EMPLOYEES -
ARE THE KEYS TO SUCCESS!

- turn the key to open up for new opportunities!

SUSTAINABLE
TECHNOLOGY

1: BACKGROUND:

NONAME A/S (APPENDIX1) has 550+ suppliers, +100K customers, 4K employees, approx. 2.3 million users on cloud platform, 250K product numbers and 9.2 billion euros in net sales (Q1 2019). NONAME A/S A/S is a market-leading IT distributor, that has manufacturers and suppliers such as HP, Samsung and Lenovo on one side of the supply chain, and the other have resellers like Dustin, Atea, who then sells to end-customers such as public bids and retail (ANNEX2).

1A: WHAT BUSINESS CHALLENGES AND OPPORTUNITIES DO THEY HAVE?

In the annual report from 2018, theres a SWOT (ANNEX3) analysis, and seen from a CSR perspective, the biggest challenges are "lack of experts" - which can be interpreted as **not** being able to maintain the business insights/key employees or not being able to attract talent with necessary IT skills. As opportunities, there areas such as "business opportunities" that could be a direction towards shared value partnerships. An outspoken weakness is "image of industry", which could be based on the fact that in the public eye, and thus externally, a lack of being vocal about responsibility and, as a minimum, acknowledges its climate impact (socially, environmentally and financially).

1B: WHATS THE CSR MATURITY OF THE COMPANY?

In the latest CSR report (June 2019), NONAME A/S A/S addresses 4 CSR focus areas that aligns the **UN Guiding Principles** with a strong emphasis on talent development and the fact that the key to developing sustainable financial business is at the hand of the employees. Sustainable Technology provides a change management, on how to come from a "bare minimum" and to be able to also create climate-conscious growth (ANNEX4), and it can be illustrated by using a corporate social innovation model (ANNEX5), which shows a gradual development from behaving responsibly ("do no harm") to being able to **do more and doing better** (do good), which is expected to reverse the "negative" public image of the ICT industry.

PURPOSE & GOAL

2A: WHAT SHOULD BE THE OVERALL PURPOSE OF THE CSR STRATEGY?

The reason why NONAME A/S should start deploying a more environmentally sustainable business can be done by using an "outside-in" approach, where the external influences such as eg. "Five markets of change" (ANNEX6) based on the needs "ethics and responsibility", the market with the conscious consumer or interactions as "value and money" can be connected with NONAME A/S business model about having the right business model mix, the right suppliers, products and retailers. Compared to the customer's need for information about the environmental consequences of the "ir-responsible consumption" of IT equipment, the impact of the company within the SDG´s, the"future-proof" market position can be found in the middle, where its "sustainable business", but in a more social, environmental aware context too. Looking ahead towards 2030, there is an estimated market (ANNEX7) for Danish companies of USD 60 billion and within the energy sector alone, there is an estimated market of 5.5 billion USD.

2B: WHAT GOALS, SHORT AND LONG TERM, SHOULD BE MET?

The overall purpose is to combine the current strategy (MORE), an analytical method (ACE) with a "Value Scan", where you view the SDGs as an "purchase order from the future". (ANNEX8). Short term its a mapping of the employees' interest in sustainable procurement or services, and then set up a pilot team consisting of marketing, CEO and solutions, who map if there are suppliers that have: 1) An eco-product line, 2) Certifications, 3) External communication on CSR or at resellers who 4) buy the most sustainable product, 5) Communicate the company impact within the SDGs, or 6) guide the new business opportunities within the SDGs. Step1 (SEAT = WAAS) will focus on increased employee engagement and set up a task force that rates partners and products (WAAS). There will be a strong focus on what the "**true cost price**" is (PUMA/"*What if the environment sent us a bill?* - https://www.greenbiz.com/blog/2012/02/10/pumas-eco-impacts-kicks-ball-forward-transparency*), and what is the impact on the environmental, social and economic bottom line. For the conscious consumer (ANNEX9), the experience after the purchase will be an indication of the positive, as well as the negative impact within the SDGs. As a motivational factor, and perhaps something to aspire to, and further strengthening the revenue and brand, one can, through the mapping of one's ESG score, potentially, according to Global Knights 100, become the world's most sustainable company (ANNEX10).

Step 2 (SEAT = IAAS + SAAS) could be a ranking of the partner's ESG "score", depending on how many sustainable products were purchased or how much CO2 was saved. Step 3 (SEAT = IAAS + SAAS + PAAS) is where the SDGs is evolving into digital platform (SaaS 2.0) where you can guide the partners for appropriate key actions SDG 13, which can create better social, financial and environmental conditions for globally "leaving no one behind". Sustainable Technology (abbreviated SusTech) should also be tracked (ANNEX11), and gradually increased in relation to the SEAT business model. The metrics are followed and measured could be improved image perception, improving competitiveness or number of onboarded "climate-conscious" suppliers or resellers.

PROJECT PLAN

3A: WHO SHOULD BE INVOLVED IN DEVELOPMENT OF THE CSR STRATEGY?

From strategy to the operational level, it can be illustrated from how the vision is transformed into key actions and initiatives (ANNEX12). A business-driven CSR agenda must enter into the heart of the company, so that people with specialized business insights, contributes to the strategy development (ANNEX13). For example, Solutions, which is a unit across the various product areas - supplies, storage, accessories, PC - can identify which SKUs/SaaS can be sold or bundled together, and present it to the resellers, who has the best CSR rating and biggest potential. Solution passes the information for Sale, which must strive to get the partners to subscribe to the SusTech program. The mapping (ANNEX14) of suppliers and reseller can then be selected from a "best of class" principle, while the final decision on which supplier or resellers who might obtain an identical rating in an ESG score must be compared other sets of data from CLV or "customer journey". The purpose is to gain a "quick-win", which is used as a starting point for mapping a larger number of partners thus the potential for a larger purchase.

