



Towards a Sustainable Future

How Technology Plays a Role
in Corporate Social Responsibility

Executive Summary

From smart phones to vehicles to refrigerators, electronics are built into every area of our lives today. And all this digital technology means an exponential increase in the consumption of natural resources. The increased use of our natural resources will continue as more people gain access to technology and new, energy-intensive technologies gain greater acceptance.

While it seems paradoxical, as technology creates challenges, it also offers solutions. Technology has the potential to increase sustainability—the conservation of natural resources—through innovations that help organizations become more efficient and reduce their energy use. Technology producers thus face a dual imperative: Improve product sustainability and use technology to improve sustainability. And these two goals need to be combined in a responsible way that incorporates good governance, values privacy, and fosters trust.

Sustainability is also a key component of the greater goal of corporate social responsibility (CSR). When we talk about sustainability, it's with the assumption that we're addressing it as part of CSR. Sustainability goes further than conserving natural resources. We can't ignore the human element. Corporate commitment to sustainability initiatives accrues business benefits like increased employee engagement, productivity, and innovation. It can also help businesses attract and retain talent. And it can attract and keep new customers.



Here, we explore the need for organizations to make more sustainable choices and explain how going green can pay off big. We'll also share how Intel® and Wipro are working together to support sustainability goals.

What Do We Mean by Sustainability?

Worldwide, organizations have made workplace sustainability a primary focus. It's no longer about avoiding fines and regulatory compliance. It's now become deeply ingrained in company cultures and something employees look for in the companies for which they work. In fact, [Fortune 500 companies spend \\$20 billion on it collectively](#). More consumers want to know how the businesses they support are addressing social and environmental issues, and what's important to your customers is important to your business. As customers demand businesses incorporate sustainable operations, businesses will be more successful (and more profitable) when they demonstrate a sincere and concerted effort to act responsibly.

But what exactly is sustainability? Using a definition from the [FMP Consulting article, "Sustainability in the Workplace: Why it Matters and What You Can Do,"](#) sustainability in the workplace may be defined as measuring organizational success in terms of optimizing the use of natural resources while minimizing the present and future negative environmental effects. Sustainability-related behaviors at work are often called "green behaviors" and may include activities like conserving resources, avoiding environmental harm, and promoting sustainable practices.

Sustainable practices and corporate social responsibility (CSR) go hand-in-hand. Business leaders understand that sustainability goes beyond profitability in helping them win over stakeholders and meet their business goals. Sustainability-driven organizations don't just manage their operations; they create business goals that give employees' work more meaning and open the door to innovation.



Source: [FMP Consulting](#)



Sustainability Can Help Mitigate Risk

In 2020, a new business reality led IT teams to adopt remote-first and hybrid work models. With this unplanned and rapid shift, investing in remote-enabled devices and infrastructure quickly became a top priority. [As a result, 79.4 million PCs were shipped globally in the fourth quarter of 2020—a 10.7% increase versus the fourth quarter of 2019.](#) Responding to an immediate and unprecedented need, enterprises were willing to pay premiums for faster deliveries even though expedited

deliveries used more energy. [Considering the carbon emissions produced during the manufacture and shipping of a typical laptop,](#) even when removing the need for a commute, remote work suddenly ceased to look green. The lesson to be learned is that managing IT operations reactively typically results in increased expenses and resource usage. Making sustainable practices part of the corporate culture can help organizations better prepare to respond to unexpected events.



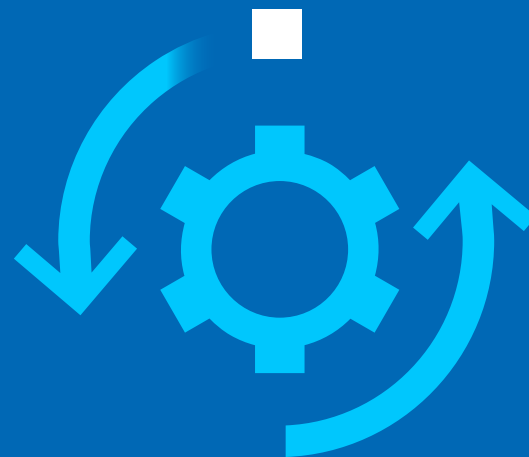
Circular IT and the Bottom Line

How can sustainability reduce costs and increase revenues? One way is with a circular economy model. A take-make-waste model that takes raw materials, makes products, and then discards (wastes) the products at the end of life depletes resources unnecessarily and, many would say, irresponsibly. In contrast, the circular economy puts a full stop to the sourcing stage of raw materials since recycling comes into the picture. The “three Rs” (reduce, reuse, recycle) framework and sustainable production play a significant role in the circular economy model to achieve this.

