

HP MPS – Carbon Neutral

Marketing Playbook

Last Updated 10th June 2022

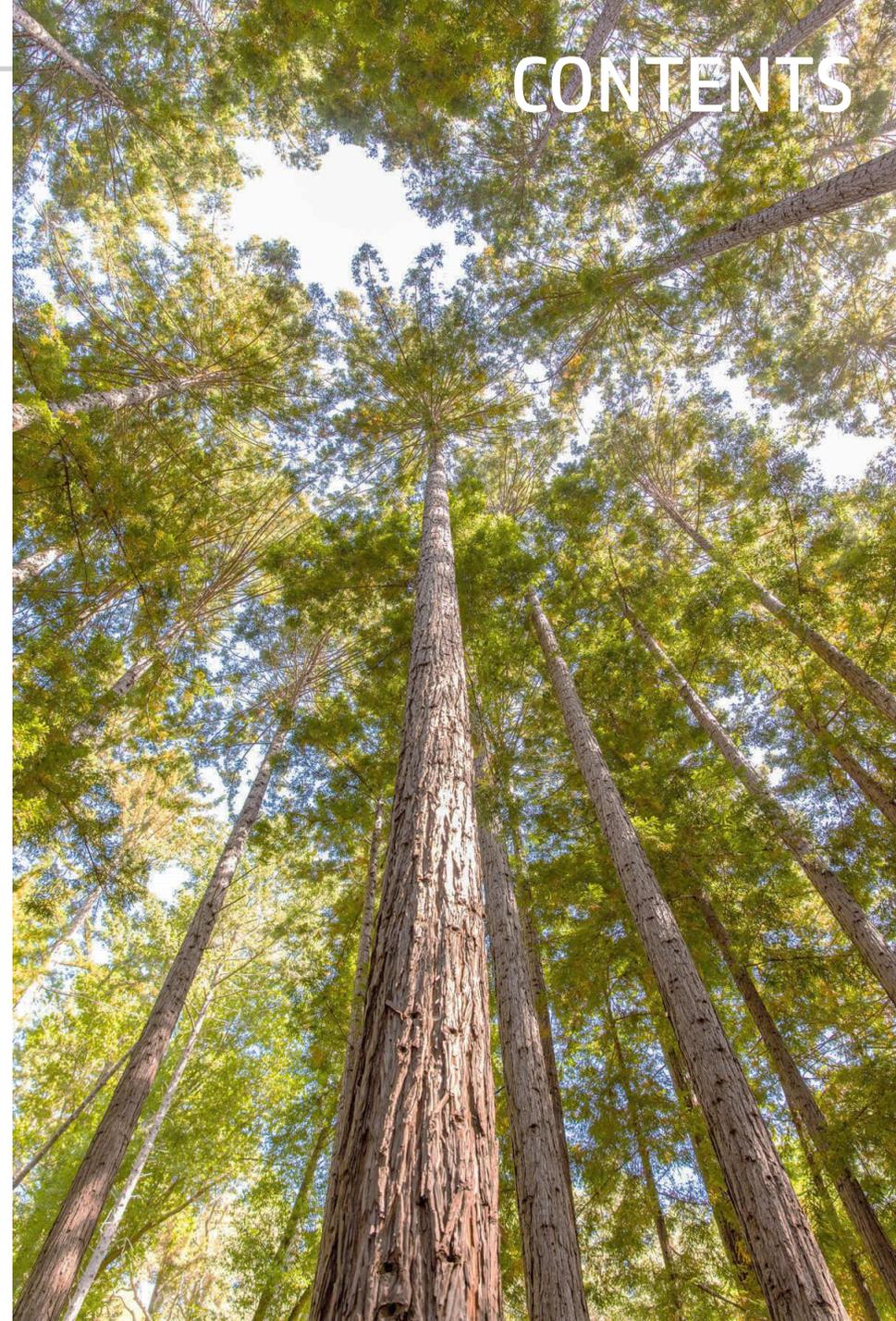




Playbook Index

This toolkit provides an overview of available Carbon Neutral MPS Messaging, Assets and Drivers.

1. [Carbon Neutral MPS launch](#)
2. [Messaging Overview](#)
3. [Content Summary](#)
4. [Visual Directory of Assets](#)
 - Assets across the customer journey
 - Digital Banners & Social Assets
 - EDMs (OFT)



Playbook Updates Log

Date	Summary of updates
10 th June 2022	<ul style="list-style-type: none">• All final and driver source file links updated
5 th April 2021	<ul style="list-style-type: none">• Carbon Offset Projects Interactive PDF – updated concentra link added
15 th December 2020	<ul style="list-style-type: none">• Carbon Neutral MPS Video – full length and short version links added• Carbon Neutral Customer Brief – final and source file links
1 st December 2020	<ul style="list-style-type: none">• Carbon Offset Projects Interactive PDF - final and source file links
20 th November 2020	<ul style="list-style-type: none">• SIRA Brochure – final and source file links• Carbon Neutral Certification Brief - final and source file links• Carbon Neutral MPS Customer Presentation - final file links

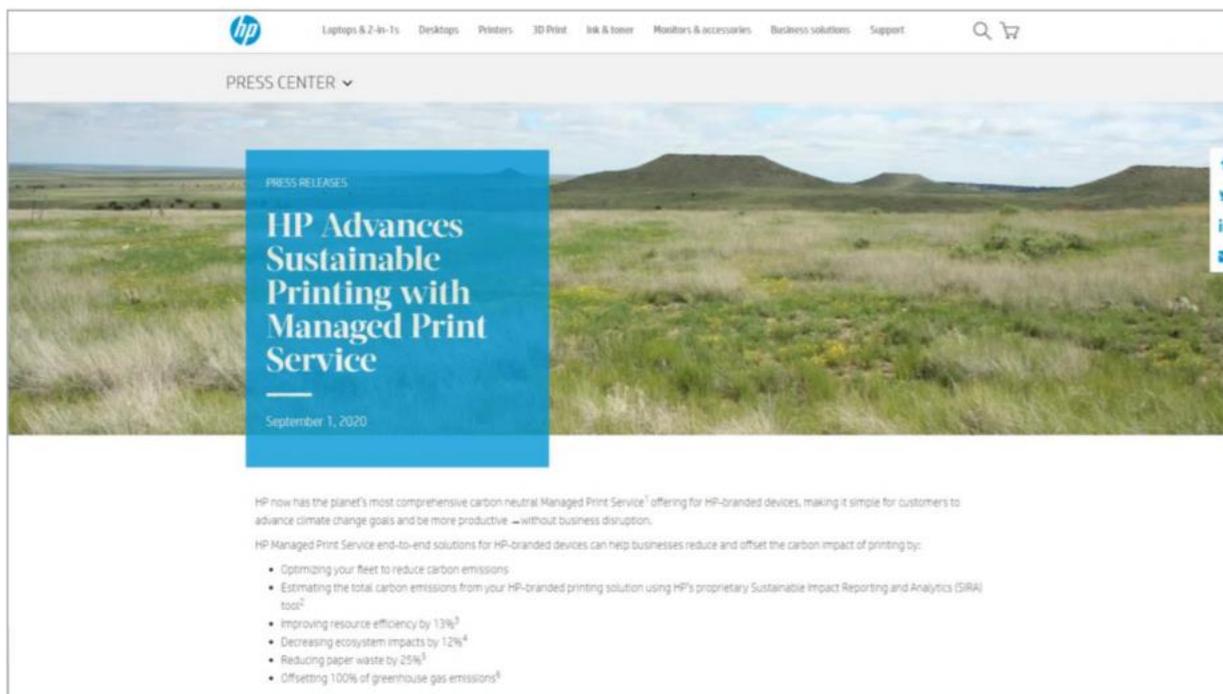
Carbon Neutral MPS launch

1



September 1st announcement

The Planet's Most Comprehensive Carbon Neutral Managed Print Service Offering*



HP

Laptops & 2-in-1s Desktops Printers 3D Print Ink & toner Monitors & accessories Business solutions Support

