

Education

Managing carbon footprints with tangible outcomes

University of Birmingham

How Lenovo CO₂ Offset Services are helping the University of Birmingham make IT more sustainable.

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Lenovo

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Who is the University of Birmingham?

A world top-100 university and part of the Russell Group—an association of 24 public research universities in the UK—the University of Birmingham has been challenging and developing great minds for more than a century. One of the most popular destinations for students in the UK, the university offers a broad range of undergraduate and postgraduate degree courses, offering multi-disciplinary opportunities for research and education.

With 38,000 students, 8,000 staff, and over 300,000 alumni, Birmingham's student community is not only one of the largest of any UK university, but also highly diverse. The University of Birmingham welcomes students from all over the world to its Edgbaston and Dubai campuses.



UNIVERSITY OF
BIRMINGHAM

IT SERVICES

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The Challenge

Over the next decade, the University of Birmingham's aspiration is to establish itself in the top 50 of the world's leading universities. The Birmingham 2030 strategic framework sets out how the university will pursue this ambition, and sustainability is one of the framework's six core pillars.

Going forward, the University of Birmingham will embed sustainability in all its activities, seeking to change society and the environment positively through research and education, the behavior and actions of students and staff, and engagement with local communities.



“We’re putting sustainability at the heart of our IT services.”

Mark Connop

Client Services Manager, University of Birmingham

Making IT more sustainable

The University of Birmingham takes advantage of Lenovo CO₂ Offset Services to make its IT more sustainable. Lenovo is the university's sole PC partner, supplying desktops, laptops, tablets, workstations, and all-in-one devices for students and staff.

“When the Lenovo team presented the company's new CO₂ Offset Services offering, it was a no-brainer,” says Mark Connop.

“Lenovo is very open and transparent about its CO₂ Offset Services. We can get clear and detailed data on how the carbon emissions are calculated for each device and the projects that the contributions support.”

Services

Lenovo CO₂ Offset Services



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“I can't recommend Lenovo CO₂ Offset Services highly enough. It's a simple, hands-off way to meet sustainability targets.”

Mark Connop

Client Services Manager, University of Birmingham

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Results

Today, the University of Birmingham offsets the carbon cost of each of its Lenovo devices—calculated over its average lifecycle, including manufacturing, shipping, and energy usage—upfront as part of the standard procurement process.

Offsetting emissions is now simply part of the hardware configuration process, with no extra administration or paperwork. Each device serial number is tied to the environmental project that its purchase supports, so the university can see exactly where the contribution goes and what impact it has.

In the six months since enrolling on the scheme, the University of Birmingham has offset 1,313 metric tonnes of carbon.



1,313 metric tonnes of carbon offset in six months



Supports United Nations vetted climate change projects



Offsets CO₂ emissions over the entire lifecycle of the device

Why **Lenovo**?

A strong commitment to sustainability was one of the key reasons that the University of Birmingham chose to engage Lenovo as its PC provider.

Mark Connop comments: “Lenovo has always been ahead of the pack when it comes to sustainable packaging, using bamboo and cardboard rather than plastic and polystyrene. Sustainability is built into the product range too. We choose Tiny and Nano devices wherever we can to minimize footprint and energy consumption. What’s exciting is that Lenovo is constantly innovating to reduce the carbon footprint of new technology even further.”





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“In the IT function, Lenovo is a big part of our sustainability drive. From energy-efficient products to sustainable packaging to offsetting carbon emissions, Lenovo is helping us become more sustainable.”

Mark Connop

Client Services Manager, University of Birmingham

How Can You Make Your IT More Sustainable?

Offsetting the carbon emissions of Lenovo devices as standard.

[Explore Lenovo CO₂ Offset Services](#)