3B: WHICH KEY SUCCESS FACTORS SHOULD BE INCLUDED - AND WITHIN WHICH TIMEFRAME?

Key success factors can be the number of dealers who, for example, has a separate CSR report, has a specific CSR section on their website, if they state, for example. energy efficiency on their products, or perhaps inform about the issues and challenges of dealing with e-waste. The timeframe of mapping the best 5 partners (resellers/suppliers) both upstream and downstream of the core business (ANNEX2) within 3-9 months could form a valid set of data as a framework for developing the SusTech change management project.

STAKEHOLDERS

4A: WHO ARE THE PRIMARY CSR STAKEHOLDERS?

Primary stakeholders (ANNEX14) are the sales, CEO, suppliers/resellers and CSR responsible that form a strong foundation for a profitable and strategically solid and sustainable business. The CSR responsible ensures compliance with applicable and potential future law/policies. The CEO defines a new strategy or change management, that can change the perception of the industry. Resellers, who take responsibility by making a conscious choice, when purchasing IT products and services. The key metrics can be the number of partners, who are subscribing to SusTech, a certain number of employees who express commitment, the fulfilment of benchmarks for future suppliers, or the number of environmentally friendly products sold.

4B: WHAT ARE THE REQUIREMENTS AND EXPECTATIONS?

The requirement for e.g. the CSR responsible is that, as a person who complies with the applicable legislation, manages employee training in relation to GDPR, anti-corruption, and it must be expected as market leader ("lead by example") that in the future repercussions of TCFD (**TCFD**: Taskforce on Climate-related Financial Disclosures /TCFD: https://www.fsb-tcfd.org/) could be included or carbon taxation/ICP (Internal Carbon Pricing: https://hbr.org/2019/05/future-proof-your-climate-strategy). The requirements of the resellers and future suppliers could be that NONAME A/S A/S acknowledges the climate impact, shows leadership skills and be a frontmover, when it comes to investigating possibilities in the entire supply chain. For the resellers, in particular, it is expected that NONAME A/S uses their market insights and leverage to provide solutions, SaaS or SKUs, that are most climate-friendly or have a minimal environmental footprint.

RISK ASSESSMENT

5A: WHAT ARE THE INTERNAL AND EXTERNAL RISKS?

As identifying risks, and to what extent they affect the company or industry, a modified PEST (ANNEX16) analysis is used. An external risk can be a nationwide legislation for a 70% reduction of CO2 by 2030, which leads to high demands in the market for energy-optimizing IT solutions. It could be the supplier suddenly became involved in illegal and oppressive working conditions at the factory. Internal risks can be a lack of gender equality amongst employees, corruption or parts of the SKUs are subject to tax concerning e-waste, requirements of "design to disassembly" or non-recyclable waste in regards to packaging

5B: ACTION PLAN TO COUNTER THEM:

Preserving the market-leading position requires timely action, due dilligence and external cooperation with eg. business networks, where the minimization of packaging, increased public/political demands for recycling, circular economy, increased market demands for traceability could be themes, but it can also be a sales-oriented approach to the drivers of the market and purchasing power therein or it could be e.g. mapping existing partners or when onboarding, using criteria such as: Is it good for the core business? Is it beneficial for the environment, profit and human social needs? Internally the CSR report and the WeCare program can be used to increase engagement and inspire employees to become more "enablers" for sustainable operational excellence - and "lead by example" and have more climate-conscious suppliers for office supplies ands stationary, furniture etc.

CLEAR PURPOSE

6A: HOW SHOULD A CLOSER LINK BETWEEN BUSINESS & CSR ENGAGEMENT BE ACHIEVED?

The objective of NONAME A/S is to increase the competitiveness of suppliers and resellers and to keep their business sustainable and profitable. At NONAME A/S, this process takes place as a "subscription form", called a SEAT (ANNEX17), where the customer/partner relationship has close ties to NONAME A/S, which has digitized the customer journey/experience, have measurable KPIs, has analyzed the customer's value (CLV) in relation to performance, which have resulted in a "customer score/value". An internal program "WeCare" has recently been launched, which aims to increase corporate engagement. The quotation on the cover of this report is taken from the CSR report 2019, where the employees are referred to as holding the keys to success, while the extension "… turn the key to open up for new opportunities!" hints the movement towards "business opportunities" for selling SKUs, services or needs as expressed within the SDGs. A ´model of change´ (ANNEX18) can be used to show the degree of "thawing" (ANNEX18: PECs 1-4), from the base of 3 pages about CSR in the annual report 2018 to a separate CSR publication report of 22 pages in June 2019. The pay- off: "we make technology accessible" aligns with the indicator: SDG9.C: "Give everyone access to ICT". The SusTech change project can evolve from employee behaviour to procurement, over sales, customer dialogues and measures sales on the SusTech part of the SEAT. In order to obtain the social, financial and environmental values of the SDG sales platform, a ValueScan (ANNEX19) are used to define the **primary** (Purpose = SDG12), **secondary** (Value captured = SDG8) focus areas, a **negative** impact (value destroyed = SDG15) and areas of **potential** development (Value opportunities = SDG17). For example, the gains can be measured from the indicators of the SDGs, or science-based targets, such as **SDG12.3 / Sustainable management of natural resources, SDG9.C / Give everyone access to the Internet at an affordable price** and **SDG8.1 / Higher economic productivity**, where a ROI/SROI can be measured for increasing revenue traced from SusTech, expenses for SusTech, risks associated with NOT taking action and show due diligence can be calculated in an assessment tool (ANNEX20).

