

## Q&A Webinar 'Implementing Sustainable IT, today'

### **Marc Pruijn (MVO Netherlands)**

**Q: Do you think we require organization transformation to be sustainable? Or do you believe that collaboration is the key?**

*A: Circular economy requires collaboration between all companies in the value chain, but also between public and private sectors. Innovation requires a market perspective and proper conditions by the government. The road to a sustainable economy is long and bumpy, and I believe that organizational transformation is necessary, but there are already a lot of steps that can be taken in the same organization.*

**Q: What do you see as potential struggles for companies to reach the government wide goals and how can companies start already, today?**

*A: Innovation is hard, but the even biggest struggle is when there is no market yet for the product/service. Companies need to cooperate with other companies and with governments, in order to develop sustainable products and markets. Taxing, regulation and green procurement can generate those markets.*

**Q: What practical steps can organizations take towards a circular economy?**

*A: Unify companies/governments, lobby for the proper conditions for sustainable markets and cooperate with companies, consultants, knowledge institutions and government in the development of those conditions.*

**Q: Wonder to hear from the panelists what is the expected reduction on CO2 emissions that we may achieve when applying different transformations in the industry? And how far are we from the target of UN'2030 agenda? How can we make this happen?**

*A: The reduction of CO2 emission can be huge, studies show more than 50% of the CO2 emissions worldwide are coming from resource extraction, conversion to materials, production and use of products and incineration of the products after use. We are far away from the target, also because countries have goals within the borders of the country and material/product value chains are worldwide. Potential CO2 reductions obtained in optimizing the value chain are not helping to reach the targets for a specific country because the benefits are abroad. This driver should be changed and of course taxation of all CO2-emissions will be a giant step.*

### **Brent Berry (Ingram Micro)**

**Q: Can you explain how end users can use your services? Via IT-partners/resellers?**

*A: Clients work with Ingram Micro ITAD directly or through reseller partners that offer our services as part of their portfolio. Some companies like the direct relationship so they can be more actively involved in the day-to-day requirements of their ITAD program. Others prefer a single vendor solution for the purchase and disposal of their IT assets, leveraging their reseller partners.*

**Q: Does Ingram Micro provide their own ITAD services, or do you work through a third-party company for the actual ITAD services?**

*A: We support our clients in over 80 countries with the majority of ITAD services performed by Ingram Micro associates within an Ingram Micro facility. In countries where we do not have our own facility and are unable to transport assets to an Ingram Micro facility in another country, we will use the services of pre-qualified, audited, and approved ITAD partners. In-country processing partners provide the same level of security we provide in our own facilities while performing services that replicate those Ingram Micro provides. Partners are required to comply with our standards and*

associated in-country laws for both data sanitization and responsible recycling. Partners provide reporting via BlueIQ, our asset lifecycle intelligence system, which ensures consistent global reporting and asset tracking regardless of where the assets are processed.

**Q: Could you explain why Ingram aims to be an asset manager, where most producers/OEMs prefer to just 'push' products into the market (and then forget about them)?**

*A: Our strategy at Ingram Micro is to be the leader in all things ITAD, and as we've all experienced in 2020, the evolution of ITAD is ever changing. The intent in focusing on asset management is breath and scale of control, meaning if we have an ITSM platform that connects our ITAD solution at the procurement of an asset, we now have great exposure and can help our customers control that asset throughout its usable life all the way to final disposition. Additionally, asset management naturally complements the EOL process, allowing us to address the needs of the entire asset lifecycle as a single vendor solution. In today's world, companies are trying to manage more with fewer resources and costs. An asset management focus and approach allow us to bring more to the partnership, enabling our customers to do their jobs more efficiently. The onset of COVID has further fueled the need for this level of support.*

**Q: Can you describe how you (would) practically apply sustainability for IT into your Asset Management services?**

*A: When most people think of asset management, they focus on the asset from procurement and deployment through managing the asset to the end of its useful life. Once the asset is decommissioned, and processed for disposition, there are three potential destinations for that asset – redeploy, remarket, or recycle. Our number one priority is to find a reuse opportunity for our customers' IT assets, either by preparing the equipment for redeployment back into their organization or selling the asset on the secondary market, enabling assets to have a second (or third) life. For assets at the true end-of-life, ITAD services make sure those products are recycled in a responsible and ethical manner to promote the reuse of commodity materials in future manufacturing.*

