

# 3 Steps to Cultivating Sustainability as a Technology Innovator

## The Time to Act is Now

The increasing use of electrical and electronic equipment worldwide, paired with lagging reuse and recycling efforts, has created an unsustainable cycle of production, consumption and disposal.

According to the United Nations, e-waste is one of the fastest-growing waste problems on the planet.

Without intervention, the UN predicts that e-waste will grow to:

Nearly **75** megatons by 2030

As much as **110** megatons by 2050<sup>1</sup>

That's an average of **22 pounds** of e-waste for **every person** on the planet.

Simply put, we are running out of time to prevent the most devastating consequences of global warming.

The time to act is now.

## What Can Technology Companies Do?

Taking accelerated, purposeful action is crucial. Here's how you can strengthen your environmental, social and governance (ESG) efforts.

### 1 Optimize Packaging and Inventory

Optimizing inventory to reduce space consumption can eliminate the need to increase physical warehouse space as your business grows, minimizing your logistics carbon emission footprint.

**87%** of carbon emissions are driven by transportation<sup>2</sup>     **30%** of greenhouse gas emissions come from vehicles<sup>2</sup>

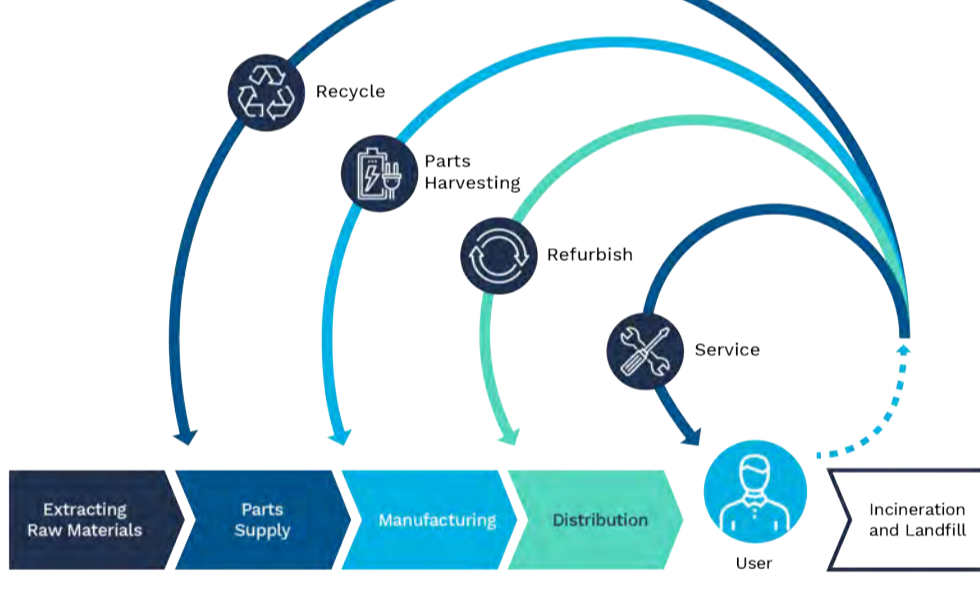
**25%** of transportation-based emissions come from trucks<sup>2</sup>     **13%** of logistics carbon emissions come from warehouses<sup>3</sup>

Thoughtful packaging can improve the space utilization in trucks, helping to reduce the number of vehicles on the road. Optimize how your products are packaged and consider replacing disposable cardboard and single-use plastics with:

- Reusable pallets, racks and bulk containers
- Returnable or recyclable packaging solutions
- Alternative materials, such as bamboo

### 2 Participate in the Circular Economy

The circular economy eliminates waste and pollution by keeping products and materials in use, perpetually. This means mitigating e-waste through reduction, reuse, repair and recycling in a closed-loop supply chain process that factors in the product's end of life.



Bring customers into your circular economy strategy by offering convenient repair services; extended warranty support; buy-back, trade-in and trade-up programs; and IT asset disposition services.

### 3 Outsource Technology Services

Outsourcing technology services to an experienced partner can help you maximize product and customer lifetime value and actively work toward your sustainability goals while freeing up time and resources for your other top-priority initiatives.



- Depot Repair Services That Support the Circular Economy**  
Repairing a device is often more cost-effective than disposal and less impactful on the waste stream.
- Responsible IT Asset Disposition to Maximize Value**  
IT asset disposition follows responsible practices to protect customer data and promote sustainability.
- Sustainable Logistics for a Closed-Loop Supply Chain**  
Optimized supply chain processes can help reduce greenhouse gas emissions and increase efficiency.

## What Does Sustainability Mean for Technology Companies?

For sustainability in IT to have a real impact, the entire technology industry needs to be on board. Fortunately, in addition to the most obvious and most important benefit of helping to save our planet, the benefits of prioritizing sustainability are plentiful:

- Increased Shareholder Value**  
**40%** of corporations expect their sustainability programs to generate value in the next five years via revenue gains and cost savings<sup>4</sup>
- Regulatory Compliance**  
**400** The number of government-issued ESG reporting provisions has grown 74% over the last four years — totaling nearly 400<sup>5</sup>
- Enhanced Customer Loyalty**  
**66%** of consumers actively seek out eco-friendly brands
- Talent Attraction and Retainment**  
**30%** of employees would consider switching jobs to work for a more sustainable company
- 55%** will pay more for products from companies that demonstrate sustainability
- 70%** take a potential employer's environmental record into consideration when deciding where to apply<sup>7</sup>
- 39%** will permanently boycott their favorite brand if they detect a value mismatch<sup>8</sup>

Outsourcing end-to-end technology services to a like-minded partner can help you:

- Secure your position in the circular economy
- Reshape your business model to incorporate sustainability
- Offer a customized global logistics and repair solution
- Leverage closed-loop supply chain processes
- Reinvest in growth, transformation and innovation

"Where we are today as an industry is just the beginning. Much like any other business initiative, sustainability is very much a journey that companies embark upon. There's no finish line, but rather a series of continuous improvements that drive results and make us better tomorrow than we are today."

—Adam Rutstein, Director of Global Responsibility, TD SYNNEX

The need for sustainability isn't going away — the choice is to get on board or get left behind. One shift is all it takes.

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