

The business case for achieving sustainability goals with managed printing



Today, sustainability is no longer simply a trend. It's a critical consideration as organizations develop strategies and practices that build resilience to succeed in an ever-changing world. According to a McKinsey study, up to 42% of executives expect sustainability to become a key value proposition for any new business moving forward¹. When organizations go beyond one-off actions and adopt long-term solutions to achieve carbon neutrality, they also uncover opportunities to generate greater business value while helping the environment.

In this advice guide, you will learn:

- 5 factors driving organizations to reconsider the sustainability of their tech
- How to minimize your environmental impact when choosing carbon neutral printing



5 factors driving organizations to reconsider the sustainability of their tech

- 1** **STAKEHOLDER PRESSURE**

Increasing awareness of environmental risks has resulted in mounting pressure on leadership from internal teams, shareholders and customers, to demonstrate the actions being taken to build a more sustainable and resilient organization. Motivations are diverse, but the goal is clear, and without the right approach there is a risk of falling behind competitors.
- 2** **STRICT ESG REGULATIONS**

Organizations are increasingly required to provide disclosures based on standardized frameworks for environmental and social governance (ESG), as well as risk management. Outdated technologies that do not meet ESG requirements hamper reporting efforts and delay progress toward sustainable operations.
- 3** **LIMITED VISIBILITY**

Without clarity on how resources are used across devices, it is impossible to get a clear indication of the environmental impact of an organization's tech stack. In the absence of data, the potential benefits of sustainability initiatives can be easily dismissed as organizations are not able to make any real conclusions.
- 4** **LACK OF DEDICATED RESOURCES**

Not every organization has a dedicated team that oversees sustainability projects, and the existing workload of teams prevents internal resources from focusing on initiatives that minimize environmental impact. As a result, sustainability goals are often deprioritized in favor of more 'urgent' initiatives.
- 5** **SHIFTING GLOBAL LANDSCAPE**

With ecosystems becoming more connected than before, the potential environmental impacts of corporate practices are becoming more complex and more global. Without proper management, organizations create harmful risks and wastage throughout the value chain.



Minimize environmental impact when choosing carbon neutral printing

With print continuing to be a key component of workflows across functions and offices, carbon neutral printing can be the first step in reducing carbon emissions across the organization. A carbon neutral managed print service can help organizations reduce their environmental impact without limiting business momentum.



● ACHIEVE SUSTAINABILITY GOALS WITH TRUSTED EXPERTISE

A carbon neutral managed print service not only makes lives easier with automated and optimized print workflows, it does so with minimal effort required from IT and Operations teams. Expert vendors offer quick deployment, hosting, maintenance and support which alleviates management burden while helping organizations make steady progress towards their goals.



● INSPIRE TEAMS AND PARTNERS

Organizations can show a commitment to sustainability goals by supporting vigorously vetted, socially conscious projects to offset carbon emissions. An environmentally conscious culture empowers teams to optimize their own processes and reduce waste, and can help with attracting and retaining top talent in an increasingly competitive market.



● ACHIEVE VISIBILITY OF YOUR FLEET'S CARBON FOOTPRINT










A managed print service can help organizations estimate the total carbon emissions from their print solution and unearth actionable insights into the next steps to lowering carbon emissions. With real data, teams can demonstrate the ROI of sustainable technology initiatives to stakeholders. By capturing all data on one interface, IT teams can gain better clarity into emissions, fleet analytics and how resources are being used. This can reveal opportunities for targeted optimization based on established sustainability goals for organizations.





● ADDRESS HOLISTIC LIFECYCLE EMISSIONS

A comprehensive carbon neutral print solution helps to measure the carbon emissions from raw material extraction, manufacturing, transportation, use of printers, paper, supplies and end of service. By considering processes further up the value chain, organizations can better understand the full environmental impact of their business and optimize operations wherever possible to conserve energy and reduce waste.

Benefits

	Benefits IT	Benefits the end user	Benefits the organization
Achieve sustainability goals with trusted expertise			
Inspire teams and partners			
Achieve visibility of your fleet's carbon footprint			
Address holistic lifecycle emissions			

LEGEND

 Manageability  Productivity  Collaboration

Learn how you can make your print ecosystem carbon neutral with HP Managed Print Services

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REFERENCE

¹ Accelerating toward net zero: The green business building opportunity, June 2022

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