Making PC Procurement Part of Your Sustainability Strategy

Sustainability

The new imperative for enterprise PC procurement

Enterprises from around the world are adopting environmental, social, and governance (ESG) initiatives, and many are assigning strategic importance to these initiatives. Sustainable technology is an important part of this trend. In a Forrester survey of IT decision makers (ITDMs) sponsored by Intel®, 64% said their organizations were expanding and prioritizing sustainability initiatives to address ESG goals.[1]

Intel commissioned Forrester Consulting to explore the current state of sustainability initiatives at organizations across the globe. Forrester's research findings, based on a survey of more than 600 ITDMs,[2] identified PC purchasing and vendor selection as especially important factors for IT sustainability. The research also shows that organizations with the most successful sustainability programs tend to follow a similar set of best practices for purchasing and managing PC devices.

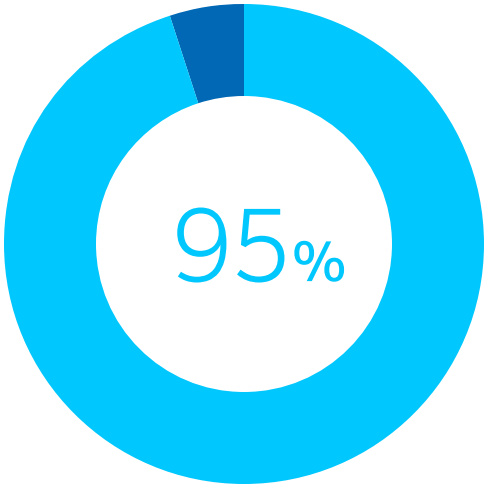
In this guide, we'll discuss some of these keys to aligning a company's PC device investments—and its PC vendor relationships—with its sustainability goals. We'll also look at how Intel's sustainability achievements help customers get value from their own sustainable technology investments.

PC procurement

A key focus for IT sustainability efforts

PC procurement practices can have a big impact on IT sustainability. That's why 95% of the organizations surveyed by Forrester had sustainability criteria for purchasing end-user devices, and more than half say their end-user device procurement teams play a vital role in meeting enterprise sustainability targets.[3]

Forrester found that enterprises with the most effective sustainability programs take a similar approach to PC procurement and vendor selection. These best practices are a good starting point for IT organizations that want to launch or optimize their own sustainability efforts.



of ITDMs surveyed have sustainability criteria for end-user device purchasing

1

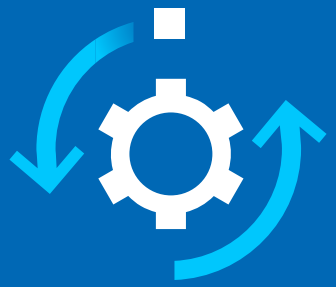
Make PC technology vendor and OEM choices that can support and accelerate your own organization's sustainability initiatives

Companies with successful sustainability programs don't just look at product performance; they also consider a vendor's own sustainability performance and commitments. That's why, according to Forrester, nearly 60% of the ITDMs tasked with PC procurement are also responsible for evaluating the sustainability track records of potential vendors.[4]

Why is a vendor's sustainability performance so important? For starters, it gives buyers visibility into the manufacturing practices and supply-chain relationships that go into creating a product. An energy-efficient PC, for example, isn't necessarily a "sustainable" IT investment if it's made using wasteful or environmentally destructive manufacturing processes.

Your own company's sustainability measurement, reporting, and compliance processes are increasingly likely to rely on data provided by vendors and suppliers. "Scope 3" emissions, for instance, are those occurring beyond a company's direct control—i.e., vendors and supply chain partners.

ITDMs responsible for selecting PC technology vendors play a vital role in meeting sustainability goals at nearly half of the organizations Forrester surveyed.[5] A successful sustainability strategy begins with smart vendor-selection choices.



INTEL SPOTLIGHT

Sustainable manufacturing

Processor manufacturing practices can have a major impact on the overall sustainability for any PC device. That's especially true when it comes to water usage, which is one of the most important environmental impacts of the processor manufacturing process.

Intel has focused on achieving net-positive water usage for its own manufacturing activities—basically, adding more water to the local supply than it consumes. Some key milestones have already been achieved on the way to this goal, including:[6]

- Restoring 3 billion gallons of water in 2022
- Conserving 9.6 billion gallons of water in 2022
- Returning or restoring 107% (by volume) of fresh water usage

2

Rely on industry sustainability standards and benchmarks to select PC vendors and assess your technology investment options

Open standards and benchmarks have transformed the technology industry: promoting competition, driving innovation, and eliminating vendor lock-in. While today's sustainability standards are still evolving and maturing, they're proving to be just as important for assessing products and technologies, evaluating vendors, and making better purchasing decisions.