SEARCH

PRESS CENTER

PRESS RELEASES

HP Advances Sustainable Printing with Managed Print Service

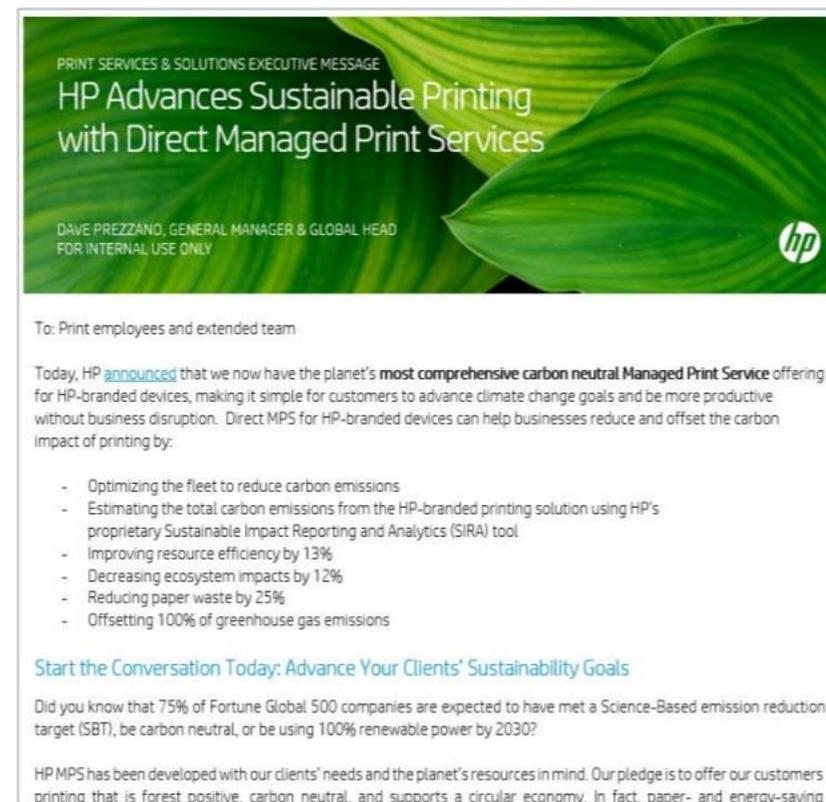
September 1, 2020

HP now has the planet's most comprehensive carbon neutral Managed Print Service¹ offering for HP-branded devices, making it simple for customers to advance climate change goals and be more productive — without business disruption.

HP Managed Print Service end-to-end solutions for HP-branded devices can help businesses reduce and offset the carbon impact of printing by:

- Optimizing your fleet to reduce carbon emissions
- Estimating the total carbon emissions from your HP-branded printing solution using HP's proprietary Sustainable Impact Reporting and Analytics (SIRA) tool²
- Improving resource efficiency by 13%³
- Decreasing ecosystem impacts by 12%⁴
- Reducing paper waste by 25%⁵
- Offsetting 100% of greenhouse gas emissions⁶

[Press Release](#)



PRINT SERVICES & SOLUTIONS EXECUTIVE MESSAGE

HP Advances Sustainable Printing with Direct Managed Print Services

DAVE PREZZANO, GENERAL MANAGER & GLOBAL HEAD
FOR INTERNAL USE ONLY

hp

To: Print employees and extended team

Today, HP [announced](#) that we now have the planet's **most comprehensive carbon neutral Managed Print Service** offering for HP-branded devices, making it simple for customers to advance climate change goals and be more productive without business disruption. Direct MPS for HP-branded devices can help businesses reduce and offset the carbon impact of printing by:

- Optimizing the fleet to reduce carbon emissions
- Estimating the total carbon emissions from the HP-branded printing solution using HP's proprietary Sustainable Impact Reporting and Analytics (SIRA) tool
- Improving resource efficiency by 13%
- Decreasing ecosystem impacts by 12%
- Reducing paper waste by 25%
- Offsetting 100% of greenhouse gas emissions

[Start the Conversation Today: Advance Your Clients' Sustainability Goals](#)

Did you know that 75% of Fortune Global 500 companies are expected to have met a Science-Based emission reduction target (SBT), be carbon neutral, or be using 100% renewable power by 2030?

HP MPS has been developed with our clients' needs and the planet's resources in mind. Our pledge is to offer our customers printing that is forest positive, carbon neutral, and supports a circular economy. In fact, paper- and energy-saving

*Based on results of third-party (WSP) research for HP of OEM MPS providers with carbon neutral offers as of June 2020. "Comprehensive" means the planet's only globally certified carbon neutral MPS service that covers lifecycle emissions due to raw material extraction, manufacturing, transportation, use of HP printers, Original HP supplies, and paper, and end of service.



2

Messaging Overview





ENABLER OF BUSINESS TRANSFORMATION

THE KEY PILLARS

HP MPS HELPS YOU
GROW WITH THE CLOUD

HP MPS UNLOCKS
RETURN ON INNOVATION

HP MPS CREATES
ADAPTIVE WORKPLACE SOLUTIONS

SECURITY

Protecting your documents & data in an evolving, fast moving cloud environment

SECURITY

Creating a secure environment where businesses relentlessly test to learn without risk

SECURITY

Keeping you connected, productive & secure wherever you need to be

THE REASONS TO BELIEVE

PERSONALISED
END-USER EXPERIENCES

SECURE WORK FROM
ANYWHERE TEAMS

COLLABORATIVE, CREATIVE
PARTNERSHIPS

DATA TRANSPARENCY &
ACTIONABLE INSIGHTS

SECURE, FRICTIONLESS &
BORDERLESS WORKFLOWS

OPTIMIZED
BUSINESS RETURNS

THE CORE STRENGTH

TRUSTED GLOBAL EXPERT

THE CORE STRENGTH

DOING THINGS THE RIGHT WAY WITH AN ECO-FORWARD MINDSET



COO

The Lynchpin

The COO is the lynchpin in the group. They have the ear of the CEO & they are up close with the daily realities of the business. They are often tasked with landing large scale corporate initiatives & they work very closely with both IT & procurement to build the company's tech ecosystem.

But their role has traditionally been an executional one.

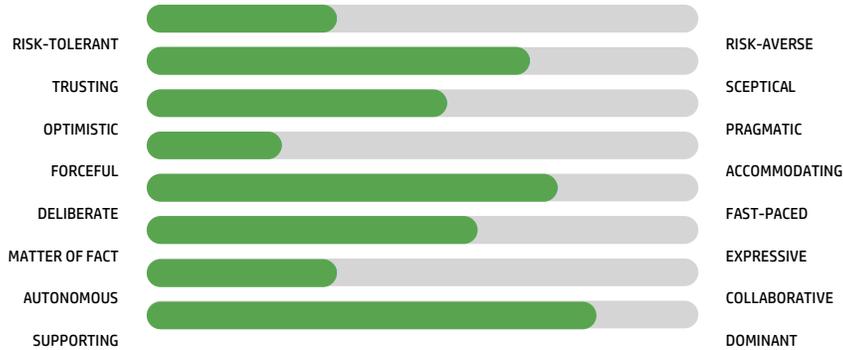
We need to motivate COOs to not only initiate the purchase but also to embrace the opportunity to relentlessly optimize their carbon emissions moving forwards.





TALKING IN THE RIGHT WAY

COO



ASSERTIVE
DIRECT
COMPETITIVE

WHAT THEY LOVE TO HEAR ABOUT...