To reduce the demand for new raw materials and to lengthen product life, some companies are looking at and adopting circular value chains.

Acting as good environmental stewards, businesses can reduce using virgin materials and discarding used materials unnecessarily. By maximizing the value of resources that are already being used and reducing waste and emissions, circularity closes the loops of products, materials, and resources.

By fully exploiting a circular economy, organizations worldwide will be able to minimize the tradeoff between economic well-being and environmental preservation.



How Intel Supports a Circular Economy

With the help of its circular economy initiatives, Intel has been able to¹:

**RECYCLE, REUSE, OR RECOVER
MANUFACTURING WASTE**

> 130,000 metric tons

GENERATE INCOME

> \$100 million

COST SAVINGS

> \$1 billion

Workplace Sustainability Benefits as Part of CSR

As we said at the outset, workplace sustainability benefits extend beyond technology. [TeamBonding](#) outlines 10 “most widely recognized” benefits of CSR practices. All these benefits apply equally to sustainability, part of the broader area of social responsibility:

1

BRAND RECOGNITION

Today's consumers are looking for companies that place importance on CSR, and companies committed to CSR can extend brand awareness to new customers.

2

COMPANY REPUTATION

Positive press about a business can raise its reputation among consumers and investors.

3

PUBLIC TRUST

An ongoing commitment to CSR can establish a business as being socially responsible and build trust.

4

CUSTOMER LOYALTY

A Statista study found that 70% of customers are more loyal to businesses committed to CSR efforts.

5

FASTER GROWTH

All the positives associated with being socially responsible can lead to reaching new customers and being able to offer products and services with a premium.

6

COMPETITIVE ADVANTAGE

Businesses committed to CSR can be perceived more positively than those that are not and reap an advantage in the marketplace.

7

EMPLOYEE RETENTION

According to a [Porter Novelli study](#), “95% of employees who work for purpose-driven companies report that they are more loyal to their employer.”

8

EMPLOYEE ENGAGEMENT

America's Charities reports that when workers are motivated to make a difference in society, job performance and productivity improves.

9

RELATIONSHIP BUILDING

Companies with strong CSR efforts can build stronger relationships with customers, employees, business associates, and society.

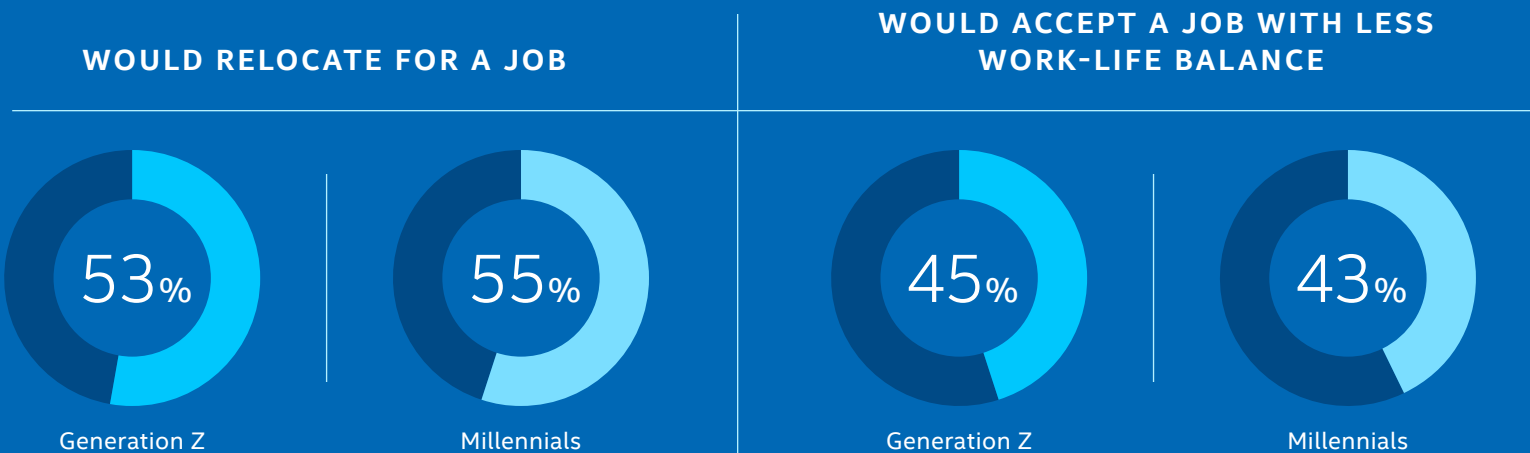
10

SUSTAINABILITY

In a virtuous circle, companies that make upfront investments in environmentally sound practices see cost savings over the long-term.