There are more than 600 sustainability standards, industry initiatives, frameworks, and guidelines in use today.[7] Already, however, key standards are emerging, based upon specific industry sectors, use cases, and other criteria. In most cases, standards serve three basic functions:

Benchmarking standards

provide a way to systematically evaluate an organization's sustainability performance, measuring it against an objective grading scale or by comparison to other organizations.

Certification standards

rely on trusted third parties to vouch for a vendor's sustainability performance, product claims, or other capabilities.

- Global Electronics Council's EPEAT
- TCO Certified
- California Energy Commission (CEC) certified
- Fair Trade Certified

Disclosure standards

certify that a vendor's sustainability claims are reliable, factual, and complete; and that its business, civic, and political dealings are ethical and fully transparent.

- Carbon Disclosure Project (CDP) scores/grades
- Center for Political Accountability's CPA-Zicklin Index of Corporate Political Disclosure and Accountability

It's important to understand their sustainability claims and to recognize when vendors may be using (or abusing) standards that encourage "greenwashing" activity. One important best practice is to avoid basing vendor assessments on a single standard or certification—which is why, according to Forrester, ITDMs at top-performing companies rely on an average of three sustainability standards to make buying decisions.[8]

Finally, keep in mind that vendors with exceptional sustainability track records, in many cases, don't just make use of industry standards. They also participate in the standards process: working with peers to refine existing standards and introduce new ones when necessary.

INTEL SPOTLIGHT

Sustainability standards activity

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.[9] 94% of all the computers registered in the EPEAT database that are built on Intel vPro® achieved EPEAT Gold or Silver certification.[10]

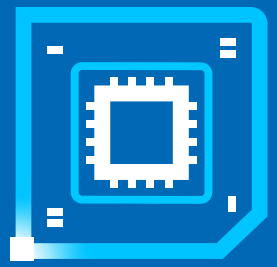
3

"Walk the walk" on sustainability by rethinking the enterprise PC hardware lifecycle

As the Forrester study points out, PCs are a critical piece of the sustainability puzzle—and that impact extends beyond the walls of the IT department. Consider a few examples of how organizations with strong sustainability track records are changing their approach to buying, managing, and disposing of PC inventory:[11]

- **New technology requirements:** 60% of ITDMs involved in PC procurement say they'll require better device durability from their vendors by 2030—pushing back against the need to constantly replace broken devices. Battery life has also emerged as a focus for ITDMs that see this capability as a key sustainability issue.
- **Better end-of-life options:** 55% of ITDMs expect PC vendors to step up with system components that are easier to recycle, and 53% want systems with components that are easier to reuse and repurpose.
- **Sustainability options that meet employee expectations:** 40% of the PC-purchasing ITDMs surveyed agreed that their technology buying decisions were tailored to attract and retain talented employees. In practice, that means giving employees PCs that are clearly engineered for sustainability as well as usability and performance.

These and other emerging requirements point the way to a very different path to value with PC investments. It's one where unit cost is no longer the dominating concern, and where technology innovation will play an even more important role than it has in the past.



INTEL SPOTLIGHT

Raising the bar on PC sustainability

A number of Intel innovations have focused on improving sustainability across the PC product lifecycle.[12] This includes reducing main board component counts; increasing system and display energy efficiency; and advancing the use of bio-based printed circuit boards to aid in the separation of materials and components when recycling. In addition, Intel vPro® enables important new capabilities for remote and out-of-band PC management—enabling IT organizations to reduce emissions and extending system lifespans, among many other benefits. Large scale businesses can also save up to 28 metric tons carbon emissions per year when utilizing a zero-dispatch strategy with the help of Intel® Active Management Technology.[13]

4

Stay aware and prepared to embrace the next wave of sustainability innovation

Technology continues to evolve at a breakneck pace—and that's certainly true when it comes to innovations related to PC efficiency and sustainability. The critical issue for ITDMs is their ability to rethink procurement priorities and timelines—for example, accounting for energy efficiency or battery-life improvements when scheduling hardware refresh cycles.

According to Forrester, enterprises with the most effective sustainability programs adapt three key behaviors that allow them to make the most of technology innovation:[14]

High-performing enterprises reassess their sustainability goals—a critical prerequisite for PC technology upgrades—an average of every two years. Other firms reassessed their goals every three years, which translates to longer intervals between upgrade cycles.