**Q: How does Ingram Micro create value for their own customers by implementing waste compensation?**

*A: At Ingram Micro, our goal is to create value across the entire product lifecycle for our customers. As the "how" is confidential and unique to our customers, I am unable to share specific details. What I can share is that our goal is to first create value at the asset level, stopping the asset/material transition to waste, and ensuring reuse, redeployment, remarket and as a last resort, recycle.*

**Q: What is the role of companies such as Ingram Micro in worldwide efforts to reduce waste?**

*A: As the largest global asset management services provider, it is our responsibility to be the leader in enabling our customers sustainability and circularity initiatives. We manage and process millions of assets on an annual basis, so our role is to ensure reuse is the main outcome during the disposition process with responsible recycling as the final option. Supporting sustainability is a critical part of Ingram Micro's environmental mission and we are proud to enable other companies in becoming good environmental stewards. In 2019, through the reuse and recycling of IT assets of our global customers, we prevented 1,961,00 kg of hazardous waste and 13,414,640 kg of solid waste from landfills (<https://www.ingrammicroservices.com/press/earth-day-2020/>).*

**Abe Boersma (Rabobank)**

**Q: Do you think solutions that make sense and are simple could also work to facilitate sustainability in other parts of the organization (for example facilities)?**

*A: Yes, I do believe that practical and simple to understand solutions can also be found within facility domains. Think about solar collectors on office buildings with employee participation, company*

projects about solar from home. Within IT other examples are shared initiatives to reduce printing and e-waste by sharing electronic equipment in home/work setups.

**Q: Do you feel like implementing waste compensation was a first step towards more circularity?**

*A: Yes, I sure do; compensation makes sense because it opens up opportunities for everyone to participate even though they may not be able to think of an initiative within their own line of work. It may not be as inspiring or the end goal, but can be equally beneficial to the greater goal.*

**Q: What was your main reason and goal in involving employees in your IT sustainability efforts and do you feel that employees feel really engaged because it is IT (product that they use every day)?**

*A: The main reason to involve the user is to help them understand that they are helping even though they may not know it. It gives them a good feeling, but also helps our IT department to have positive publicity. People want to feel like they are doing a good thing and if it needs no effort from them they are even happier ;-)*

### **Barton Finn (TCO Development)**

**Q: Barton, can you explain how TCO helps organizations implement practical sustainability?**

*A: We do this on two levels. Firstly, development of the TCO certification, and enable it to be the most practical tool for certification as possible (developing, running criteria). Second, we offer organizations and procurers a broader range of support, for example on how to get their colleagues involved.*

**Q: How does TCO help procurers to buy IT in a sustainable way and what would be ways to start today?**

*A: We help procurers by offering four levels of support. First, we help organizations commit to sustainable procurement practices, by enabling procurers with finding arguments on how to change organizational politics and make sure everyone is on the same page. Second, we help procurers to know how they can ask for sustainability, what the possibilities are and at what stage in the process they can implement certain requirements. Third, we help on the technical level and finally we offer other tips and advice on how to ask for sustainability within market offerings.*

**Q: How do you help procurers to move towards the producers to demand sustainable offerings?**

*A: In a basic way. We inform them on different certifications and their existence and explain how this could provide the solution to their wish to procure sustainably. Second, we help organizations to change behavior by enabling collaboration. I believe this idea of collectivity is key and using requirements is a really strong way to end signals towards the industry, because it pushes them to make progress on sustainability efforts. I certainly believe sustainability is business.*

**Q: Wonder to hear from the panelists what is the expected reduction on CO2 emissions that we may achieve when applying different transformations in the industry? and how far are we far from the target of UN'2030 agenda? How can we make this happen?**

*A: Regarding CO2 reductions; tough question. Impact of CO2 emissions is hard to put a number on, but by using notebook computers longer we can already achieve a large reduction in CO2. These types of choices that you can implement today can make a real difference for CO2 reductions and contribute to SDGs. Procurement has a massive impact on SDGs, 14% GDP (economy as a whole). By creating a demand for sustainable solutions (SDGs) then you definitely have an impact, product categories as well. As a whole, procurement has a major impact.*