



Paving the Way to Sustainability Through Collaboration

By Kobi Elbaz

The scale of the IT industry has rapidly accelerated since this same time in 2020, and with it, the industry's opportunity to put responsibility and impact at the forefront of corporate consciousness. As customer demand, business operations and strategies evolve to become digital-first for the hybrid world, data tells us that sustainability and equitability are now imperatives in that equation. According to [EY's Future Consumer Index](#), customers require the brands they support to be leaders and visionaries of a better future. In fact, 43% of global consumers want to buy more from organizations that benefit society, even if their products or services cost more, while 64% are prepared to behave differently if it benefits society.

It's increasingly clear all businesses must step up to the plate to compete in today's market, but it isn't always easy to know where to start. Thankfully, taking the first step doesn't mean reinventing the wheel. Companies like HP have dedicated decades implementing sustainability benchmarks that drive tangible change and are well-poised to offer allyship to partners on their sustainability journey. At HP we've made it our mission to become the [most sustainable](#) and just technology company by 2030 in part by joining together with our partners through [HP Amplify™ Impact](#).

Corporate partnership as the key to a more just and sustainable future

We understand that partners are at different stages of their sustainability progress. While some companies have spent decades integrating sustainability initiatives into their business practices, others are just beginning, which is why B2B collaboration can be an incredible accelerant to deepen and broaden progress. According to a [2021 report](#), of the 80% of businesses that currently report on sustainability, a significant majority rely on initiatives and programs established by the UN to help set their strategic sustainability goals, while looking to collaborations with other organizations to give them access to resources to help them meet their goals that would otherwise be inaccessible.

We unveiled [HP Amplify Impact](#) last February as an industry-first partner assessment, resource and training program to drive meaningful change across the global IT industry. After piloting the program in 19 countries throughout 2021, we [announced this month](#) our expansion into 24 additional countries globally. This growth recognizes both changing consumer trends and our channel partners' real need for scalable solutions that help them meet their sustainability goals.

This year, more than 10,000 partners will have access to tap into HP's extensive knowledge, training and resources to assess and improve their own sustainability performance while optimizing sustainability-driven sales opportunities. Corporate sustainability partnerships like these are not just important to a more just and sustainable future—they are a key part of it. Regardless of where our partners are on their journeys, our goal is to make progress accessible and possible for all.

Data and tools as enablers of action and agents of accountability

Sustainability initiatives on their own, however, aren't enough: accountability in benchmarking goals and demonstrating growth are critical to winning customer loyalty. In fact, a [Capgemini study](#) found that 77% of organizations reported an uptick in customer loyalty and a 63% increase in revenue after setting concrete sustainability metrics that spurred tangible results.

That's why in addition to expanding the HP Amplify Impact program's reach, we've also advanced the capabilities of the HP Amplify Initiatives Hub to include the industry's first, automated, modular sustainability planning platform, including Carbon Footprint and 360 Diversity Equity & Inclusion programs, along with toolkits designed to inspire community volunteer projects. These elements are designed to help our partners successfully track their sustainability efforts that can be transparently



reported out to their customers.

Sustainable progress as an engine for economic growth

We have a collective responsibility to ensure that business success and sustainable progress are not mutually exclusive. By investing in sustainability, our partners are not just doing the right thing for their communities, they are benefiting in improvements to their bottom line. We've seen this firsthand at HP—in 2021, our own [Sustainable Impact](#) commitments helped the company to win more than \$3.5 billion in new salesⁱ representing a >3x annual increase, and we continue to scale this approach together with our partners.

The goals we've set around our Amplify Impact program are ambitious with the objective to enroll 50% of our partners in the program by 2025. The reality of climate change demands it—and our customers demand it, too. We are pushing hard for progress and are eager to empower our partners in their own journeys toward a more sustainable, just future.

For additional details on HP Amplify Impact, visit our [newsroom](#). Current HP Amplify partners can learn more about HP Amplify Impact by visiting the [HP Partner Portal](#).

ⁱ HP tracked >\$3.5 billion in new sales in FY21 based on total contract value in which sustainability was identified as a known criterion