



TIP SHEET

How enhancing your ESG strategy can help you attract and retain customers

Environmental, social, and governance (ESG) considerations are non-negotiable in the modern business environment. Climate change and sustainability issues are urgent, compelling companies to take definitive action. Customers and investors now prioritise organisations that demonstrate a robust commitment to ESG principles. This shift towards sustainability represents a fundamental change in how businesses must operate to stay competitive and relevant.

As stakeholders become more environmentally conscious, companies that integrate ESG strategies gain a significant competitive edge. These practices appeal to customers who prioritise sustainability and attract investors focused on long-term, responsible growth.

Evolving stakeholder expectations necessitate a strategic approach to ESG. Executive leaders must understand that ESG is now a core component of their value proposition, not just a beneficial add-on. Organisations can build trust and loyalty more effectively by demonstrating a commitment to ESG principles. This tip sheet provides actionable insights for enhancing ESG efforts, ensuring businesses meet these expectations while driving sustainable growth.

Four ways to improve ESG across your value chain

Improving ESG across the entire value chain requires a holistic approach that integrates sustainability into every aspect of operations. This involves rethinking traditional company practices and embedding ESG principles into strategic planning. Commitment from all levels of the organisation is essential to make sure sustainability is a fundamental part of the corporate ethos, not just a peripheral concern. Executive leaders must drive this transformation, with ESG goals aligned to the overall business objectives to foster a culture of accountability and innovation.

There are four key strategies that contribute to a comprehensive framework for enhancing ESG performance:

1

Implement sustainable practices in operations

Implementing sustainable practices in operations is essential, and companies should adopt energy-efficient technologies and use renewable energy sources to reduce their carbon footprint. This aligns with the United Nations Sustainable Development Goals (SDGs) and drives significant long-term cost savings. However, even small changes can make a difference. Encouraging recycling and waste reduction initiatives, and shifting to more sustainable packaging, can minimise environmental impact. Additionally, investing in circular economies and device or asset lifecycle management ensures resources are used efficiently and responsibly over the long-term.



Fostering a culture of continuous improvement can help to sustain ESG efforts. Business leaders can integrate ESG principles into the organisation's core values and operations through regular training, updates on ESG trends, and ongoing innovation in sustainability practices. This proactive approach drives ongoing improvement and empowers companies to stay ahead of evolving stakeholder expectations, ensuring long-term success and resilience.

2

Invest in transparency and reporting

Investing in transparency and reporting is crucial for improving the environmental impact of a business's value chain. Publishing information about environmental impact, social contributions, and governance practices builds trust with employees, customers, partners, and other key stakeholders. Seeking certifications from recognised ESG standards validate these efforts. Setting clear ESG goals and metrics, defining specific and measurable targets, and regularly reviewing progress ensures alignment with sustainability objectives, enhancing credibility and delivering continuous improvement.

3

Invest in community and employee wellbeing

Supporting local communities through charitable initiatives and investing in employee wellbeing goes hand-in-hand with promoting sustainable and responsible practices. This approach promotes a positive workplace culture and enhances corporate reputation. Organisations should create a diverse and inclusive workplace to drive innovation and employee satisfaction, while providing training and resources about ESG principles to engage employees in sustainability efforts and empower them as stakeholders in the company's ESG journey. Communicating these commitments to customers and investors reinforces the business's dedication to ethical practices and sustainability.

4

Leverage technology for ESG initiatives

Organisations can significantly enhance efficiency and effectiveness by leveraging technology for ESG initiatives. Digital tools that use artificial intelligence (AI), automation, or machine learning (ML) can monitor and manage ESG efforts, providing valuable real-time data and insights. Collaborating with like-minded managed service providers (MSPs) and vendors ensures seamless integration of these solutions into operations, ensuring sustainability and ethical practices throughout the supply chain. This technological integration supports robust ESG management and helps achieve sustainability targets.

Enhancing ESG efforts requires a strategic and integrated approach. Business leaders can ensure their company meets evolving stakeholder expectations and maintains a competitive edge by investing in transparency, supporting community and employee wellbeing, leveraging technology, and fostering a culture of continuous improvement. However, partnering with experienced, likeminded technology partners can elevate sustainability commitments throughout the entire value chain.

Incorporating robust ESG strategies is not just a moral imperative but a strategic advantage. By following these tips and partnering with like-minded organisations, companies can enhance their ESG performance, attract and retain environmentally conscious customers, and contribute to a more sustainable world.



Blue Connections IT is proud to have achieved carbon neutral certification across its business operations for two consecutive financial years—most recently ending June 30, 2023—as assessed by Pangolin Associates and certified by Climate Active against the Climate Active Carbon Neutral Standard.

