

Lenovo

Microsoft

# How businesses can balance innovation and sustainability in the digital-first age





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According to the latest report by the Intergovernmental Panel on Climate Change (IPCC), Singapore will likely see a 0.2m rise in sea levels by 2050. Already, the country's annual mean temperature has gone from 26.9°C to 28.0°C from 1980 to 2020.

As temperatures and sea levels rise, as a small, low-lying nation, Singapore is susceptible to extreme events because of climate change. To ensure its vision of a sustainable future is advanced through a whole-of-nation movement, Singapore has created initiatives like the Singapore Green Plan 2030 to drive firm actions in every dimension of our lives.

Yet, a recent study by Engie Impact, a sustainability solutions company, found that 90 percent of companies in Asia Pacific do not have confidence that their organisations are able to decarbonise. KPMG places Singapore in the 15th position out of 25 countries surveyed for its 2021 net zero readiness report.

As Singapore embarks on the road to net zero, it needs the cooperation and partnership of organisations across industries and sectors to succeed.

### **Why digital transformation and sustainability must go hand-in-hand**

As your organisation continues to embark on your digital transformation journey, you may find it difficult to achieve a balance between driving innovation and sustainability. Net zero is becoming an unstoppable movement that has come to the mainstream. This is supported by Accenture's State of Sustainability in Singapore study, **where 80 percent of consumers here say they care about sustainability. As much as a third of respondents indicated that product sustainability and impact do influence their purchasing decisions.**

So, even though the pursuit of sustainability is not just about adhering to government policies and appeasing your customers; companies that are more sustainable are also more profitable and resilient.

### **Today, Lenovo is no longer just the leader in PC and smart devices. We are committed to creating a more sustainable society for all in everything that we do.**

This mindset of sustainability is how we are able to support and work closely with you in embedding sustainability into your business, so that together, we can better calibrate your digital transformation efforts in this digital-first era.

### **So, where do you begin?**

Clearly, there's no one-size-fits-all for integrating sustainability into your business. But at Lenovo, our breadth of solutions is matched by our experience in serving customers across all verticals across the globe. That said, here are the key areas in sustainable IT that you should consider in your organisation's digital transformation journey.

### **Reduce your organisation's carbon footprint**

At Lenovo, our goal is to cut our emissions in half by 2030. It comes as no surprise then that we are also one of the first PC manufacturers to offer CO2 Offset Service to our commercial customers to support them in their own sustainability efforts.

This service considers the carbon footprint of our products, from checking the emissions of each product from the manufacturing floor, to its transportation and usage in your organisation's workspace – be it the office or data center.

The emissions amount is then offset through a range of UN-approved initiatives across the globe. **To date, we're proud that our business customers alone have offset more than 500,000 metric tonnes of carbon dioxide, and your organisation too can be part of this effort.**



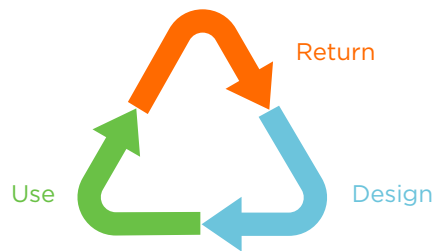
**Lenovo CO<sub>2</sub> Offset Service**



**The circular economy—maximising value in the technology lifecycle**

Another aspect integral to our ESG efforts is transitioning to a circular economy to maximise value across a product lifecycle, while minimising waste generation and raw material usage.

Smarter Circular Return capturing resources & value
Products take-back & Value Recovery
Consumer product take-back
Asset Recovery Services for SMB & commercial consumers
Optimised recycling & refurbishing processes
Intelligent parts & component management



Smarter Circular Use optimised use of products & resources	
Products & Packaging	Manufacturing & Operations
Product energy efficiency	Renewable energy use
Device as a Service (DaaS) & other solutions	Carbon optimised operations & logistics
Product repair & extended warranties	Water, waste & energy smart facilities
Bulk packaging & reuse	

Smarter Circular Design designing out waste & pollution	
Products & Packaging	Manufacturing & Operations
Recycled content & closed loop plastics in products	Smart green manufacturing
Product design for durability & recyclability	Responsible sourcing
Packaging green materials & efficient design	Supplier impact minimisation
	AI & HPC solutions



## How Device-as-a-Service (DaaS) fits into your ESG goals

This programme gives you great flexibility in ensuring your fleet of hardware and suite of services are always accessible via a lease-like model that gives you room to scale as your needs change. Even amidst a volatile global economic climate, your business needs remain constant. Through DaaS, we can manage your IT infrastructure as much or as little as you need to keep your workforce connected, supported, and productive, while freeing up internal resources. DaaS also reduces your total cost of ownership for employee technology, while refreshing tech cycles to ensure your organisations has access to the latest technologies which are seamlessly deployed and managed. The service benefits the environment by reducing e-waste in your organisation while enabling you to accelerate your digital transformation initiatives.

