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 the most responsible company in the US[1], and a provider of a certified carbon neutral Managed Print Service,[2] HP's innovative solutions and services help our partners build sustainability into the core of their business.
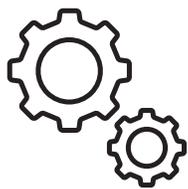
Introducing SIRA

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 insights 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:

Manufacturing

Transportation

Printer use

Cartridges

End of service

Gain insight into your carbon emissions

We regularly share the data and insights from ongoing SIRA analysis with you. We use these insights as we continuously optimize 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.
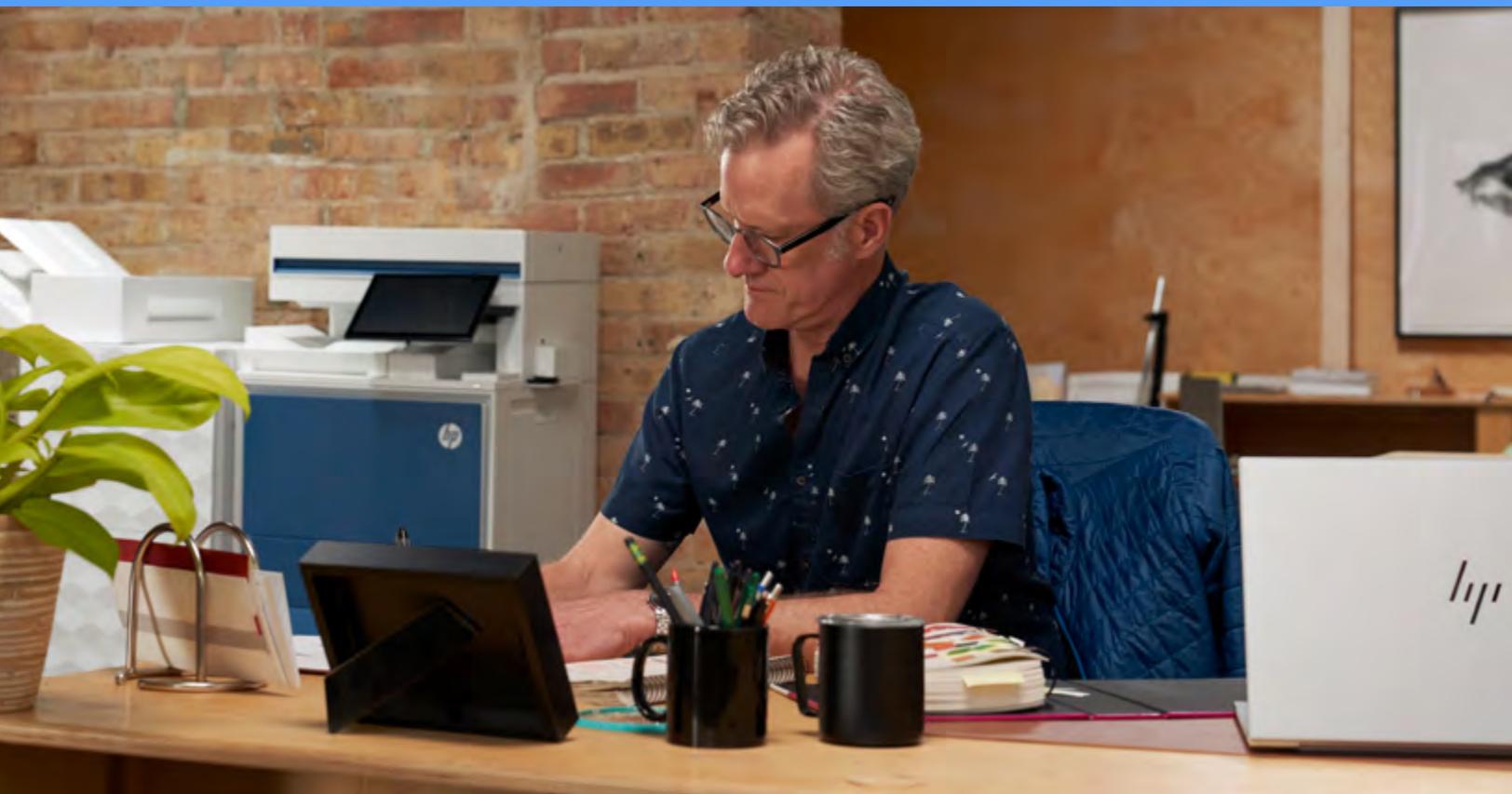
CO_2
Carbon footprint reduction

Forest positive printing

Joining the circular economy

SIRA allows HP to share with you:

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

Detailed insights on fleet performance, including:
- Total CO_2 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,[2] HP can help organizations like yours take a vital step towards carbon neutrality too.

Learn more
- About HP's sustainable impact here
- Visit hp.com/goMPSCarbonNeutral
- Contact your HP Representative

1. Newsweek, 2023, newsweek.com/rankings/americas-most-responsible-companies-2023
2. HP MPS is certified as a CarbonNeutral® service and product (excluding paper) in accordance with The CarbonNeutral Protocol, carbonneutral.com/how/carbonneutral-protocol