Forrester also looked at sustainability goal setting as another measure of a company's willingness to seek out and adapt sustainability-enhancing technology. It found that high-performers set an average of five sustainability goals, compared to an average of three goals for lower-maturity firms.

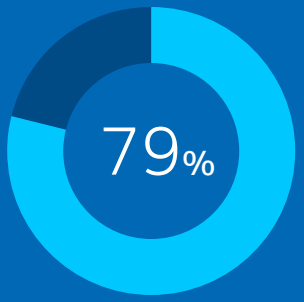
Finally, the research results showed that more than one in three high-maturity firms are investing in sustainable PC devices, compared to one-quarter of the lower-maturity firms.

INTEL SPOTLIGHT: Ecolabel certification

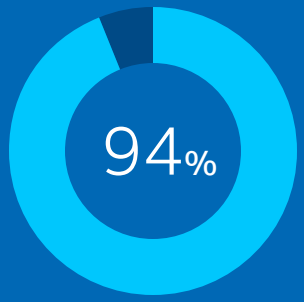
"Ecolabel" certifications are an important tool for enterprise IT buyers that need to know whether vendors can back up their sustainability claims with hard data. And for Intel, programs like the Global Electronics Council's EPEAT ecolabel registry are important for recognizing leadership and ensuring accountability across the IT industry.

The EPEAT registry today includes more products, from a broader range of manufacturers, than any similar program. EPEAT employs a rigorous, continuous surveillance and testing process, using transparent and fully documented sustainability standards.

OEMs that pursue EPEAT certification know they're taking a big step: The process enforces accountability by making the results publicly available—even if a system fails to make the grade.



Out of the nearly 12,000 PC system designs that OEMs have selected to take that step, 79% are Intel-based designs.[15]



What's more, the vast majority of those designs don't just survive EPEAT certification, they shine: 94% of EPEAT-certified laptops built on Intel vPro earned the program's coveted Gold or Silver status.[16]

Programs like EPEAT provide the data points that document Intel's leadership on sustainability and supports our commitment to helping enterprise IT buyers also achieve their sustainability goals.

5

Keep sustainable packaging front and center in your approach to PC sustainability

Sustainable packaging, and especially efforts to reduce the use of plastics, has emerged as a top priority for enterprise-wide sustainability programs. A growing number of organizations require that their vendors use mass packaging and/or sustainable packaging.

Organizations with the best sustainability track records understand this is an area that resonates with employees, customers, and other stakeholders. They're making it clear that sustainable packaging will play an outsized role in their vendor selection choices. Those priorities are especially relevant for ITDMs that make PC purchasing decisions—showing them the value of adding sustainable packaging as a core sustainability requirement.