Measurable Results

Bold Ambitions

Data-driven Optimization

Leadership Positions

Scalable Solution

Effortless Execution

Seamless Integration



LEADING TEAMS

BIG CHALLENGES

TAKING CHARGE

PROFESSIONAL GROWTH

DELIVERING RESULTS

AMBITIOUS GOALS



MOVING TOO SLOWLY

PEOPLE BLINDLY SUPPORTING OTHERS

LACK OF FLEXIBILITY

KEEPING QUIET

MISSING DEADLINES

ANALYSIS PARALYSIS



OUR VALUE PROPOSITION

The planet's most comprehensive carbon neutral Managed Print Services offering¹

Only big ideas & even bigger commitments will be enough to protect the wellbeing of our planet, people & communities

So at HP, we are making it simple for MPS customers to advance their climate goals with carbon neutral printing

By reducing carbon emissions across our entire value chain, relentlessly optimizing customer usage behaviors & investing in carbon offsets, HP is stepping up to address the lifetime carbon footprint of every HP print solution

¹ Based on results of third-party (WSP) research for HP of OEM MPS providers with carbon neutral offers as of June 2020. "Comprehensive" means the planet's only globally certified carbon neutral MPS service that covers lifecycle emissions due to raw material extraction, manufacturing, transportation, use of HP printers, Original HP supplies, and paper and end of service.

See notes section below for [Print Legal Implementation Guide](#)





MESSAGING

HP MPS makes it simple for you to...

HAVE CERTIFIED CARBON NEUTRAL PRINTING

OUR MESSAGE TO THE CUSTOMER

Count on carbon neutral printing without disrupting your business

HOW HP DELIVERS

By reducing carbon emissions across our entire value chain & investing in carbon offsets, HP is stepping up to address the lifetime carbon footprint of every HP print solution

HP MPS makes it simple for you to...

RELENTLESSLY REDUCE CARBON EMISSIONS

OUR MESSAGE TO THE CUSTOMER

Optimize print usage & measure progress towards reducing emissions with real time data

HOW HP DELIVERS

HP's SIRA (Sustainable Impact Reporting & Analytics) platform shows how your fleet is performing in real time & unlocks optimization opportunities

HP MPS makes it simple for you to...

INSPIRE TEAMS & PARTNERS

OUR MESSAGE TO THE CUSTOMER

Engage teams & partners with your commitment to fighting climate change & supporting communities

HOW HP DELIVERS

HP partners with leading organizations to verify emissions and invest in socially conscious projects that support communities, biodiversity conservation, wind power & native forest regeneration



SHORT MESSAGING

Take advantage of this messaging for key communications like online banner ads

HP MPS

Count on carbon neutral printing without disrupting your business

Optimize print usage & measure progress towards reducing emissions with real time data

Engage teams & partners with your commitment to fighting climate change & supporting communities





MEDIUM MESSAGING

Consider using this messaging in social posts & infographics

HP MPS

HP makes it simple for our customers to achieve zero carbon printing

Count on carbon neutral printing without disrupting your business

By reducing carbon emissions across our entire value chain & investing in carbon offsets, HP is stepping up to address the lifetime carbon footprint of every HP print solution

Optimize print usage & measure progress towards reducing emissions with real time data

HP's unique SIRA (Sustainable Impact Reporting & Analytics) platform shows how your fleet is performing in real time & unlocks optimization opportunities

Engage teams & partners with your commitment to fighting climate change & supporting communities

HP partners with leading organizations to verify emissions and invest in socially conscious projects that support communities, biodiversity conservation, wind power & native forest regeneration





HP MPS

HP makes it simple for our customers to achieve zero carbon printing

HP is committed to ensuring a more sustainable future for our planet, people, & communities. Our groundbreaking innovation helps customers meet their environmental goals & improves the vitality & resilience of our local communities

LONG MESSAGING

Consider using this messaging in blog articles, white papers & landing pages

Count on carbon neutral printing without disrupting your business

By reducing carbon emissions across our entire value chain, relentlessly optimizing customer usage behaviors & offsetting all remaining emissions, HP is stepping up to address the lifetime carbon footprint of every HP print solution

Optimize print usage & measure progress towards reducing emissions with real time data

HP's unique SIRA (Sustainable Impact Reporting & Analytics) platform shows how your fleet is performing in real time allowing you to measure progress & unlock optimization opportunities. Get actionable insight into how you can take immediate steps towards lowering your carbon emissions

Engage teams & partners with your commitment to fighting climate change & supporting communities

HP partners with leading organizations to verify emissions and invest in socially conscious projects that support communities, biodiversity conservation, wind power & native forest regeneration. Customers, teams & partners can explore these exciting projects, powered by innovative technologies – making your sustainability efforts more than a number





TALKING TO THE COO ABOUT SUSTAINABILITY

HP MPS makes it simple for you to be carbon neutral certified, measure & optimize print behaviors, inspiring customers, teams & partners with your commitment to carbon neutrality





CONSUMER JOURNEY

COO

REALIZING THE OPPORTUNITY ▶

Every new HP MPS solution will be 100% carbon neutral

By reducing carbon emissions across our entire value chain & investing in carbon offsets, HP is stepping up to address the lifetime carbon footprint of every HP print solution

LEARNING MORE ▶

Our Carbon Neutral commitment begins with our products & suppliers. We challenge ourselves to design printers & manufacturing processes with low carbon impact

We also work closely with every customer, analyzing real-time printer fleet data to measure progress & discover how we can relentlessly optimize print usage to reduce their network wide carbon emissions

Finally we partner with leading organizations to verify emissions, & support rigorously vetted, socially conscious projects in areas such as biodiversity conservation, wind power & native forest regeneration to offset any remaining emissions

CONVINCING OTHERS ▶

HP MPS is a simple way for your printing to be certified carbon neutral & advance your corporate climate goals

Through HP you will be partnering with socially conscious projects that support communities, powered by frontier technologies making your corporate sustainability efforts more than a number

HP's unique SIRA (Sustainable Impact Reporting & Analytics) platform shows how the fleet is performing in real time & unlocks optimization opportunities

MAKING CHANGE HAPPEN

SIRA product info

Customer case studies

Project stories



3

Content Summary

Percolate Campaign link

Asset Hub Folder link



Content mapping for the journey

EXISTING HP ASSETS

NEW CARBON NEUTRAL CONTENT- WIP

NEW CARBON NEUTRAL CONTENT- COMPLETE

AWARENESS

Listicle – Five steps towards leading a more sustainable workplace



Sustainability and business- understanding the broader value



CONSIDERATION

eBook – accelerated digital transformation with sustainability initiatives



Article 1: A carbon neutral plan promotes people and businesses



Article 2: A carbon neutral future is necessary to protect our planet



Article 3: Carbon neutrality strengthens our communities



EVALUATION

Interactive PDF- Carbon neutral printing for the planet, people and communities**

Brief – HP MPS provides certified carbon neutral printing

PURCHASE

Carbon Neutral MPS Customer Presentation

Carbon Neutral MPS Customer Brief

Brief – Paving the way to minimize the carbon impact of printing (SIRA)

CONTENT THAT FITS





Carbon Neutral MPS assets

[Percolate Campaign link](#)
[Asset Hub Folder link](#)

Type	Asset Name	Journey Stage	Status	AH link to source files	AH link to driver assets
Listicle	Five steps towards leading a more sustainable workplace	Awareness	Complete	Source files	Driver assets
eBook	Aligning accelerated digital transformation with sustainability initiatives	Consideration	Complete	Source files	Driver assets
Article	Sustainability and business- understanding the broader value	Awareness	Complete	Source files	Driver assets
Series- Article 1	A carbon neutral future is necessary to positively impact our planet	Consideration	Complete	Source files	Driver assets
Series- Article 2	A carbon neutral plan promotes people and businesses	Consideration	Complete	Source files	Driver assets
Series- Article 3	Carbon neutrality strengthens our communities	Consideration	Complete	Source files	Driver assets
Brochure	Paving the way to minimize the carbon impact of printing (SIRA)	Purchase	Complete	Source files	n/a
Interactive PDF	Carbon neutral printing for the planet, people and communities	Evaluation	Complete	Source files	n/a
Brief	HP MPS provides certified carbon neutral printing	Evaluation	Complete	Source files	n/a
Presentation	A simple way to protect the future of our planet, people & communities	Purchase	Complete	Source files	n/a
Brief	A simple way to protect the future of our planet, people & communities	Purchase	Complete	Source files	n/a