6B: WHAT KIND OF BUSINESS & SOCIETAL VALUE CAN BE ATTRIBUTED TO CSR EFFORTS?

There are many variations of "-tech" (ANNEX21), which show the prevalence and use of IT in all areas of society. The synthesis between IT and sustainability can be achieved by doing MORE, and DO better and acknowledging the impact, and ensuring that one's core business and revenue streams are "future-fit" when megatrends/societal pressure drives a behavioral change for the end-user. One way to do it, is to "sell, what we already have got", and have a "curated offering" (ANNEX22) ", which describes the true cost, the real selling price, which is read socially, environmentally and financially. The **positive** impact is business growth /sustainable business, reduction of CO_2 emissions, while the **negative** impact can be from freight, transport and manufacturing, while the partnership (SDG17), on the social bottom line, has contributed to education within STEAM (Science, Technology, Engineering, Arts and Mathematics) competencies. One KPI is to get a larger number of partners to subscribe to SusTech's partner program, scale energy-efficient solutions to the market, sell more environmentally friendly products, and participation in design prints focusing on global tech challenges or shift parts of one´s cloud engagement to a sustainable green hosting could be benefits.

CORPORATE ENGAGEMENT

7A: HOW CAN THE CSR BE ORGANIZED? ("HARDWIRING")

In a market-driven performance culture (ANNEX23), where the returned value (ROI) are the baselines for a profitable business, the SusTech program must include targets, that trigger a financial bonus, which stems from a KPI followed and tracked in the Sales out report (BI). A mapping or assessment analysis of the partners could result in an "ESG score", which potential could be included in future "carbon taxation" at the company or industry level. After the pilot project is completed and the result is available, SusTech can be anchored in a task force (ANNEX24), consisting of competencies across the organization with PR/marketing with responsibility as SROI of the new sales area, mapping the reseller's need for sustainable IT and CSR maturity. BizzDev, aligned with CLV, matches bids and solutions to qualified leads. The CEO provides input to which partners who has the best "customer score", who have the greatest earnings potential, and defines which SDG domains to have in focus on in the next 6, 9 or 12 months. Group Management ensures that they are the best available SKUs or services, that are in the product portfolio ´best of class´, and must set the framework and contents of a SusTech partner program. KSF (key success factors) can be the response rate, user feedback or revenue traced to SusTech.

7B: HOW CAN YOU ENGAGE MANAGERS AND EMPLOYEES? ("SOFTWIRING")

The managers must have a sense of teamwork (ANNEX25) and must communicate that input from the employees are highly appreciated and valued. Managers can externally increase public awareness and brand positioning by participating in expert forums or by participating in SDG-related IT events. The middle managers must clarify the climate impact internally through daily use of company credit with f.x. CO_2-limit for daily use or sustainable hotelbookings (ANNEX26) while the employee is encouraged to carry out voluntary work (in-kind) within IT development, or to provide more "sustainable operational excellence", where eg. can use a more climate-friendly as oppose to Google/Firefox etc.

COLLABORATIVE CO-CREATION

8A: WHO CAN YOU COOPERATE WITH AND WHAT IS THE PURPOSE?

Partnerships (ANNEX27) are collaborations with experts within product responsibility, or think tanks within counseling and urban planning, where the purpose is to gain knowledge about the energy consumption in connection with urbanization as well as scaling energy-efficient products/SaaS towards the indicator **SDG13.2/Measures to combat climate change must be integrated into national policies, strategies and planning**. Another collaboration could be with authors who, based on science, have assessed the greatest opportunities for reducing/drawdown CO_2 emissions. The purpose is in line with **SDG7.2.1 / Share of renewable energy in total energy consumption**, which, by combining IT skills and use of AI/ML can prevent an accelerating power global consumption from air conditioners, refrigerators etc. A third collaboration could be with a company that delivers cheap wi-fi equipment in developing countries that "connect the unconnected", where **SDG9.3/the share of small and medium-sized enterprises in the industry's total value added** is an indicator of the purpose, as the joint efforts are the basis for education and potential, local business growth.

8B: WHAT CAN YOU CONTRIBUTE TO THE COOPERATION YOURSELF - AND WHAT ARE THE CONTRIBUTIONS OF THE OTHERS?

In the collaboration with building consultants, NONAME A/S can contribute with access to market, knowledge of SKUs/SaaS and sales ratio, where the partner contributes with insight on upcoming urban construction and the preliminary climate-conscious measures. Authors will be able to provide scientific, valid data and the environmental impact of such, and ALSO contributes with SKUs/SaaS, which potentially reduces CO_2 emissions. In the case of wi-fi equipment, the company's contribution, is the close contact with local entrepreneurs and business logic in foreign markets, and ALSO are contributing with network specialists and insights about route to market.

CLEAR COMMUNICATION

9A: WHO ARE THE TARGETS FOR THE COMMUNICATION?

