more than three-quarters of businesses will require sustainable packaging by 2023. In addition, nearly 60% of ITDMs expect better durability from their vendors by 2030, while others expect easily recyclable (55%) or reusable (53%) components.
- **Remain vigilant.** Sustainability is an ongoing, ever-evolving priority. This is not lost on IT decision-makers, 75% of whom will be auditing their current partners to verify they meet their sustainability goals. Another 72% are planning to screen potential partners for conflicting sustainability practices.



As more companies set ambitious goals around climate action, emissions reductions, and carbon neutrality, it's become more important than ever to consider sustainability across your organization—especially in IT. Intel is committed to helping organizations reduce their carbon footprint and improve end-to-end sustainability by innovating at every level, from hardware to services.

Learn more about the sustainability benefits of the [Intel vPro® Platform](#)



Source

Forrester Consulting, "[Sustainability Priorities Resonate Throughout Corporate IT Strategy, Operations, and Purchasing](#)," January 2022. Intel commissioned Forrester Consulting to conduct an online survey of 607 respondents at the director level and up for organizations in North America, EMEA, and APAC with responsibility for technology selection strategy and PC device investment at their organization. All organizations surveyed had an environmental, social, and corporate governance (ESG) program and 95% had ESG criteria for purchasing end-user devices.

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