Carbon Neutral Sales Tools & Training

Training

- [Solutions Source Training Resources](#)
- [Webinar Training](#)



Customer Presentation



Customer Brief

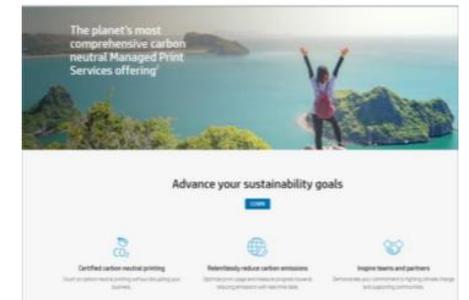
- [US English - LTR](#)
- [UK English - A4](#)



HP.com

Carbon Neutral Links

- www.hp.com/go/MPSCarbonNeutral
- www.hp.com/MPSCarbonNeutral



Carbon Neutral Certification

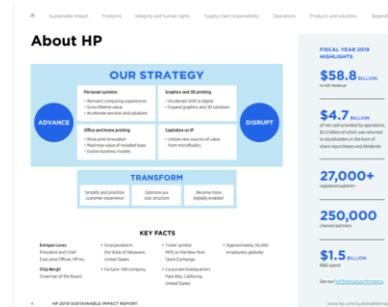


Other HP Sustainability Resources

Sustainable Impact Website – www.hp.com/sustainableimpact



2019 Sustainable Impact Report – For the executive summary [click here](#)



2019 Human Rights Progress Report



4

Visual Directory of Assets

Percolate Campaign link

Asset Hub Folder link



Listicle

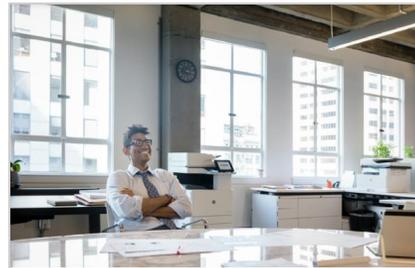
Five steps towards leading a more sustainable workplace

A listicle outlining the ways businesses can advance their organisation's sustainability, including developing a sustainability roadmap, educating and empowering employees, and examining the supply chain.

Asset Hub link

Driver asset link

Asset Screenshots

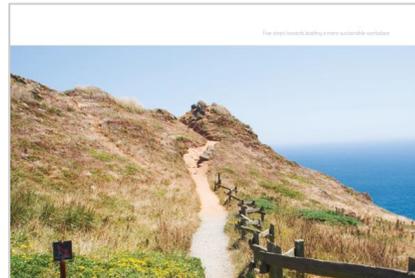


Five steps towards leading a more sustainable workplace

More companies are realising the business value of developing a corporate sustainability strategy to improve their social and environmental impact - as well as their financial performance. The challenge for many, however, lies in embedding their sustainability goals into business and workplace strategy. For example, 70% of companies who have signed up to the UK Sustainable Development Goals mention them in their reporting, but just 27% include them in their business strategy.

BSR and GlobalVantage's annual sustainable business survey also reveals that despite a continued focus from business leaders and rising investor interest, little has changed in the level of self-reported integration of sustainability into the core of a business.¹ The current global landscape offers an opportunity for this to change. Here out of 10 businesses 91% worldwide see recovery efforts from the COVID-19 pandemic as an opportunity to make their operations more environmentally sustainable.²

So, what are the steps your business can take to embed workplace strategies that deliver tangible results and reflect a growing commitment to sustainability? We outline five practical actions that can help you walk the talk.



01. Develop a sustainability roadmap

What does sustainability look like for your business? How can it be achieved and maintained? What are the opportunities for innovation? How will you measure success? These are just some of the questions that require answers - and developing a sustainability roadmap will help to shape your strategy for action.

A sustainability roadmap forms the basis of your strategy. It identifies the risks and opportunities and includes measurable goals to help monitor progress.

All good strategies are underpinned by a business case and, in the case of sustainability, the business benefits are clear. Research shows more than half of consumers said they would pay more for sustainable products designed to be reused or recycled.³ Employees also indicate they are more attracted to organizations with a commitment to sustainable practices or initiatives, with 61% believing sustainability to be mandatory for modern businesses.⁴

Before you start to change business models to reduce waste and energy consumption and empower employees to be part of the journey, map out your strategy for embedding sustainability in the business.



Kickstart your sustainability journey

Companies are beginning to realize the business value of developing a corporate sustainability strategy, and nine out of 10 businesses worldwide see the pandemic recovery efforts as an opportunity to incorporate greener business practices. In our sustainable workplace listicle, we outline five practical actions companies can take, including:

- Developing a sustainability roadmap
- Educating and empowering employees
- Examining the supply chain

Read the listicle now to learn how your company can embed sustainability goals into its business and workplace strategy.

[Read now](#)

Please let us know if you prefer not to receive this type of email from us.
For more information regarding HP's privacy policies and practices or to obtain contact information, please visit our Privacy Statement or write to us at: HP Privacy Institute, 13000 Energy Drive, Spring, TX 77459.
© Copyright 2020 HP Development Company, L.P. The information contained herein is subject to change without notice.

5 steps towards leading a more sustainable workplace

[Download Listicle](#)

250x250 banner screenshot

EDM Screenshot

Drive your organization towards a sustainable future. See how small efforts can go a long way... www.bit.ly/xxxxxx

Listicle: Begin your sustainability journey today [Download](#)

Drive your organization towards a sustainable future. See how small efforts can go a long way... www.bit.ly/xxxxxx

5 steps towards leading a more sustainable workplace

[Download Listicle](#)

Begin your sustainability journey today [Download](#)

Social post screenshots



eBook

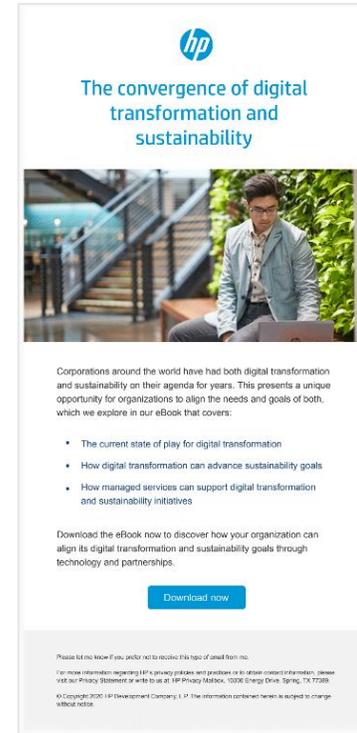
Aligning accelerated digital transformation with sustainability initiatives

An eBook discussing the ways digital transformation and sustainability can be aligned. Sections include the current state of play, how DX can advance sustainability goals, and finishes by covering how MPS can contribute.