As part of the Model of Change (ANNEX 18: Sections 5-9), the external partner or employee need to communicate about the efforts, one has already done, or will commit to do onward, in order to reduce the climate impact. Sales department should be involved with topics and issues such as the calculated risks of **not** future-proofing the business, societal drivers, or for CO_2 emissions through cloud solutions/´black hosting´. Internally, one can divide the communication (ANNEX28) into Sales staff, employees, and other management, wherein the latter case, with the specific purpose of obtaining commitment or buy-ins from management in other countries, that it is absolutely necessary and required to calculate the business value on the social, financial and environmental bottom line.

9B: HOW SHOULD ALSO A/S COMMUNICATE AND IN WHICH CHANNELS?

Communication must be inclusive, in a spirit of ´conversation´, with an emphasis on that it is ONLY with input from each other, the Global Goals can be met and the gaps closed, solving global challenges. There is already a well established partner network, which have mailouts every 2 weeks. In that format, the subscribers could receive info on how SusTech could give values back to the business, the environment and in a social context. KPIs could be the measurement of customer satisfaction, loyalty score, engagement/interaction on SoMe or tracking the number of unsolicited applications could be other goals. The employees have an internal weekly newsletter, where ´daily actions´ are shared about waste management, stationary and office supplies, minimizing food waste, improving energy efficiency in the different departments or a poll could be initiated, where employees could vote for the most sustainable supplier/partner within a certain timeframe.

CHALLENGES: Seen from a CSR perspective, the biggest challenges are **"lack of experts"** - which can be interpreted as **not** being able to maintain the business insights/key employees *or* not **being able to attract talent** with necessary IT skills.

BUSINESS OPPORTUNITIES: Opportunities could *shared value* partnerships. An outspoken **weakness** is **"image of industry**", which could be based on the fact that in the public eye, and thus externally, is a lack of being vocal about the responsibility and, as a minimum, the ICT industry acknowledges its climate socially, environmental and financial impact.

SUSTAINABLE
TECHNOLOGY

SWOT

reference:
annual report 2018

THREATS ▼
- ► Channel Shift
- ► National protectionism
- ► Lack of IT Experts
- ► Operative Risks
- ► Cyber Security

OPPORTUNITIES ▼
- ► Competition
- ► New Business Opportunities
- ► Acquisition Targets
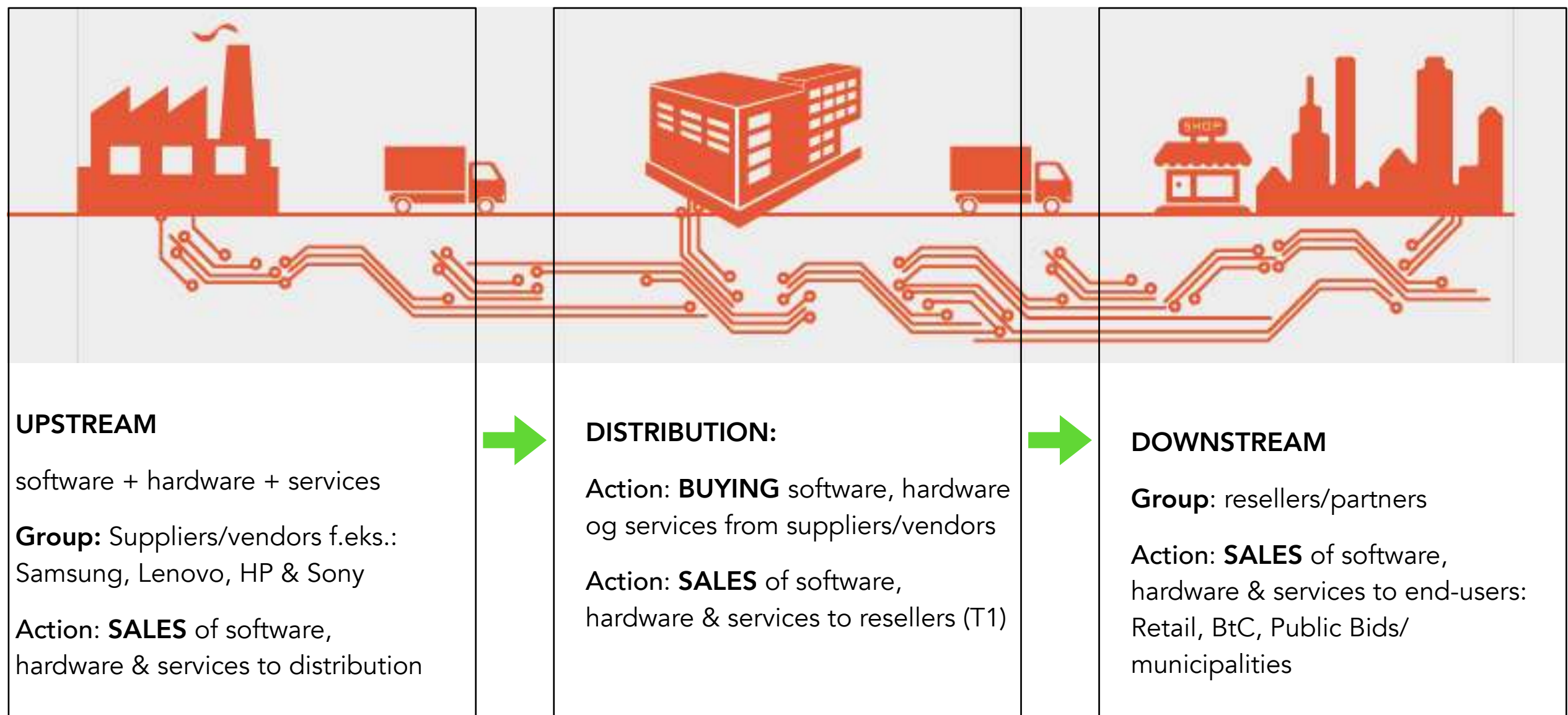- ► Start-up Mentality