How Blue Connections IT and Lenovo can help integrate sustainability throughout your value chain

Blue Connections IT is committed to leading by example through the continual development of its ESG practices. By actively promoting ESG principles throughout its entire value chain, Blue Connections IT, in collaboration with Lenovo, can help your business effectively integrate sustainability.

SUSTAINABILITY WITH CUSTOMERS

Blue Connections IT, in collaboration with partners like Lenovo, has successfully implemented a device lifecycle management process for its customers. This includes responsible e-waste management to minimise environmental damage while catering to unique customer requirements.

BLUE CONNECTIONS IT:

- identifies and replaces devices nearing end of life or out-of-warranty
- manages the asset recovery process and securely sanitises device data
- refurbishes equipment for redistribution, donation, or sale.

SUSTAINABILITY ONSITE

Blue Connections IT has introduced multiple successful sustainability initiatives across its operations, including:

- replacing plastic packaging with recycled cardboard
- signing up to a car leasing company to make electric vehicles (EVs) more accessible for employees
- installing EV charging stations onsite
- investing in a 150-kilowatt solar panel array for its head office.

Additionally, more employees are taking advantage of the EV leasing agreement and installing solar panels at home, enhancing the sustainability of their work-from-home arrangements.


SUSTAINABILITY WITH PARTNERS

Blue Connections IT demonstrates its commitment to improving its environment footprint through initiatives such as:

- reducing freight emissions
- consolidating shipments
- using recycled materials in logistics.

Additionally, Blue Connections IT collaborates with partners to present the latest environmentally friendly recommendations to its customers.

By prioritising partnerships with vendors that share its sustainability values, Blue Connections IT ensures its operations are environmentally responsible and socially conscious. The organisation's comprehensive approach to ESG not only benefits the planet but also enhances customer trust and loyalty.



Lenovo and Blue Connections IT recently collaborated to help Urbis become a carbon neutral certified organisation through the delivery of a device offset program. This empowered Urbis to offset the carbon emissions associated with each Lenovo end-user device over its average lifecycle at the point of purchase.

Lenovo is one of Blue Connections IT's largest partners, maintaining a long-standing collaborative relationship since the company's inception. Together, they delivered more sustainable packaging for monitors and stands by removing unnecessary packaging, reducing freight costs, landfill, and associated carbon emissions.

Since 2018, more than 50 million Lenovo laptops have been made with low-temperature solder technology. The company is committed to ensuring 100 per cent of PC products will contain post-consumer content (PCC) recycled plastic by FY2025/26, with 76 per cent of repairable PC parts returned to its service centre to be repaired for future use in the same timeframe.

Like Blue Connections IT, Lenovo is committed to building a sustainable future for all. Lenovo provides tailored sustainability services, devices, and infrastructure solutions from its broad portfolio, working closely with customers and partners to support target outcomes across the IT lifecycle, ensuring sustainability is built into the core of its devices and solutions.

Lenovo is helping to reduce its environmental impact by making the industry's broadest tech solutions portfolio more sustainable. Impressively, 100 per cent of Lenovo's commercial notebooks and desktops—including the ThinkPad® and ThinkCentre® devices—are ENERGY STAR® certified, while its Intel® Core™-based PCs, such as the Lenovo ThinkPad X1 Series, have improved their performance by 2.47 times per watt over the last 10 years.



THINKPAD X1 CARBON GEN 12

The world's first laptop powered by Intel® Core™ Ultra processors, with integrated AI, features recycled post-industrial and PCC throughout.

While the ThinkPad X1 Carbon Gen 12 laptop still uses carbon fibre for the chassis, some of that carbon fibre is recycled from post-industrial remnants and is used along with 90 per cent recycled magnesium.

Additionally, the chassis, battery pack, speaker enclosure, and power adaptor all include PCC recycled plastic.



THINKPAD X1 2-IN-1 GEN 9

The ThinkPad X1 2-in-1 Gen 9 uses 75 per cent recycled aluminium on the top cover, while the bottom cover blends 55 per cent recycled aluminium with 45 per cent hydro aluminium.

Its keyboard frame relies on 75-90 per cent recycled magnesium across different models.

Additionally, many of the components used to create this laptop rely on PCC recycled plastic, including the speaker enclosure, power adaptor, keycaps, and more.



For more information on how Blue Connections IT and Lenovo can help your business develop its sustainability and ESG commitments, contact the team today.

Get In Touch:

 1800 659 477

 contact@blueconnections.com.au

 www.blueconnections.com.au