Asset Hub link

Driver asset link

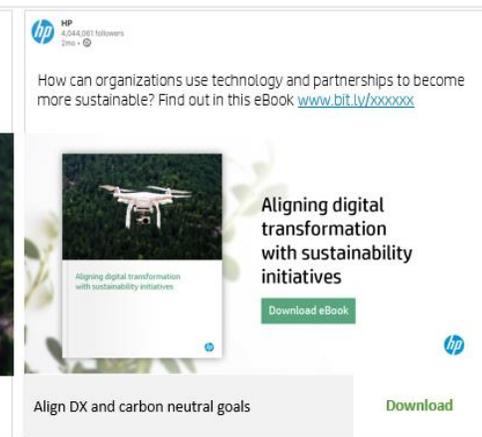
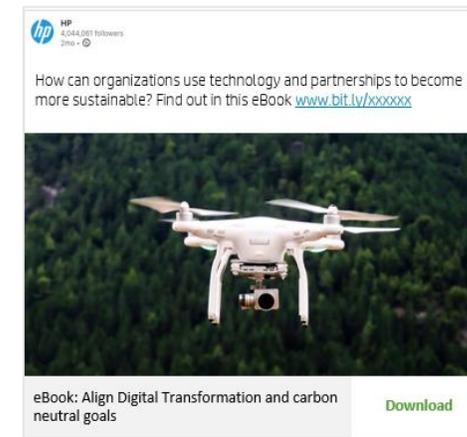
Asset Screenshots



EDM Screenshot



250x250 banner screenshot



Social post screenshots

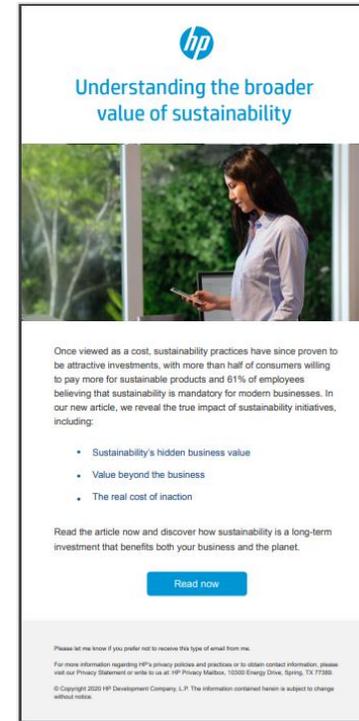


Article

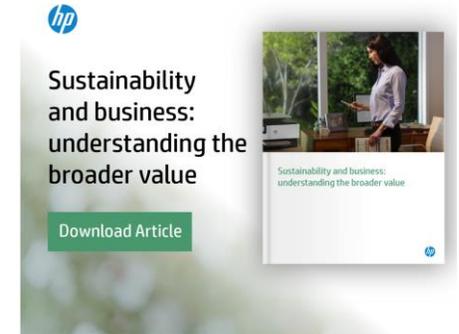
Sustainability and business- understanding the broader value

An article making the business case for sustainability, arguing that businesses benefit from being more sustainable as well as the planet.

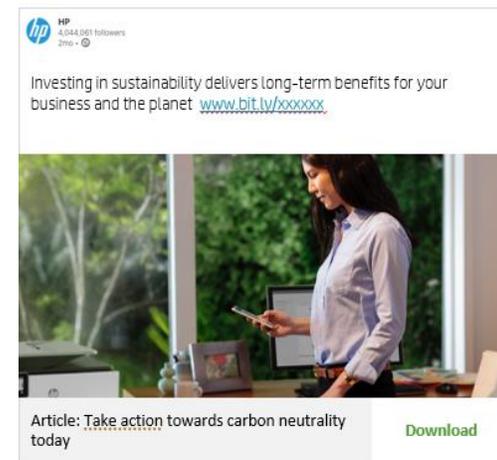
Asset Screenshots



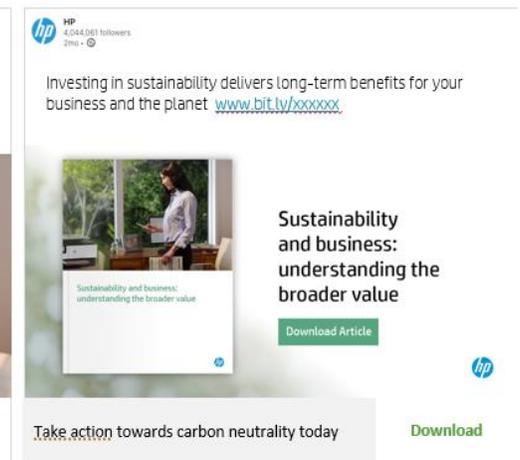
EDM Screenshot



250x250 banner screenshot



Social post screenshots



Asset Hub link

Driver asset link



Article Series

Article 1: A carbon neutral future is necessary to protect our planet

An article that outlines how HP carbon neutral MPS, and broader sustainability initiatives, benefit the natural environment and helps protect the planet for the future.

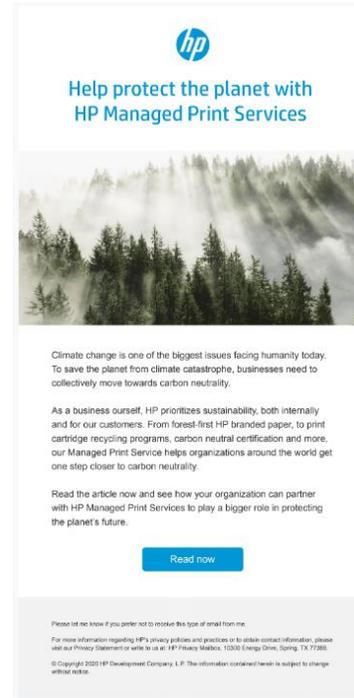
Asset Hub link

Driver asset link

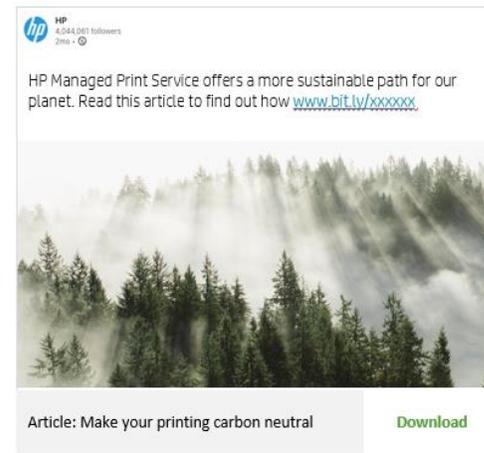
Asset Screenshots



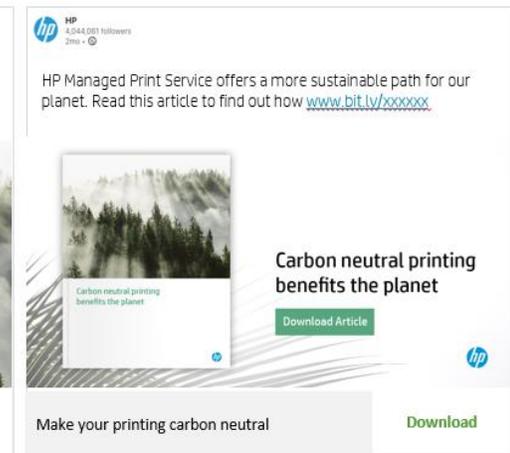
250x250 banner screenshot



EDM Screenshot



Social post screenshots



Article Series

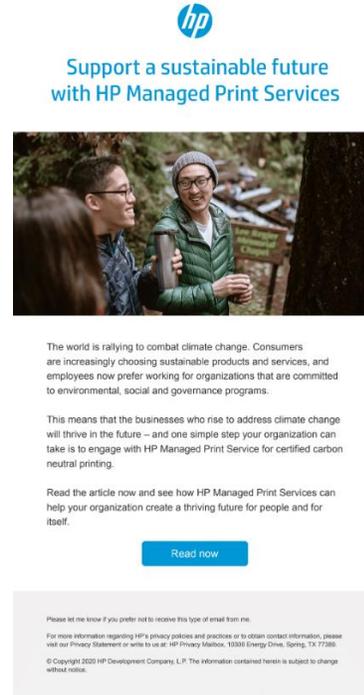
Article 2: A carbon neutral plan promotes people and businesses

An article that outlines how HP carbon neutral MPS, and broader sustainability initiatives, benefit businesses and their employees, by empowering them behind the sustainability cause.