WEAKNESSES ▼
- ► Image of Industry
- ► Vendor Concentration
- ► Countries Concentration

STRENGTHS ▼
- ► Clear Strategy
- ► Analytics
- ► Execution
- ► Speed
- ► High scalability
- ► Barrier of Entry

SUSTAINABLE TECHNOLOGY

SUPPLY CHAIN

ALSO A/S is a market-leading IT distributor, that has manufacturers and suppliers such as **HP, Samsung** and **Lenovo** on one side of the supply chain, and the other have resellers like **Dustin**, **Atea**, who then sells to end-customers such as public bids and retail segment.

UPSTREAM

software + hardware + services

Group: Suppliers/vendors f.eks.: Samsung, Lenovo, HP & Sony

Action: SALES of software, hardware & services to distribution

DISTRIBUTION:

Action: BUYING software, hardware og services from suppliers/vendors

Action: SALES of software, hardware & services to resellers (T1)

DOWNSTREAM

Group: resellers/partners

Action: SALES of software, hardware & services to end-users: Retail, BtC, Public Bids/ municipalities

SUSTAINABLE TECHNOLOGY

In the latest CSR report (June 2019), ALSO A/S addresses 4 CSR focus areas that aligns the **UN Guiding Principles** with a strong emphasis on talent development and the fact that the key to developing sustainable financial business is at the hand of the employees.

Global Compact Network Denmark

ACT RESPONSIBLY & **DO NO HARM..**
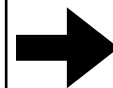
DO GOOD AND DO **MORE...**
- Local business and Global Goals
- Resilient business growth strategies
- Value creation through activities and partnerships

SUSTAINABLE TECHNOLOGY

FIVE MARKETS OF CHANGE

NEEDS

1. Involvement and participation

2. Interaction and sharing

3. Social interaction and sharing

4. Meaningful and self-realisation

5. Transperancy and fairness

6. Ethics and responsibility

MARKETS

1. Collective intelligence markets

2. Hybrid markets

3. Conscious labour markets

4. Activism markets

5. Ethical consumption markets

EXCHANGES

1. Problems, feedback, ideas

2. Products, services, enthusiasm and skills

3. Work, engagement and fulfillment

4. Information and actions

5. Value and money

CUSTOMER NEEDS

- Whats my positive as well negative contribution to climate change?

- How many procent of my revenue can be traced to a positive contribution to the **Sustainable Development Goals?**

- Whats my positive as well negative impact on my last IT purchase order?

- How can I ensure my future business in regard to climate **impact, socially and financially?**

FOUR LEVERS OF INCOME

BUSINESS MODEL MIX

Systematically expanding and developing the Solutions and as-a- Service business models.

VENDOR MIX

Securing an attractive supplier portfolio by means of short reaction times to changes in general conditions on the ALSO marketplace.

PRODUCT MIX

Rapidly providing innovative products and services with high growth potential.
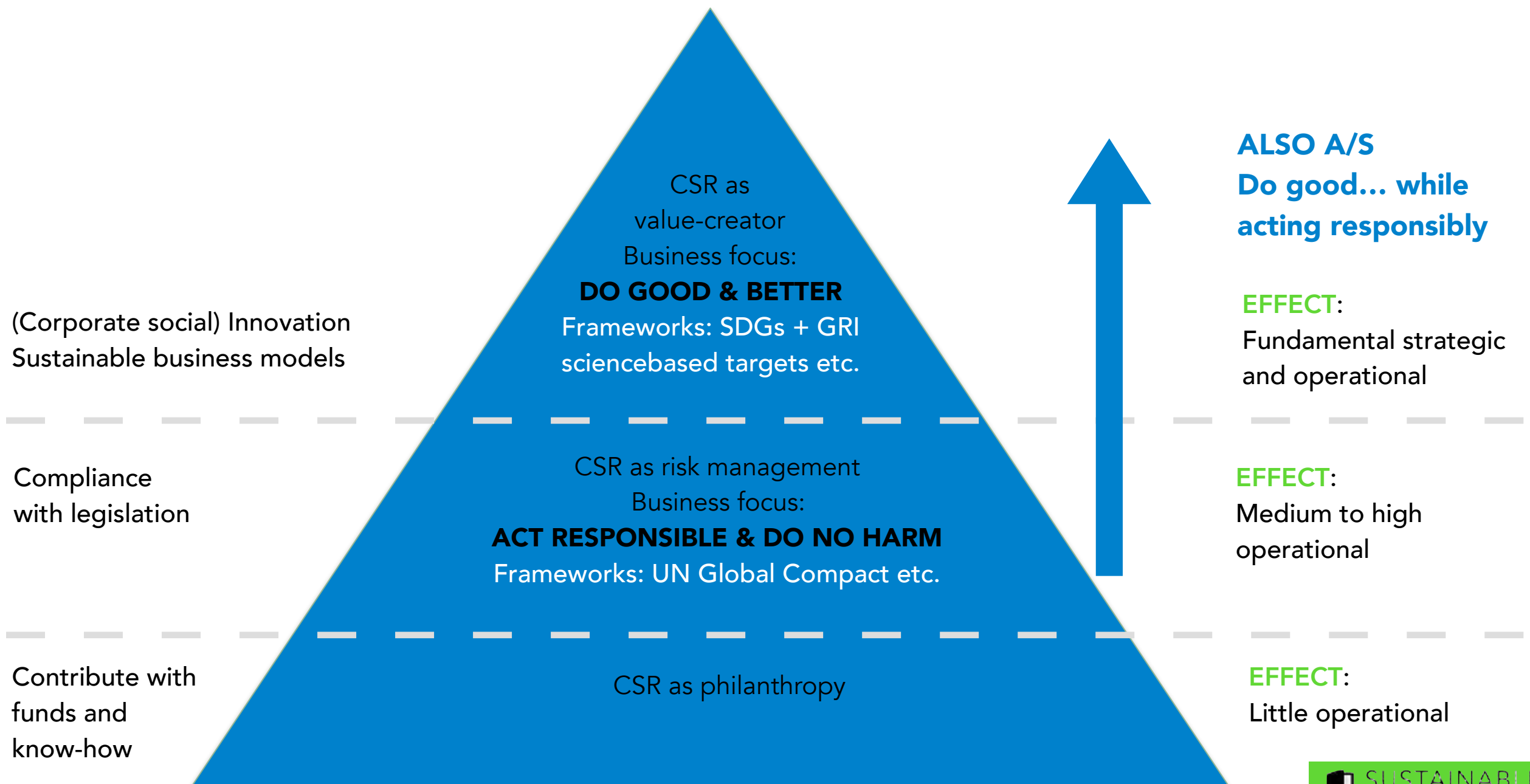
RESELLER MIX

