

Harnessing the Power of Sustainable Impact to Unlock Partner Growth *Celebrating Sustainability Achievements with the HP Amplify Impact Awards*

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An increasing focus on sustainability regulations across the globe in 2023 underscore a growing emphasis on consistency, transparency and collaboration to accelerate climate action, human rights and digital equity. As companies and stakeholders [face new tensions](#), many will be forced to weigh long-term sustainable impact goals against near-term financial considerations.

Despite these complex challenges, one thing is certain: companies must focus on wide-scale collaboration as a business imperative to drive meaningful industry-wide change. This will be the key to navigating our current sustainability landscape. It's also why collaboration is at the very core of what we set out to achieve when we launched [HP Amplify Impact](#) in 2021.

By partnering with our vast global channel ecosystem, we are able to more effectively scale our goals and forge a path toward a better future for all. A first-of-its-kind partner assessment, resource, and training program, HP Amplify Impact extends HP's own sustainability innovations and initiatives to its channel partners – empowering them to tap into sustainability opportunities as a growing source of value.

Celebrating Excellence Across the Ecosystem

Our goal with HP Amplify Impact is ultimately to drive positive change across the IT Industry – and the response from our partners has been incredible. To date, more than 3,500 partners have signed HP's Impact pledge.

This year we are honored to celebrate channel partners with our inaugural [HP Amplify Impact Awards](#). Achievements were recognized – both globally and regionally – across six categories, including: the Amplify Impact Global Leader Award; Sustainability Business Award; Business Excellence Award; Climate Action Award; Diversity, Equity & Inclusion Strategy Award; and HP LIFE Award. With 57 winners worldwide, our local market and global partners underscore the breadth of our collective efforts and unveiling future-ready advantages. You can view all winners [here](#).

In the past 14 months alone, our HP Amplify Impact partners drove thousands of deals attributed to sustainability. This is an incredible feat and further proves that companies who prioritize sustainability will come out on top. Research also shows that consumer interest is gaining even more momentum, which will undoubtedly influence business transformation. Just two years ago, only [58 percent](#) of consumers across all generations were willing to spend more for sustainable options. That number has now increased to [66 percent](#). Investing in sustainability can offer businesses a competitive edge, as studies show those with the most advanced sustainability strategies are realizing [83 percent higher revenue-per-employee](#).

As people place an even greater expectation on businesses to lead, business leaders are recognizing more and more that it can't be done alone. Collaboration within and among industries is essential for fostering innovation and driving sustainability goals, as HP has seen firsthand with HP Amplify Impact.

Our partners clearly understand these tangible benefits. To date, we've tracked an overwhelming 250 percent increase in HP Sustainable Impact training courses completed by our partners. These courses are designed to educate partners on sustainable solutions for their businesses and connect them to resources and opportunities to support their sustainability journey. Together with our automated sustainability planning platform and toolkits, our partners are unlocking unprecedented opportunities to optimize their own strategies to set themselves up for long-term success.

Working Together to Drive Meaningful Impact

The accomplishments of our partners globally exemplify how companies can — and must — manage the rising climate crisis and ongoing social inequalities, while leveraging the upside. They are going above and beyond to drive significant impact in their respective categories and transforming the global IT channel.

By enabling our channel partners to win with sustainability, we are making significant strides toward achieving a net-zero economy, creating a more equitable and inclusive culture, and empowering communities through technology. As more partners join us and channel the collective power of the HP Amplify program, the impact of these efforts will only continue to grow.

We all have a shared stake in safeguarding our planet and enacting a positive effect on the communities we serve. The winners of our HP Amplify Impact Awards are proof that together we win.

For additional details on the HP Amplify Impact Awards and the full list of the 57 winners across all categories worldwide, visit the [HP Newsroom](#). HP partners can learn more on the [HP Partner Portal](#) and track their performance throughout the year via the HP Amplify Impact dashboard.