Asset Hub link

Driver asset link

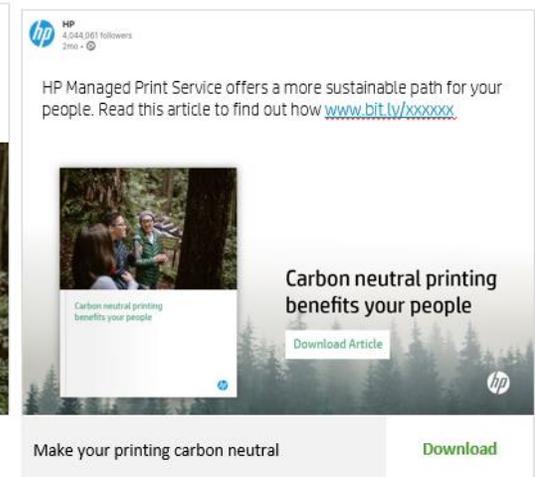
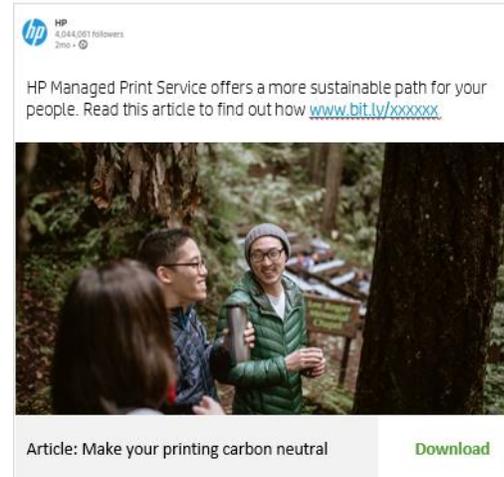
Asset Screenshots



EDM Screenshot



250x250 banner screenshot



Social post screenshots



Article Series

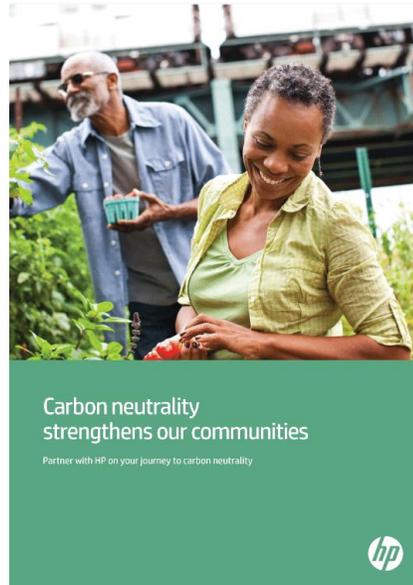
Article 3: Carbon neutrality strengthens our communities

An article that outlines how HP carbon neutral MPS, and broader sustainability initiatives, help to strengthen communities by contributing to carbon offset projects across the world.

Asset Hub link

Driver asset link

Asset Screenshots



Climate change touches every sector of society, including our health, wealth, and ability to thrive. The most pressing issue for our planet is the growing gap between the needs of our communities and the resources available to meet them. As governments and businesses work to address this, we must also consider the needs of our most vulnerable communities. The 2020 Global Risks Report states that the most significant risks to our world are climate-related, including the impact of climate change on our health, wealth, and ability to thrive. This is a call to action for us to work together to address these risks and build a more sustainable future for all.

There is a chance now for organizations to be part of the bigger sustainability picture as they work to decrease energy consumption and greenhouse gas emissions, and therefore reduce their carbon footprint. Here are some ways to help:

- Invest in renewable energy sources
- Improve energy efficiency
- Reduce waste
- Support local and sustainable suppliers
- Encourage employees to work from home
- Use public transport
- Reduce air travel
- Support carbon offset projects

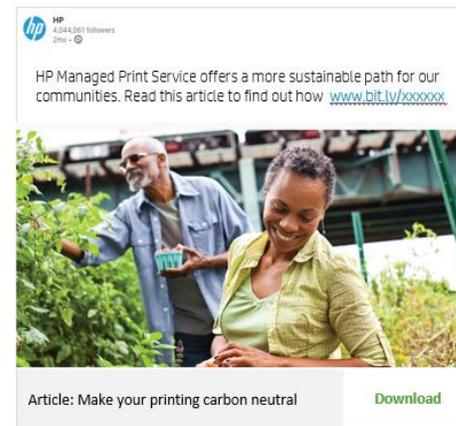
This represents some improvement, but an increased collective effort is urgently required, and every business should make a plan to promote carbon neutrality. A global trade association that has effectively made its carbon footprint zero through a combination of measures including renewable energy, resulting in renewable energy and having carbon offset projects that protect the natural environment.



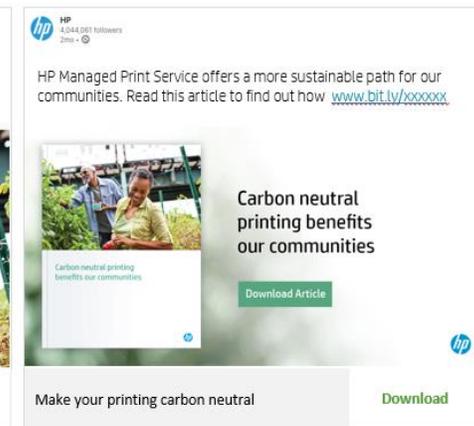
EDM Screenshot



250x250 banner screenshot



Social post screenshots





Brief

HP MPS provides certified carbon neutral printing

A brief outlining the fact that HP MPS is the world's first certified carbon neutral managed print service, and what this means for HP MPS customers.

Asset Hub link

Concentra link

Asset Screenshots

HP MPS provides certified carbon neutral printing

One step closer to a sustainable workplace

The global climate crisis is one of the most significant and urgent issues facing the planet today, threatening the ecosystems we depend upon. A collective effort is urgently required. One way to protect the environment for future generations is for every business to begin moving towards carbon neutrality.

A carbon neutral business is one that has effectively made its carbon footprint zero through a combination of measures including increased operating efficiency, switching to renewable energy, and investing in carbon offset projects that not only mitigate greenhouse gas emissions, but also create immense social impact by providing new jobs and opportunities for strengthening communities vulnerable to unsustainable practices.

At HP, the health of our planet, people, and communities has always been a core value. This is why we're stepping up to meet this most critical challenge by offering HP customers with the planet's most comprehensive carbon neutral Managed Print Service offering*. A simple and cost-effective way for businesses to make a genuine difference, without business disruption.

HP MPS is the planet's most comprehensive carbon neutral Managed Print Service²

HP's Managed Print Service (MPS) received the **CarbonNeutral[®] Service** certification on September 1, 2020. In accordance with The CarbonNeutral Protocol, the certification covers lifecycle emissions of HP printers, Original HP supplies, and paper due to raw material extraction, manufacturing, transportation, use, and end of service.

What does being CarbonNeutral[®] certified mean for HP Managed Print Service customers?

HP MPS customers can rest assured that their HP printing solution is CarbonNeutral[®] certified. Besides offsetting 100% of the greenhouse gas emissions related to printing, HP MPS helps organizations reduce and offset the environmental impact of printing by:

- Optimizing your fleet to reduce carbon emissions.
- Estimating the total carbon emissions from your HP-branded printing solution using HP's proprietary Sustainable Impact Reporting and Analytics (SIRA) tool³.

25% Reduction in paper waste⁴

13% Resource efficiency improvement⁴

12% Decrease in ecosystem impacts⁴

Here's what customers can say about their HP MPS print solution

HP's MPS offering is certified as a CarbonNeutral[®] service, meaning our HP printing solution is 100% carbon neutral.

We are advancing our corporate sustainability and climate initiatives while demonstrating our commitment to climate action by partnering with HP MPS.

We rely on HP for the planet's most comprehensive carbon neutral Managed Print Service offering, certified in accordance with The CarbonNeutral Protocol.

Not only is our HP print solution certified CarbonNeutral[®], but it also demonstrates our support for communities that are vulnerable to unsustainable practices.

Community action makes it possible

In addition to enabling reductions in carbon emissions, HP partners with our customers to reduce emissions and drive investment in socially conscious projects that support communities, biodiversity conservation, wind power and native forest regeneration. More information about these projects can be found [here](#).

A partner you can trust

Sustainability has been a part of HP's DNA since it was founded more than 80 years ago. Today, HP is recognized as one of the world's most sustainable companies and is committed to helping customers advance their sustainability initiatives, accelerate the transition to a circular and low-carbon economy, and mitigate the effects of climate change. Rest assured that when you partner with HP you are partnering with a sustainability leader that prioritizes the well-being of the planet, people, and communities.