Focusing on fast-growing buyer groups with perfectly tailored services and connection to the CRM.

BILAG 6 - VALUE PROPOSITION
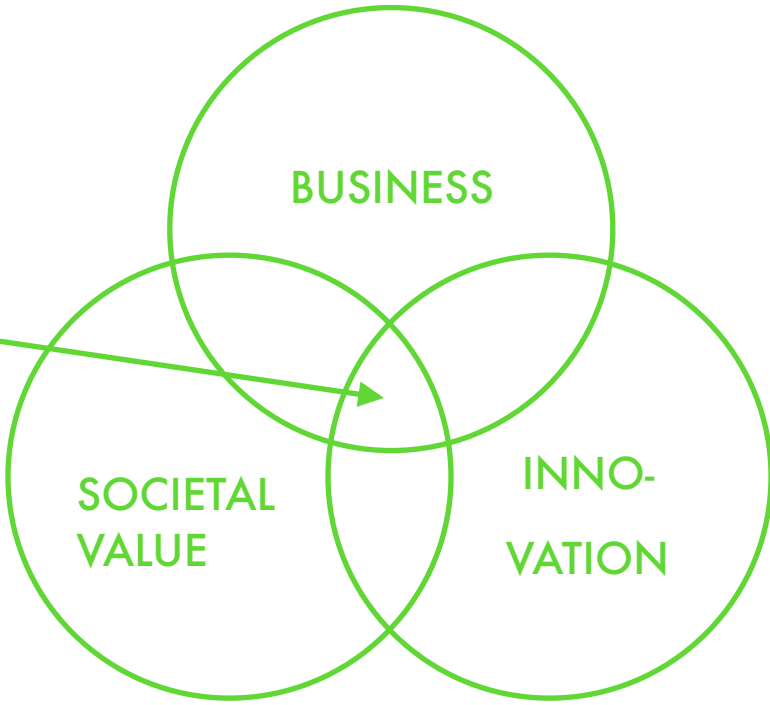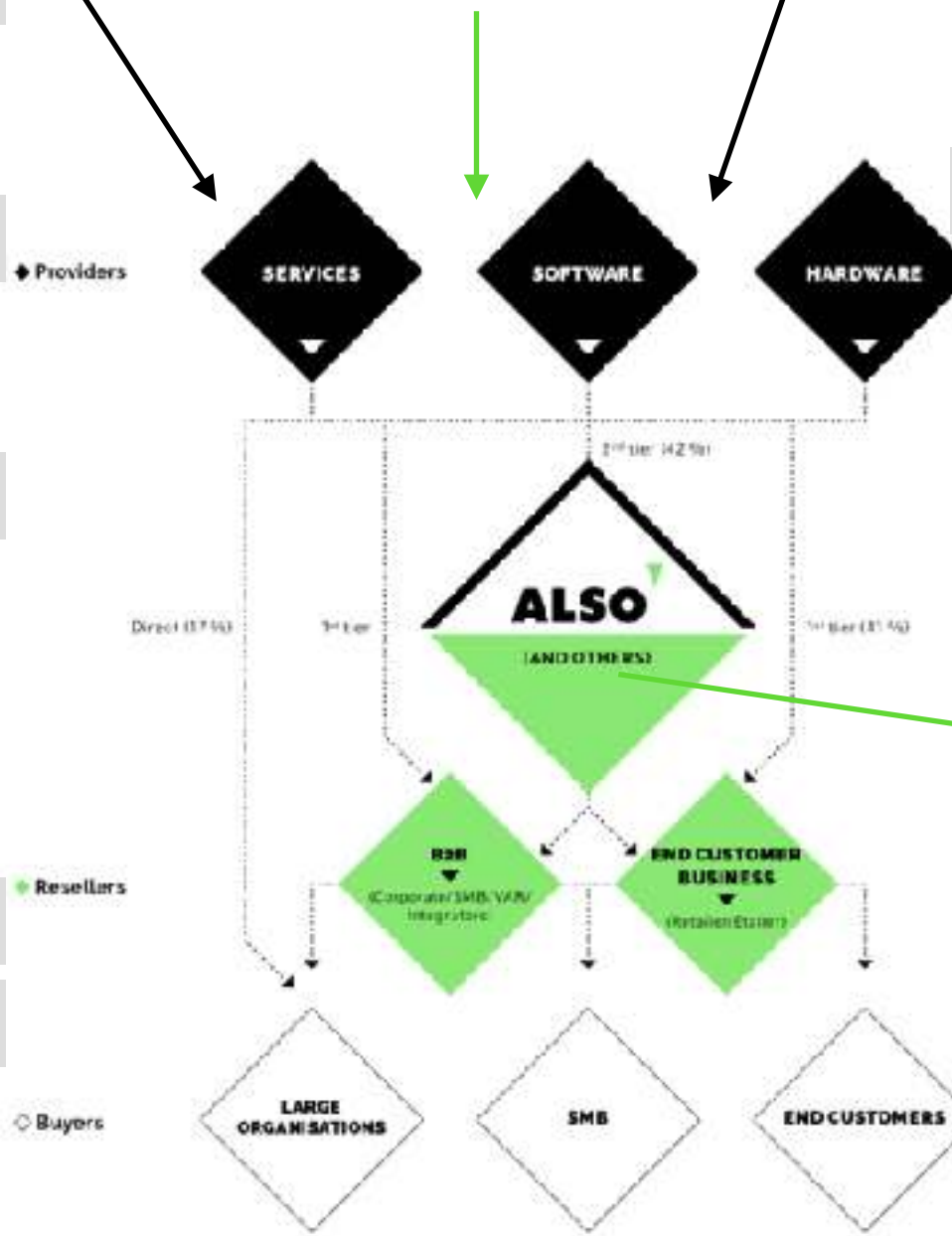
It can be illustrated by using a **corporate social innovation model**, which shows a gradual development from behaving responsibly ("do no harm") to being able to **do more and doing better** (do good), which is expected to reverse the "negative" public image of the ICT industry.