INTEL SPOTLIGHT

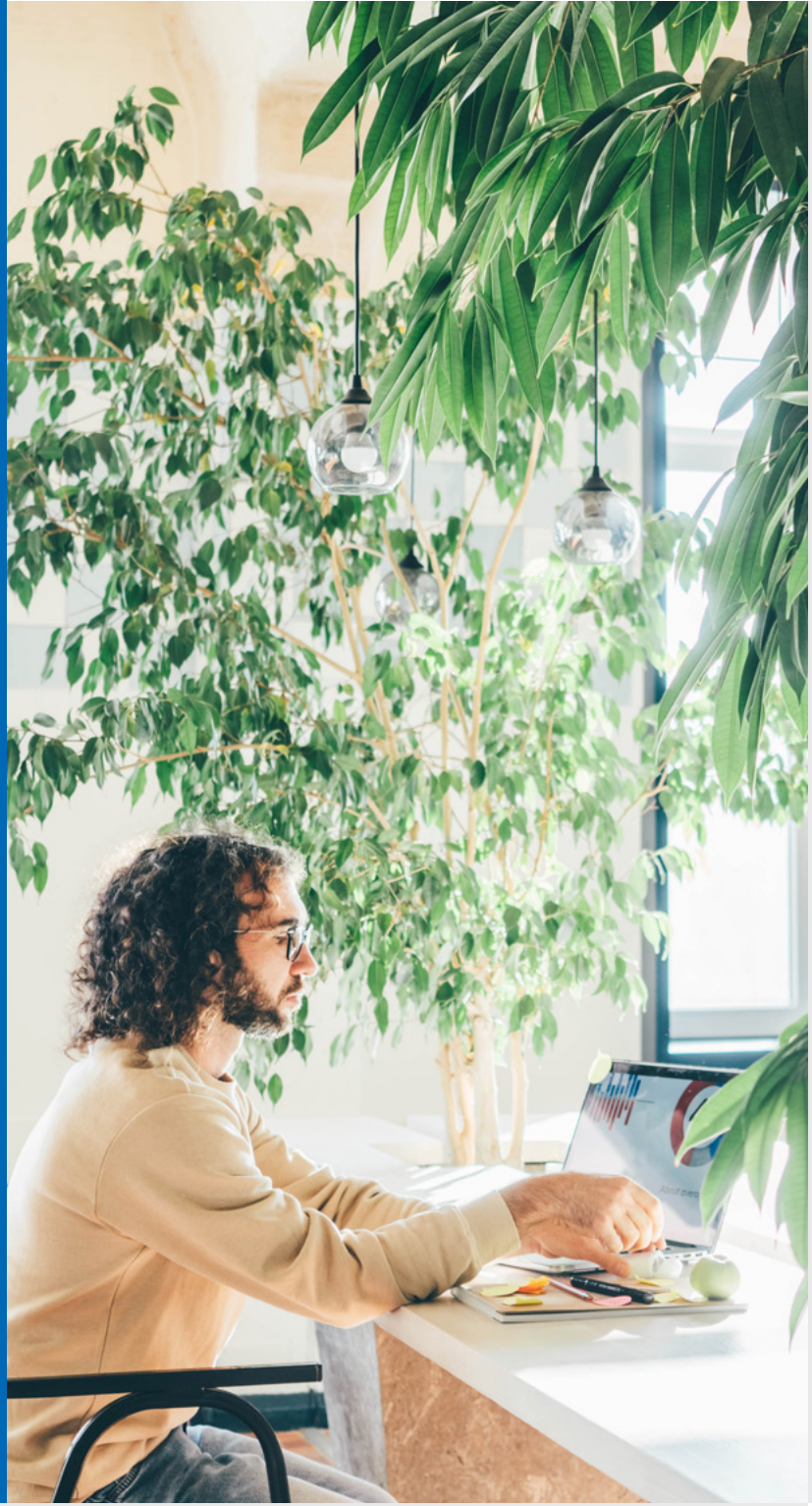
Sustainable packaging

For more than a decade, Intel has been working to re-engineer its packaging materials and processes for sustainability. This work included two 2025 goals: using at least 95% recycled or reusable materials in new product packaging designs—a goal that was achieved in 2021 and exceeded by the end of 2022—and procuring 100% of the virgin wood fiber used in current and new Intel-designed corrugated fiberboard packaging from a certified, responsibly managed source.[17]

Intel's sustainability impact—an efficient PC procurement process

Enterprises will rely on PCs for many years to come as a key resource for end-user productivity and collaboration. As sustainability becomes a top priority for more organizations, however, ITDMs will continue to rethink what they expect and need from their PC investments.

Intel is working closely with its OEMs to offer a new generation of sustainable and highly efficient PCs to enterprises. Just as important, however, is Intel's ability to support customers with its own sustainability strategy, commitments, and accomplishments. Barron's recognized Intel as the No. 1 most sustainable company in 2022—and more than 40 other organizations and publications cited Intel's industry leadership in sustainability and other ESG activities. Through its technology, manufacturing practices, supply chain relationships, and many other activities, Intel sets up its customers for success with their sustainability efforts.



Learn more about the sustainability benefits of the Intel vPro® Platform

Notices and Disclaimers

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Performance results are based on testing as of dates shown in configurations and may not reflect all publicly available updates. See **configuration disclosure** for additional details.

No product or component can be absolutely secure.

Intel technologies may require enabled hardware, software, or service activation.

Your costs and results may vary.

[1-5] 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.

[6] Intel, "**Corporate Responsibility Report 2022-23.**" Intel prepared this report in accordance with the **Global Reporting Initiative** (GRI) Standards: Comprehensive option. A GRI Content Index is provided on its **Report Builder** website. Intel also uses other recognized frameworks to inform the content of this report, including the United Nations (UN) Global Compact, UN Sustainable Development Goals, the Task Force on Climate-Related Financial Disclosures (TCFD), and the IFRS Foundation.

[7] Brightest, "**The Top 7 Sustainability Reporting Standards in 2022**."

[8] 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.

[9-10] 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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[13] As measured by a 2023 internal Intel study comparing the estimated energy required to use Intel AMT remote manageability features as compared with the estimated equivalent fuel needed to dispatch a technician, ship an asset, or have the user visit an office. Please visit www.intel.com/Performance-vPro for more information. Results may vary.

[14] 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.

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