## Seamless transition from old to new equipment through Asset Recovery Service (ARS)

Lenovo's ARS programme highlights the value we place in the secure, documented disposition of IT assets done in compliance with local regulations and industry standards. It's a single-source solution that can be customised to address the unique needs of different organisations that includes all brands of hardware, including servers, storage, networking, phones and more. This programme provides incredible value to organisations in decommissioning equipment while providing a seamless transition from old to new technological assets.





### Maximising consumption of technology products and services

Through Lenovo’s Product End-of-Life Management (PELM) programme, we have **processed more than 257,766 tonnes of computer equipment for recycling and reuse**. This is incredibly important given that Singapore is one of the biggest e-waste generators in the Southeast Asia region. By admission, Singapore generates about 60,000 tonnes of e-waste a year.

By helping our customers reuse, refurbish, de-manufacture, dismantle and recycle their equipment when they are taken out of service, **we have processed 640,769,156 pounds of computer equipment since 2005**. We anticipate that by 2025, Lenovo will have recycled and reused 800 million pounds of end-of-life products—a goal we can only achieve with your support as you digitalise your organisation with sustainability in mind.

# 640,769,156

pounds of computer equipment processed through PELM programmes since 2005



### Developing sustainable products

Since 2005, Lenovo’s Environmentally Conscious Products Programme is aimed at developing green products.

#### Taking a Life Cycle Approach to Eco Design

##### Design for Environment

- Recycled content(PCC)
- Design for reuse & recycling
- Env. preferable materials
- Energy efficiency
- Carbon footprint

##### Product End-of-life

- Consumer recycling programmes
- Asset Recovery Service Offerings
- Recyclable packaging



##### Green Manufacturing

- RBA audits/Code of Conduct
- Waste reduction initiatives
- Low Temperature solder
- Supplier environmental performance

##### User Experience

- TCO Certified - ergonomics
- Energy Efficient
- Award-winning quality
- Cooler and quieter
- Repairability

### Recycling what we can. You can too

The result of this programme has not only seen our ramp up in developing cutting edge notebooks, desktops, workstations, monitors, and accessories that lead the market, but also demonstrated our commitment to innovation in using recycled plastics – Post-Consumer Recycled Content (PCC) and Post-Industrial Recycled Content (PIC) – in these products. In all, we have used more than 21 million pounds of closed-loop post-consumer plastics (CL-PCR) in 66 products as part of our overall use of 241 million pounds of PCC since 2005.



## Packaging is serious business

Since 2008, we have eliminated more than 3,100 tonnes of packaging by weight. Instead, we have focused our efforts on integrating lighter, bio-based packaging, such as bamboo and sugarcane fiber that are 100 percent biodegradable and lighter than previous types of packaging while retaining its strength and overall size reduction, all of which have contributed to a 6.7 percent efficiency improvement in transportation CO2 emissions. In 2020, we transitioned all ThinkPad series laptops to using 100 percent recycled cushioning materials that 100 percent biodegradable.



## Like your data centers, our energy innovation runs 24/7

**Lenovo aims to achieve 50 percent improvement in energy efficiency across our line of desktops and servers, and 30 percent improvement in energy efficiency across our laptops by 2030.** Our confidence in achieving these goals lies in the evolution of our efforts in energy innovation, from energy-saving concept to energy reuse through innovations such as Lenovo Neptune™, our liquid cooling breakthrough that extracts heat from servers and data centers – systems that have incredibly high thermal output – to drive down total power consumption that not only improves the life of the infrastructure but leads to real savings for your organisation.

## Conclusion

As a provider of world-class technology solutions, all of us at Lenovo believe that we have a responsibility to ensure what we offer you will have a positive social impact. And this continues in our ESG commitments across every aspect of our business. While Singapore continues on its journey towards becoming more sustainable, we too need to do our part as individual and corporate citizens to meet the challenges that we have today.

To find out more how you can be on your way to becoming a more sustainable business (and still not miss out on your digital transformation efforts), feel free to connect with me on LinkedIn or reach out to my team at Lenovo at [lenovosg@lenovo.com](mailto:lenovosg@lenovo.com) to find out more. We look forward to partnering with you in our collective fight against climate change.

If you want to learn more about Lenovo's ESG solutions, please visit <https://techtoday.lenovo.com/sg/en/esg>.