CSR as
value-creator
Business focus:
DO GOOD & BETTER
Frameworks: SDGs + GRI
sciencebased targets etc.

(Corporate social) Innovation
Sustainable business models

CSR as risk management
Business focus:
ACT RESPONSIBLE & DO NO HARM
Frameworks: UN Global Compact etc.

Compliance
with legislation

CSR as philanthropy

Contribute with
funds and
know-how

ALSO A/S
**Do good… while
acting responsibly**

EFFECT:
Fundamental strategic
and operational

EFFECT:
Medium to high
operational

EFFECT:
Little operational

SUSTAINABLE
TECHNOLOGY

The mapping of suppliers and reseller can then be selected from a "**best of class**" principle, while the final decision on which supplier or resellers who might obtain an identical rating in an ESG score must be compared other sets of data from CLV or "customer journey".
The purpose is to gain a "**quick-win**", which is used as a starting point for mapping a larger number of partners thus the potential for a larger purchase.

VENDORS: HP, SAMSUNG; LENOVO ETC.	RESELLERS: DUSTIN, ATEA, DANOFFICE ETC:
External communication: Is the CSR report a separate publication?	**Communication:** Do they have a separate microsite about sustainable IT?
External communication: Is there an sustainability section on the corporate website	**Communication:** Is the sustainability agenda easy to locate on the website?
SKU Certifications: Energy efficiency (A+ to A+++)	**SKU Topseller:** Do they compare SKUs on spec-level and guide to the most sustainable alternative?
SKU Certifications: TCO, EPEAT, Svanen, Energy Star, EU-blomsten	**Image of industry:** Info about e-waste policy on corporate site?
SKU circular economy: Design to disassembly	**Topseller:** Do they offer partnerprograms for unlocking business growth within the framework of SDG?
SKU circular economy: Material efficiency	
Image of industry: Info about e-waste policy on corporate site?	

SUSTAINABLE TECHNOLOGY

DISCLAIMER: This only serves as an illustration, but made to match a global, market-leader within ICT distribution.

CUSTOMER NEEDS:

Whats my positive as well as negative

IMPACT ON CLIMATE CHANGE

for the latest ICT purchase?

13 CLIMATE ACTION

The SusTech change project can evolve from employee behaviour to procurement, over *sales, customer dialogues and measures sales* on the SusTech part of the SEAT.

In order to obtain the social, financial and environmental values of the SDG sales platform, a ValueScan are used to define the **primary**, **secondary, negative** impact and areas of **potential** development

PURPOSE=SDG12 + SDG 9

VALUE CAPTURED=SDG8

VALUE DESTROYED=SDG15

VALUE OPPORTUNITIES=SDG17

VALUESCAN: http://maerkcph.dk/

SUSTAINABLE
TECHNOLOGY

GREEN=YES (5)	RED=NO (1)

VENDORS: SAMSUNG

External communication: Is the CSR report a separate publication?	RED=NO (1)
External communication: Is there an sustainability section on the corporate website	GREEN=YES (5)
SKU Certifications: Green product line?	RED=NO (1)
SKU Certifications: Energy efficiency (A+ to A+++)	Green=YES (5)
SKU Certifications: TCO, EPEAT, Svanen, Energy Star, EU-blomsten	Green=YES (5)
SKU circular economy: Design to dissassembly	RED=NO (1)
SKU circular economy: Material efficiency	RED=NO (1)
Image of industry: Info about e-waste policy on corporate site?	RED=NO (1)
TOTAL ESG SCORE	15