Learn more about HP's sustainable impact [here](#).

Speak to an HP representative or visit hp.com/go/MPSCarbonNeutral to find out more.

References

¹ Based on results of third party (NGP) research for HP of OEM MPS providers with carbon neutral offers as of June 2020. "Comprehensive" means the planet's only globally certified carbon neutral MPS service that covers lifecycle emissions due to raw material extraction, manufacturing, transportation, use of HP printers, Original HP supplies, and paper and end of service.

² Lifecycle assessments (LCA) are verified by an independent third party to conform to ISO 14000 and ISO 14064 and are used by HP to understand the total carbon footprint for HP printing and imaging devices, paper, and supplies. Using this data, along with the information unique to each customer, we calculate the total carbon emissions for a customer's fleet. Data is third party verified throughout the process and the HP Carbon Neutral Service is certified to The CarbonNeutral Protocol.

³ Typical of those reported by leading industry analysts and HP client engagements. Estimated energy and paper savings based on analysis of select HP Managed Print Service customers' imaging and printing operations using data gathered on devices and paper consumption and comparing with prior MPS actuals and projections. Results depend on unique business environments, the way HP products and services are used, and other factors. Overall printing costs are unique to each company and should not be relied on for savings you may achieve.

⁴ HP Managed Print Service compared with traditional transactional business model for HP LaserJet Enterprise-class printers. See <https://www.hp.com/go/CarbonNeutral> for more information.

© Copyright 2020 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.



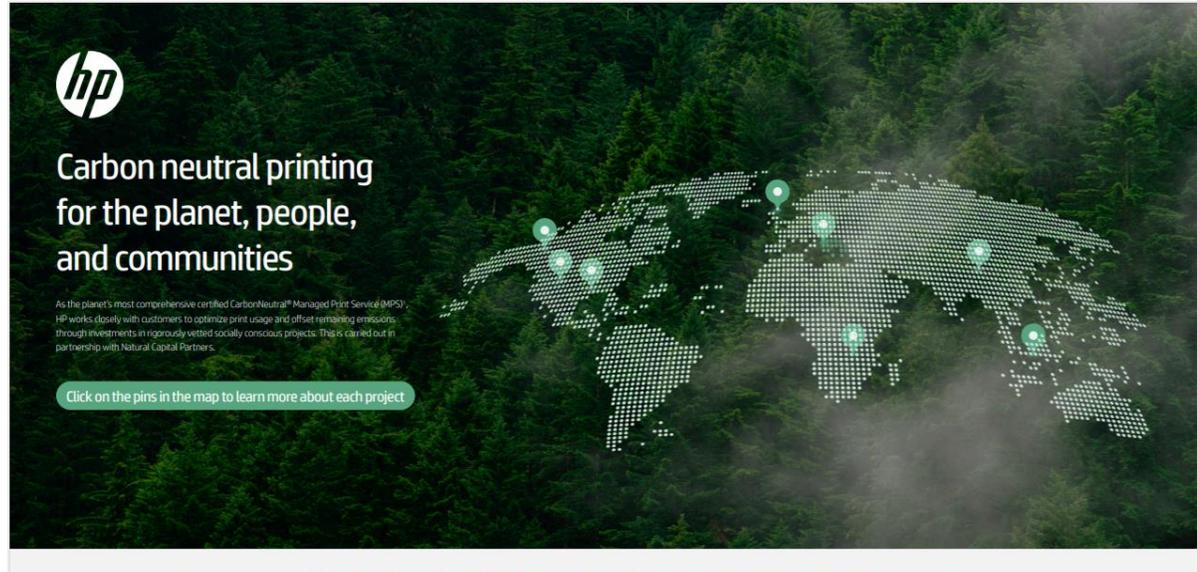


Asset Screenshots

Interactive Brochure

Carbon neutral printing for the planet, people and communities

This asset outlines the community and environmental benefits of each carbon offset project that HP supports in coordination with Natural Capital Partners. The projects are supported as part of HP's carbon neutral MPS offering.



The 17 Sustainable Development Goals (SDGs) serve as a blueprint for achieving a better and more sustainable future for the world. Click on each to learn more.

Rimba Raya Biodiversity Reserve REDD+

Protecting peat swamps and endangered orangutans

The Rimba Raya Biodiversity Reserve was established to protect 65,000 hectares of carbon-dense tropical peat swamp from deforestation and conversion to palm oil plantations. Located in Seruyan Regency on Borneo island, it combines conservation goals with community activities and commercial support.

105,000 endangered Borneo orangutans protected

1,900 water filtration systems distributed

2,500 households benefited

COMMUNITY INITIATIVES:

- Community-based agroforestry initiatives to increase crop productivity
- Women's cooperatives for chicken, egg and shrimp paste production
- Employment for locals through reforestation efforts

How has it made a difference?

In addition to delivering emissions reductions, the project delivers 13 of the 17 sustainable development goals, including the following:

- 2 Clean Water and Sanitation
- 6 Sustainable Water Resources
- 8 Decent Work and Economic Growth

Other SDGs addressed:

Asset Hub link

Concentra link



Brochure

Paving the way to minimize the carbon impact of printing (SIRA)

This brochure introduces HP's Sustainable Impact Reporting & Analytics platform, and outlines the benefits that HP MPS customers enjoy as a result of the fleet performance tracking and related optimizations that can be achieved to reduce the carbon footprint of their HP print solution.

Asset Hub link

Concentra link

Asset Screenshots

Paving the way to minimize the carbon impact of printing

hp

Actionable insights to reduce the carbon footprint of your HP print solution

Tackling climate change requires more than just international agreements. It needs a concerted effort from organizations around the world to push for greater sustainability. As one of the 100 most sustainable corporations in the world* and provider of the planet's most comprehensive certified carbon neutral Managed Print Service², HP's innovative solutions and services help our partners build sustainability into the core of their business.

Introducing SIRA

HP's unique **SIRA (Sustainable Impact Reporting & Analytics)** platform shows how your fleet is performing, allowing you to measure progress and unlock optimization opportunities. With data from SIRA, you will get actionable insight into how you can take immediate steps towards lowering your carbon emissions.

How SIRA works

SIRA runs invisibly in the background, gathering in-depth data on the carbon impact of your entire fleet of HP MPS printers across all office locations.

Designed to integrate seamlessly with HP's Value Management Office (VMO), SIRA provides the relevant data so that HP, as your strategic partner, can give you a full picture of how your HP printer portfolio is performing when it comes to carbon emissions.

SIRA measures the carbon footprint of your HP Printing solution, including:

- Manufacturing
- Paper Use
- Electricity
- End of Service
- Cartridges
- Transportation

SIRA: Paving the way to minimize the carbon impact of printing

Relentlessly reduce carbon emissions

As an HP MPS customer, SIRA allows HP to share with you the data and insights needed to engage in meaningful climate action, optimizing your fleet deployment for cost and sustainability.

Going beyond your carbon footprint

SIRA is more than just a carbon footprint reporting and analytics platform. HP's roadmap for SIRA will see the addition of new capabilities to assist your organization with other aspects of your sustainability initiatives, including Forest First printing and the circular economy.

CO₂ footprint reduction | Forest First printing | Joining the circular economy

HP is actively minimizing their carbon emissions across their entire value chain, and with their certified carbon neutral Managed Print Service, they are helping organizations like yours take a vital step towards carbon neutrality too.

SIRA allows HP to share with you:

- An overview of your print carbon footprint. For example, customer X saw 400 tonnes of CO₂e reductions per year as a result of reductions and offsets, equivalent³ to:
 - consuming ~30 barrels of oil
 - ~51 mil cell phone charges
- Detailed insights on fleet performance, including:
 - Total CO₂e emissions
 - QoQ emission reductions
- An analysis of the reductions achieved as a result of Instant On and duplex printing across your MPS printer fleet.
- Recommendations on the actions you can take to optimize your fleet and further reduce your printing carbon footprint.

