

The Intel logo is displayed in white lowercase letters on a blue square background in the top left corner of the page.

Setting Your Sustainability Strategy

How PCs Play a Key Role

4 recommendations from successful IT leaders



Sustainability is a growing priority for firms worldwide. A focus on wise resource management can improve customer sentiment and trust, meet regulatory goals, aid in talent recruitment and retention, and reduce costs—in addition to becoming a key competitive differentiator.

[Intel® commissioned Forrester Consulting](#) to explore the current state of sustainability initiatives at organizations worldwide. More than half of the executives responsible for technology selection surveyed said that end-user device purchasers play a vital role in reaching sustainability goals.

SURVEY RESULTS YIELDED FOUR KEY RECOMMENDATIONS:

1 Address pressure from employees and key stakeholders to prioritize sustainability.

There are many voices in the conversation around sustainability goals and strategies, so it's important to prioritize. Complying with regulations may be the highest priority. Investors might demand climate risk disclosures and improved sustainability management. Also, job candidates and employees are increasingly weighing an employer's sustainability record to help decide where to work.

2 Assess your firm's sustainability priorities spanning products, processes, and software.

A comprehensive sustainability assessment requires evaluating multiple initiatives such as sustainable PC and technology design. For example, Intel collaborated with Dell on Concept Luna, a proof-of-concept that explores design ideas to make components immediately accessible, replaceable, and reusable. Practical ideas like these could result in an estimated 50% reduction in overall carbon footprint.¹ Other important sustainability activities include managing carbon, water, energy, and environmental resources.

3 Create a roadmap to evolve your firm's sustainability maturity.

Sustainability won't happen overnight. Your organization needs a path forward with demonstrable milestones. A maturity model often begins with complying with regulations and standards, then advances toward a broader approach. According to the Forrester research,² high-maturity organizations are 17% more likely to demand clear reporting metrics from original equipment manufacturers (OEMs) and 24% more likely to solicit feedback from employees. In addition, more than a third of high-maturity firms are investing in sustainable PC devices compared to just a quarter of low-maturity firms.



4 Measure the benefits and impacts of your sustainability activities.

Identify metrics and methods to assess the impact of your firm's sustainability initiatives. Several ecolabels can not only help with vendor and device selection but also be used to measure progress. The [EPEAT](#) ecolabel is a global registry that rates technology products on a three-tier model (gold, silver, bronze) using multiple sustainability criteria, such as materials selection, supply chain greenhouse gas emissions, and corporate performance. Environmental impact is a critical factor in both computing and your business' bottom line, so it's reassuring that 79% of the client computers registered by the Global Electronics Council that achieve EPEAT Gold certification run on Intel processors.³ 94% of all the computers registered in the EPEAT database that are built on Intel vPro[®] achieved EPEAT Gold or Silver certification.⁴

Achieving sustainable business practices is an all-hands-on-deck effort. Those responsible for purchasing end-user devices play a vital role in this effort. They must turn a critical eye on vendors and demand products that are sustainable and repairable, and whose manufacturing has minimal impact on the environment. By taking concrete steps toward these goals, organizations can reduce their carbon footprint and work toward achieving their sustainability goals.



Read the full Forrester report to discover how IT decision- makers' PC purchasing decisions impact sustainability goals.

Sources

- ¹ Dell Technologies, "Pushing the Boundaries of Sustainable PC Design: Project Luna," December 14, 2021. Baseline used for comparison is Dell Latitude 7300 Anniversary Edition.
- ² Forrester Consulting, "Sustainability Priorities Resonate Throughout Corporate IT Strategy, Operations, and Purchasing," January 2022. Intel commissioned Forrester Consulting to conduct an online survey of 607 respondents at the director level and up for organizations in North America, EMEA, and APAC with responsibility for technology selection strategy and PC device investment at their organization. All organizations surveyed had an environmental, social, and corporate governance (ESG) program and 95% had ESG criteria for purchasing end-user devices.
- ³⁻⁴ Based on data in the EPEAT Registry as of September 13, 2023, hosted by the Global Electronics Council, for computing client products in the market 2019-2023. Data is global and covers Desktop, Integrated Desktop Computer, and Notebook form factors. Intel, AMD, and Apple devices are compared. Visit www.epeat.net/about-epeat to learn more about the registry.

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