VENDORS: LENOVO

External communication: Is the CSR report a separate publication?	GREEN=YES (5)
External communication: Is there an sustainability section on the corporate website	GREEN=YES (5)
SKU Certifications: Green product line?	RED=NO (1)
SKU Certifications: Energy efficiency (A+ to A+++)	RED=NO (1)
SKU Certifications: TCO, EPEAT, Svanen, Energy Star, EU-blomsten	Green=YES (5)
SKU circular economy: Design to dissassembly	RED=NO (1)
SKU circular economy: Material efficiency	RED=NO (1)
Image of industry: Info about e-waste policy on corporate site?	RED=NO (1)
TOTAL ESG SCORE	15

RESELLER: ATEA

Communication: Do they have a separate microsite about sustainable IT?	GREEN=YES (5)
Communication: what is considered important regarding sustainability and impact? (social, profit or environment?)	GREEN=YES (5)
Communication: Is the sustainability agenda easy to locate on the website?	GREEN=YES (5)
SKU Topseller: do they compare SKUs on spec-level and guide to the most sustainable alternative?	RED=NO (1)
Image of industry: Info about e-waste policy on corporate site?	Green=YES (5)
Topseller: Do they offer partnerprograms for unlocking business growth within the framework of SDG?	RED=NO (1)
TOTAL ESG SCORE	20

VENDORS: DUSTIN

Communication: Do they have a separate microsite about sustainable IT?	GREEN=YES (5)
Communication: what is considered important regarding sustainability and impact? (social, profit or environment?)	GREEN=YES (5)
Communication: Is the sustainability agenda easy to locate on the website?	GREEN=YES (5)
SKU Topseller: do they compare SKUs on spec-level and guide to the most sustainable alternative?	RED=NO (1)
Image of industry: Info about e-waste policy on corporate site?	RED=NO (1)
Topseller: Do they offer partnerprograms for unlocking business growth within the framework of SDG?	RED=NO (1)
TOTAL ESG SCORE	15

SUSTAINABLE TECHNOLOGY

RETURN OF EXPERIENCE

NEEDS

Involvement and participation

Transperancy and fairness

Ethics and responsibility

MARKETS

Hybrid markets

Ethical consumption markets
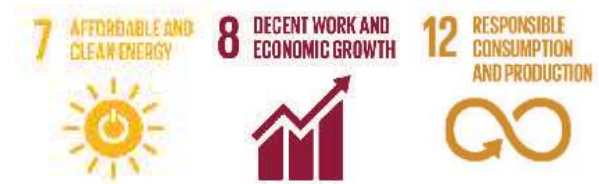
EXCHANGES

Information and actions

Value and money

CONSCIOUS CONSUMER

IMPACT

I have created SUSTAINABLE GROWTH, optimized and SAVED ENERGY and REDUCED the Co2 emissions.

My purchase also has a NEGATIVE IMPACT on the ENVIRONMENT, so I done CO2 COMPENSATION and in PARTNERSHIP donated to STEAM EDUCATION in Africa.

*"I have taken a **conscious** choice, and have done my part for **responsible consumption**"*

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

4 QUALITY EDUCATION

15 LIFE ON LAND

17 PARTNERSHIPS FOR THE GOALS

13 CLIMATE ACTION

SUSTAINABLE TECHNOLOGY

An internal program "**WeCare**" has recently been launched, which aims to increase corporate engagement. The quotation on the cover of this report is taken from the CSR report 2019, where the employees are referred to as holding the keys to success, while the extension "... *turn the key to open up for new opportunities!*" hints the movement towards "**business opportunities**" for selling SKUs, services or needs as expressed within the SDGs.

The pay- off: "we make technology accessible" aligns with the indicator:
SDG9.C: "Give everyone access to ICT". The SusTech change project can evolve from employee behaviour to procurement, over sales, customer dialogues and measures sales on the SusTech part of the SEAT.

ALSO Group
/ WE MAKE TECHNOLOGY ACCESSIBLE

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Target 9.c: Significantly **increase access** to information and communications technology and strive to provide **universal and affordable access** to the Internet in least developed countries by 2020

SUSTAINABLE TECHNOLOGY

One way to do it, is to "sell, what we already have got", and have a "**curated offering**", which describes the true cost, the real selling price, which is read socially, environmentally and financially.

KPIs and progression can be measured such as:
- **Uptake of partners to subscribe to SusTech's partner program.**
- **Scale energy-efficient solutions to the market.**
- **Sell more environmentally friendly products.**
- **Participation in design prints focusing on global tech challenges.**
- **Shift parts of one´s cloud engagement (AWS, Azure etc.) to a sustainable green hosting.**

**SUSTAINABLE
TECHNOLOGY**

Business design as conversations

I am human-centric designer, a revenue-focused mind and a graphic designer's heart with a legacy of 20 years in marketing, branding, communication and freelance work.

I have worked within the sphere of **conversations** & **interactions** and have wide set of tools to create conversational "pieces" to enable connections between humans. Always adding a dash of composition & aesthetics, a good sense of intuition and drive change for a better, more sustainable world.

I am prepared to "begin anywhere", and I am looking forward to co-create and contribute with tools, vehicles, products and services increasing the likelihood of reaching the goals sat forth in the **Paris Agreement.**

WANT TO COLLABORATE?
- LETS CONNECT!

CONVERSATIONS| KPI´S|SUSTAINABILITY

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