It's good for employee acquisition and retention

A recent **SHRM study** underlined the importance of CSR initiatives for employees, particularly younger workers. The study found that workers would be willing to make significant sacrifices to work for socially responsible companies:



Millennials and Gen Zers expect employers to provide more than a paycheck. They want to work for organizations committed to creating a better world—and they are likely to stay with that employer longer. To help retain employees, committing to a sustainability policy and engaging with it is a good starting point. Citing the SHRM study,



“86 percent of workers who work for organizations with ESG-related [environmental, social, governance] goals said their employer’s ESG goals make them proud to work there, make their jobs more meaningful and make them want to stay with their organization.”

It's good for businesses' bottom line

The advantages of sustainability in the workplace often extend beyond the environmental impact. One of the most common misconceptions is that pursuing sustainability results in lower profitability. In truth, while sustainability frequently entails paying an upfront cost—whether in terms of time or money—it can also result in a bigger payoff in the long run. Several major enterprises have discovered the financial benefits of embracing more sustainable practices and have realized that it is possible to save money by adopting a more sustainable approach to working practices.

As far back as 2010, the winners of Intel's Environmental Excellence Awards, which recognize innovative employee efforts to foster sustainability, **saved Intel an estimated \$126 million**. While people and organizations will often engage in sustainable behaviors simply because it's the right thing to do, it is important to recognize that there are bottom-line benefits as well.



A recent article from insurer [The Hartford](#), "Building a Strong ESG Program Can Fuel Growth and Reduce Company Risk," cites the following:

Companies with strong ESG programs usually perform better financially over time, including higher return on equity, return on assets and stock price. That's because interest in values-based investing has increased, with more than half of adults wanting to ensure that their beliefs align with a company's values. ESG programs have also proven to create operational efficiencies and better risk management.



Wipro and Intel

Partnering to Reshape the Sustainability Landscape

THE INTEL VPRO PLATFORM

Good for users, IT, and the environment

Intel has led the way in helping companies achieve circular IT, especially via optimizing and enhancing PC life with the Intel vPro® platform. Intel vPro combines the performance workers demand with the security, remote manageability, and reliability that allows IT to support its fleet remotely and maximize product life.

Wipro Live Workspace™ TruRemote, powered by the Intel vPro platform, provides a digitized zero-touch service model for sustainable manageability of end user devices. Through this solution, Live Workspace promotes employee productivity with minimum disruptions and remote manageability while lowering the total cost of ownership, ultimately contributing to more sustainable IT.

Saving energy with Intel Core® processors

With its Core processors, Intel helps improve energy efficiency. Based on its April 2022 performance data, Intel 12th Gen processor-based systems realized a more than 40% savings in system-level power consumption relative to baseline systems, with a 12% increase in notebook performance per watt since 2019. With Intel® Dynamic Tuning Technology (Intel® DTT), enterprises also get longer battery life and load balancing.



Business-class performance

At the heart of the Intel vPro platform, Intel Core processors provide professional-grade performance for business users of all types. Devices on Intel vPro include Intel® Dynamic Tuning Technology (Intel® DTT), which saves energy by sensing user activity and battery capacity to optimize performance and responsiveness and automatically conserving and regulating power consumption for better efficiency.



Multilayer Security

Intel vPro offers advanced device protections with Intel® Hardware Shield, helping secure corporate assets through hardware-enhanced features. Further, Intel® Active Management Technology (Intel® AMT) ensures encrypted communication and secure remote access making it more difficult for attackers to access sensitive data and compromise the system. The Intel vPro platform provides comprehensive multilayer security capabilities, helping to stop attacks in their tracks and allowing for business continuity.



