



# Paving the way to minimize the carbon impact of printing

Actionable insights to reduce the carbon footprint of your HP print solution



Tackling climate change requires more than just international agreements. It needs a concerted effort from organizations around the world to push for greater sustainability. As one of the 100 most sustainable corporations in the world<sup>1</sup> and provider of the planet's most comprehensive certified carbon neutral Managed Print Service<sup>2</sup>, HP's innovative solutions and services help our partners build sustainability into the core of their business.

## Introducing SIRA

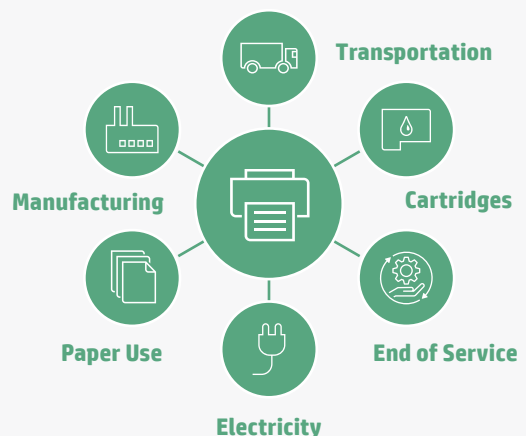
HP's unique **SIRA (Sustainable Impact Reporting & Analytics)** platform shows how your fleet is performing, allowing you to measure progress and unlock optimization opportunities. With data from SIRA, you will get actionable insight into how you can take immediate steps towards lowering your carbon emissions.

## How SIRA works

SIRA runs invisibly in the background, gathering in-depth data on the carbon impact of your entire fleet of HP MPS printers across all office locations.

Designed to integrate seamlessly with HP's Value Management Office (VMO), SIRA provides the relevant data so that HP, as your strategic partner, can give you a full picture of how your HP printer portfolio is performing when it comes to carbon emissions.

SIRA measures the carbon footprint of your HP Printing solution, including:



# Relentlessly reduce carbon emissions

As an HP MPS customer, SIRA allows HP to share with you the data and insights needed to engage in meaningful climate action, optimizing your fleet deployment for cost and sustainability.

## Going beyond your carbon footprint

SIRA is more than just a carbon footprint reporting and analytics platform. HP's roadmap for SIRA will see the addition of new capabilities to assist your organization with other aspects of your sustainability initiatives, including ecosystem restoration and the circular economy.



Carbon footprint reduction



Forest First printing



Joining the circular economy

### SIRA allows HP to share with you:



An overview of your print carbon footprint and amount of offsets purchased on your behalf to provide you with a carbon neutral print service.



Detailed insights on fleet performance, including:

- Total CO<sub>2</sub> emissions
- QoQ emission reductions



An analysis of the reductions achieved as a result of Instant On and duplex printing across your MPS printer fleet.



Recommendations on the actions you can take to optimize your fleet and further reduce your printing carbon footprint.

HP is actively minimizing carbon emissions across the entire value chain, and with their certified carbon neutral Managed Print Services, HP can help organizations like yours take a vital step towards carbon neutrality too.



Speak to an HP representative or visit [hp.com/go/MPSCarbonNeutral](https://hp.com/go/MPSCarbonNeutral) to find out more.

#### References

<sup>1</sup> 2020 Global 100 Most Sustainable Corporations in the World. Annual listing compiled by Corporate Knights, a Canadian-based media and research company. See [h20195.www2.hp.com/v2/GetDocument.aspx?docname=c06009298](https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=c06009298).

<sup>2</sup> Based on results of third-party (WSP) research for HP of OEM MPS providers with carbon neutral offers as of June 2020. "Comprehensive" means the planet's only globally certified carbon neutral MPS service that covers lifecycle emissions due to raw material extraction, manufacturing, transportation, use of HP printers, Original HP supplies, and paper and end of service.

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