

HP introduces Sustainable Impact Program to drive change

The new HP Amplify Impact program represents a step forward in the company's ambitious goal to become the most sustainable and just technology company by 2030.



Gauteng, Johannesburg, Feb 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - The technology company unveiled the [HP Amplify™ Impact](#), an industry-first partner assessment, resource, and training program aimed at driving meaningful change across its three Sustainable Impact pillars – Planet; People; and Community. Partners that pledge to join the Impact program will work with the company to assess their own practices while tapping into the company's extensive investments and initiatives.

"Our goal is to work with our partners to help drive a more circular and low-carbon economy, cultivate a more diverse, inclusive, and equitable supply chain, and improve the vitality and resilience of local communities," said Christoph Schell, HP Chief Commercial Officer. "The strength and reach of our ecosystem are substantial and by bringing our partners with us on this journey, we can work together to create a more sustainable and just world."

Creating an Ecosystem of Accountability

The Amplify Impact program helps to empower partners to set bold, long-term objectives to drive positive impact. HP aims to enroll at least half of its partners in the voluntary Impact program by 2025. Participating partners will be recognized via certification and an annual awards program. The mission of the program is to drive accountability throughout the IT industry across the following key pillars:

- **Planet:** Drive toward a net-zero carbon, fully regenerative circular economy while creating the industry's most sustainable portfolio of technology, services, and solutions.

- **People:** Respecting human rights, enabling people across the value chain to thrive, and cultivating a diverse, equitable, and inclusive (DE&I) culture through initiatives such as the [HP Racial Equality and Social Justice Task Force](#).
- **Community:** Empower communities through the power of technology. Help eliminate the digital divide that prevents too many from accessing the education, jobs, and healthcare needed to thrive.

Sustainable Impact: A Business Imperative

As reflected in HP's annual [Sustainable Impact Report](#), a commitment to Sustainable Impact isn't just the right thing to do, it's also good for business. In 2020, Sustainable Impact helped HP win more than \$1 billion in new sales¹ —a testament to the high-performance, purpose-driven culture that unites the HP ecosystem and global partner community.

It also reflects the changing role of corporations in society. HP is committed to both creating values for its shareholders while building a brighter future for all stakeholders. As a result of decades spent working towards sustainability goals to create positive change, HP is recognized as one of [the world's most sustainable companies](#) and is well-poised to support the HP Amplify partner community with the resources required to identify potential gaps and provide the guidance necessary to achieve partner goals.

A Resilient Path for HP Amplify Partners

All partners can access the world-class Sustainable Impact resources no matter where they are on their journey to a more sustainable world. The PC & Print manufacturer will provide all HP Amplify partners with access to training, sales tools, marketing assets, and access to the brand's Sustainability & Compliance Centre (SCC), [HP LIFE](#), and [HP Planet Partners](#). In addition, HP will work closely with partners in select countries on the initial rollout of two distinct tracks:

- **Catalyst:** Catalyst members will take the Impact Pledge, participate in a sustainability assessment, and report sales opportunities. The initial rollout includes 19 countries: United States, Colombia, Brazil, Mexico, Turkey, UAE, Singapore, Philippines, India, Germany, UK, Sweden, Denmark, France, Italy, Spain, Canada, South Africa, and Australia.
- **Changemaker:** The Changemaker track is optimized to assist partners that do not yet have a sustainability plan in place and commit to investing in the sustainability journey. HP will closely collaborate with and support Changemaker members in the development of a long-term sustainability plan which will put them on a path to be recognized as a business that is focused on creating meaningful change. The initial rollout includes 7 countries: France, Italy, Spain, Canada, South Africa, Australia, and select partners in the United States.

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](#).

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