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Driving sustainability through innovation

3 STEPS TO ACHIEVING LOWER CO_2 EMISSIONS
WITH A CLEAR IT STRATEGY

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Sustainability:
putting a plan in place

Climate change is a subject that is important to everyone. Our customers, our partners, the public and private sectors, and people all over the world. And with many countries pledging to reduce carbon emissions and achieve net zero by 2050, the pressure is on for organisations of all sizes to come up with a strong, ethical plan. But what role does IT play in driving sustainability, and can you help by making better buying decisions?

We asked 250 IT UK decision-makers across the public and private sectors exactly that, and the results are in.

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End user computing devices: the silent energy burners

Your organisation has hundreds, maybe thousands of employees, each with their own device to work on. That's a lot of energy being consumed every single day. In fact, **end user computing devices generate 1% of global greenhouse gas (GHG) annual emissions** – caused by manufacturing 460 million devices annually and the energy consumed by 4.2 billion active users.[1]

In the UK alone EUC devices are responsible for **34%** of IT related pollution.

Up to **80%** of this is caused by their daily use.[2]

Yet, IT decision makers are not factoring this into their purchase decisions. Less than 25% of decision makers list the energy consumption of their carbon footprint in their 'top 5' decision making criteria when selecting new devices.[3]

So where is the disconnect?

We believe that if IT decision-makers were exposed to more information and data, things might start to change. Out of the 250 respondents we asked, **95% said they would find it useful to know accurate information about the GHG emissions caused by using a device**, and **87% would be interested in certified 'carbon neutral' devices**.[4] Such initiatives could also help organisations attract and retain employees.

72.9% of respondents stated they would prefer to work for a company with a strong ethical approach to climate change and sustainability.[5]

So, with sustainability being such an important area of any organisations' agenda, how can we work together to make changes for the good of the planet?

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Step 1: Choose a sustainable device

At XMA, all our decisions are responsible, and we asses our environmental impact at every stage of our service to you, and throughout the lifestyle of our products.

In our research, 94.8% of respondents reported that they would find information on the carbon footprint of devices very useful.[6] We have already begun this journey with investments in recycled materials, reduced packaging and reusable or upgraded components. The ACER 513 Spin Chromebook is setting an exceptional standard in low-energy consumption, as validated by the Px3 independent benchmarking. It consumes as little as 0.046 kWh per working day.

Using a Spin 513 would reduce emissions from an average mixed environment of desktops and laptops by around **70%**[7].

It gets even more interesting when you think on a larger scale. For a typical medium-sized organisation with 500 IT users, the annual energy savings delivered by switching are significant, reducing emissions by 2,606 $kgCO_2e$ every year of use.

That's the equivalent of reducing travel by 9,460 UK car miles or having an additional 3.2 acres of mature forest removing emissions from the atmosphere.

"Organisations seeking to adopt sustainable IT strategies are enabled to achieve abatement goals, reduce electricity consumption and accurately substantiate success by transitioning to the Acer 513 Spin Chromebook.[8]"

**Justin Sutton-Parker,
Px3's Research Director.**

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Step 2: Recycle old and existing devices
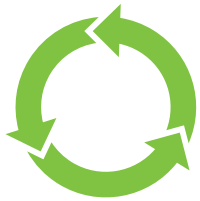
Recycling at your organisation is another easy way to reduce your carbon footprint. When we recycle, we reduce the number of raw materials that need to be sourced to create products from scratch.

From our 250 IT decision-makers, just under 50% reported that they cleaned data from legacy devices and donated them. With 48% giving to educational establishments, and 46% to charity.[9] To help with this, Acer has introduced the option of an extra two-year warranty to allow devices to be re-purposed for social value, reducing the potential overheads of technology donations for the recipient organisations.

To reduce your carbon footprint even more, you can look to extend the useful life of devices, either within or outside your organisation. For example, you might decide to provide a device to a school under Acer's extra two-year warranty, and that would **typically reduce emissions by over 30%**.

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Step 3: Support hybrid working

Hybrid and remote working have been hugely accelerated by the COVID pandemic, with 27% of UK working adults doing so in 2019 increasing to 37% in 2020.[10]

Recent research investigated whether IT-enabled remote working is capable of significantly contributing to carbon reduction. The research measured 815 employees across two years, including both pre and COVID-19 periods. The results indicate that **remote working reduced commuting emissions by 43% in 2019 and 97% in 2020**, generating a reduction of 1.9 tonnes of CO_2e per person over the study period.[11]

With more time spent working from home, decision makers are favouring devices with high performance and good battery life over concerns about looks, weight and even price.

XMA and Acer are perfectly positioned to offer the right support, collaboration tools and equipment that can enable these new, more flexible ways of working.

62% of respondents said that performance was important

53% cited battery life as their favoured selection criteria, well ahead of the

41% who chose value for money.[12]

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XMA and Acer: together achieving sustainability

At XMA and Acer, we're both advocates of sustainability. Acer provides outstanding products that are low in toxins and pollution, while energy-efficient, resource-efficient, and easy to recycle. And XMA commits to several sustainable IT practices, such as recycling, reduced carbon impact and electrical consumption.

But, as we mentioned at the beginning of this guide, we can see from our research that there is a clear disconnect between our decision-makers' concern over carbon consumption, and action.

By XMA and Acer working together, we can empower that change. Our strong partnership can not only help organisations to put a robust carbon reduction strategy in place but can also facilitate the use of low emission devices within those plans.

So, we can all edge closer to achieving net zero global emissions by 2050.

FIND OUT MORE

1 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 3

2 Acer 'Sustainability, simplicity and savings' key points research Page 2

3 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 3

4 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 5

5 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 3

6 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 5

7 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 9

8 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 9

9 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 7

10 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 8

11 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 8

12 Acer customer research 'Sustainability as a key factor in making IT decisions – where are organisations today?' Page 8

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