Enhanced Customer Loyalty

What Opportunities Does Extended Product Lifecycles Present for Technology Companies?

For sustainability in IT to have a real impact, the entire technology industry needs to be on board. Participating in the circular economy can be a win-win-win scenario for everyone:

- Environment: Reduces carbon footprint and waste generation.
- Business: Generates revenue and reduces costs through recycling and refurbishing.
- Customers: Provides them with sustainable options and enhances their loyalty to eco-friendly brands.

The need for sustainability isn’t going away — the choice is where to apply it. As much as 74% of employees would consider job offers with a strong environmental record, and 57% have already taken or would take a potential employer’s environmental record into account when taking a new job.

What Does Sustainability Mean for Technology Companies?

Sustainability is becoming a top-priority initiative for companies across all industries. The time to act is now.

- It helps to increase physical warehouse space as your business grows.
- It leads to lower transportation costs.
- It reduces the uncertainty that e-waste disposal and disposal can bring.

The circular economy eliminates waste and pollution by keeping products and materials in use, perpetually. This means mitigating e-waste pollution by keeping products and materials—whether it’s cardboard and single-use plastics or any other non-renewable material—reused in the marketplace.

The increasing use of electrical and electronic equipment worldwide, driven by transportation, will grow to:

- 500 megatons by 2030
- 1,400 megatons by 2050

According to the United Nations, e-waste is one of the fastest-growing waste streams in the world. In 2019, 42.8 million metric tons of e-waste were generated worldwide — a 7% increase from 2018. If this rate continues, the UN predicts that e-waste will grow to 75 million metric tons by 2030 and 110 million metric tons by 2050.

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