Remote management

One of the most useful features of Intel vPro platform is its out-of-band manageability (OOB), which helps IT remotely access the system and push updates, ensuring cost-effective device management throughout the device lifecycle and reducing unnecessary visits to the physical premises. In fact, large-scale businesses can save up to 28 tons of carbon emissions per year when utilizing a zero-dispatch strategy with the help of Intel AMT.² Additionally, the wake features of Intel AMT allow you to shut down machines during off hours or schedule devices to power on in intervals to conserve energy.

OUR SHARED COMMITMENT:

Net Zero by 2040

Together, Intel and Wipro are committed to sustainability, working with customers to reduce their carbon footprint and forge a more sustainable future. Both companies have set goals of achieving net-zero greenhouse gas emissions by 2040, each with ambitious interim milestones: By 2030, Wipro is working toward a 55% reduction, and Intel plans to achieve 100% renewable electricity use across its global operations. In addition, Intel is investing in four billion cumulative kilowatt hours of energy savings at its facilities, while Wipro has launched a Green Operations suite of solutions to further deliver on its sustainability promise.

Wipro's suite of solutions aims to achieve the following objectives:

- **Baseline digital carbon footprint**
Eliminate needless energy consumption and CO2 emissions.
- **Automate device best practice**
Implement sustainable device activities with Act and Engage.
- **Reduce infrastructure impact**
Avoid wasteful server, email, and storage usage.
- **Optimize hardware lifecycle**
Use digital experience scores (DEX) to identify devices to keep, replace or rebuild.
- **Leverage persona-based provisioning**
Give users the devices that match their computing needs to avoid wasteful provisioning.
- **Engage. Educate. Influence**
Create targeted campaigns to educate employees and influence employee behavior.



Driven by our common vision, Intel and Wipro are working together to reduce the carbon footprint throughout the product lifecycle with sustainable innovation and capabilities that help enterprises to drive their own workplace sustainability initiatives.



Sustainability Practices for Businesses

Today, more and more businesses are adopting sustainable practices that can boost business revenues. Businesses that incorporate such practices into their fundamental objectives and expansion plans help keep all employees accountable for establishing a sustainable workplace.

Here are some best practices that businesses can adopt:



Create a designated “green team” to focus on sustainability goals.



Use carbon accounting and alternative energy sources to improve energy management efficiency.



Deploy infrastructure that reduces greenhouse gas emissions, preserves water resources, and reduces waste.



Operate efficient and dynamic supply chains to support a circular economy, promote reuse, eliminate waste, encourage sustainable consumption, and protect natural resources.



Facilitate sustainable development by evaluating risks, enhancing resilience, and abiding by external regulations and development goals.



Sustainability: A Business Imperative

As consumers consider the environmental impact of the products and services they purchase, they will increasingly choose more sustainable options. Businesses that prioritize sustainability in their operations, marketing strategies, and product sales will, therefore, have an advantage.

While the shift to more efficient supply chains and more sustainable products may initially result in increased product prices, it's likely that early adopters of sustainability will gain market share due to the shift in consumer sentiment. By including sustainability information and options in their offerings, businesses can increase consideration of sustainability factors in their customers' buying decisions.

Sustainability is a collective goal that requires businesses and their partners to work together. To succeed, businesses need to shift from a reactive mindset of doing less harm to a proactive one of doing more good. The way forward is to use the power of technology and innovation to pioneer new, sustainable opportunities for a better future for everyone.



Learn more about Intel's commitment to sustainability

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All versions of the Intel vPro® platform require an eligible Intel® Core™ processor, a supported operating system, Intel LAN and/ or WLAN silicon, firmware enhancements, and other hardware and software necessary to deliver the manageability use cases, security features, system performance and stability that define the platform. See Intel.com/performance-vpro for details.

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¹ Intel, "Corporate Responsibility Report 2022-23." Intel prepared this report in accordance with the [Global Reporting Initiative \(GRI\) Standards: Comprehensive option](#). A GRI Content Index is provided on its [Report Builder](#) website. Intel also uses other recognized frameworks to inform the content of this report, including the United Nations (UN) Global Compact, UN Sustainable Development Goals, the Task Force on Climate-Related Financial Disclosures (TCFD), and the IFRS Foundation.

² As measured by a 2023 internal Intel study analyzing common emissions data that factors the estimated energy required to use Intel AMT remote manageability features as compared with the estimated equivalent fuel needed to dispatch a technician, ship an asset, or have the user visit an office. Please visit www.intel.com/Performance-vPro for more information. Results may vary.