Speak to an HP representative or visit hp.com/go/MPSCarbonNeutral to find out more.

Footnotes:
 * 2021 Global 100 Most Sustainable Corporations in the World. Annual listing compiled by Corporate Knights, a Canadian-based media and research company. See <https://www2.deloitte.com/au/en/issues/sustainability/global100.html>
³ Based on results of the proprietary WRI research for HP of OEM MPS providers with carbon neutral offers as of June 2020. "Equivalent" means the pounds or kilograms certified carbon neutral MPS service that covers the same emissions due to raw material extraction, manufacturing, transportation, use of HP printers, digital HP supplies, and paper and end of service.
⁴ For more details: <https://www.hp.com/go/central/globalprintingsolutions/carbonneutral>

© Copyright 2020 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

hp



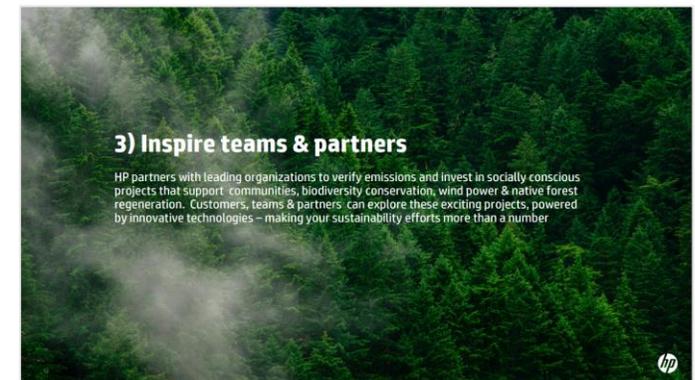
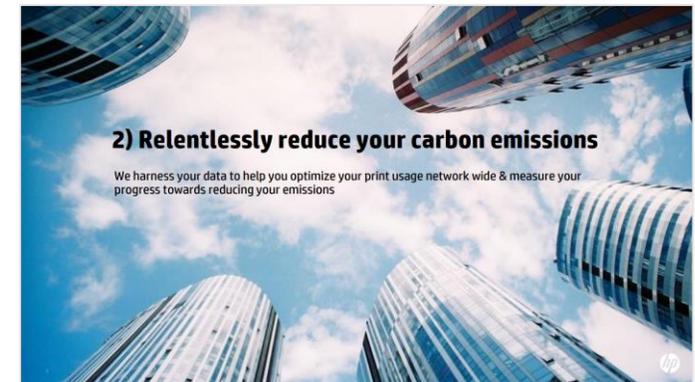
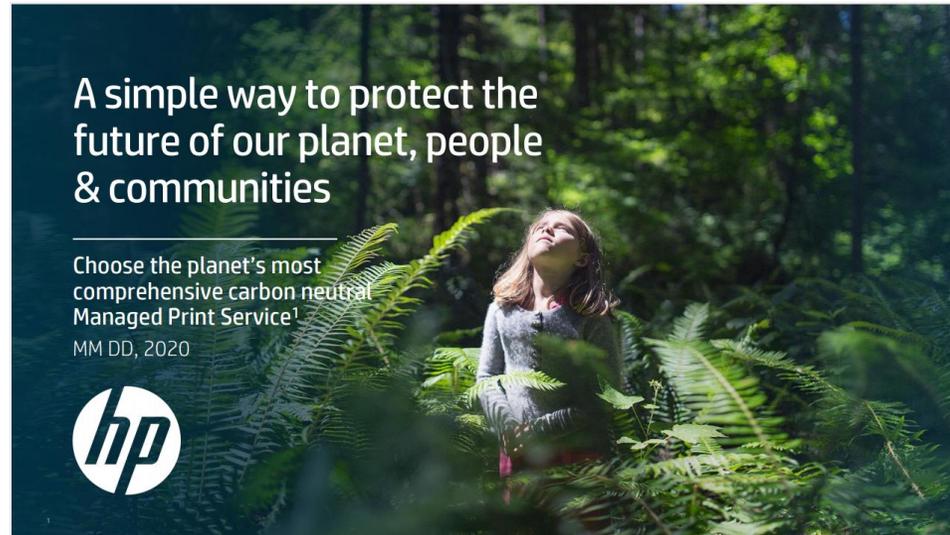
Customer Presentation

A simple way to protect the future of our planet, people & communities

Presentation outlining the premise of HP's carbon neutral MPS, with a double-click on each of the 3 pillars which make up the offering, and a Why HP section to support the presentation if needed. Intended for use by Sales team with customers.

Asset Hub link

Asset Screenshots



Asset Screenshots

Customer Brief

A simple way to protect the future of our planet, people & communities

Brief offering an overview of HP's carbon neutral MPS, how it helps reduce and offset emissions related to printing for customers. The presentation outlined on the previous slide provides more detail.

Asset Hub link

Brief

A simple way to protect the future of our planet, people & communities

Choose the planet's most comprehensive carbon neutral Managed Print Service¹

3/4 of Fortune Global 500 companies are expected to have met a Science-Based emission reduction target (SBT), be carbon neutral, or be using 100% renewable power by 2030²

Leave no trace

Climate change is one of the most significant and urgent issues facing business and society today. The science is clear, the impacts are serious, and action is essential.

With these issues top of mind, businesses are increasingly looking for ways to engage in meaningful climate action.

One such initiative, carbon neutrality, helps to effectively bring a carbon footprint to zero using a combination of measures, including increasing operating efficiency, moving to renewable energy, and investing in carbon offset projects, such as conservation and regeneration of forests.

HP is making it simple to minimize the carbon impact of printing

HP MPS covers carbon emissions from a customer's HP printing solution due to:

- Raw material extraction
- Manufacturing
- Transportation
- Use of HP printers through to end of service, Original HP Supplies, and paper

Supporting vital community projects to create lasting, positive change

HP works with third parties, including Natural Capital Partners, who help us provide high-quality carbon offsets.³ For example, the North American Grasslands project helps preserve the short grass prairie ecosystem of the Great Plains.

Native grazing animals, including bison, elk, deer, and pronghorn, are used to naturally maintain the health of 23,000 acres of rangeland.

HP MPS is certified in accordance with The CarbonNeutral[®] Protocol⁴ and can help you:

- Identify reduction opportunities by providing you with carbon emission reporting & analytics for your HP printing solution
- Demonstrate your commitment to climate action to customers, investors, & employees
- Support high-quality carbon offset projects that are verified by third-party standards

Co-benefits of these projects include advancement of UN SDGs⁵ such as No Poverty, Clean Water and Sanitation, Quality Education, Gender Equality, Decent Work and Economic Growth.

CERTIFIED CARBON NEUTRAL
Service
CarbonNeutral.com

Offset 100% of greenhouse gas emissions related to printing

- Improve resource efficiency by **13%**
- Reduce paper waste by **25%**
- Decrease ecosystem impacts by **12%**

Helping you address the lifetime carbon footprint of your HP print solution

- 1) Achieve Certified Carbon Neutral Printing**
Ensure you deliver against your ambitious environmental goals with zero interruption to business momentum.
- 2) Relentlessly reduce your carbon emissions**
Measure progress & discover how you can optimize print behaviors to reduce your network-wide carbon emissions.
- 3) Inspire teams & partners**
Inspire your teams & partners by showing how you offset all remaining carbon emissions by engaging our network of rigorously vetted, socially conscious projects, pioneering in areas such as biodiversity conservation, wind power & native forest regeneration.

Trust HP MPS for your business and the planet

HP MPS is developed with your needs and the planet's resources in mind. Our pledge is to offer our customers printing that is forest positive, carbon neutral, and supports a circular economy.

In fact, paper- and energy-saving technologies help HP MPS customers reduce paper waste by 25% and cut imaging and printing costs by 10-30%.⁶

HP MPS has a long history of offering end-to-end services and solutions that help transform and optimize the print environment to meet a variety of business objectives, including environmental goals.

Contact your local HP representative or visit hp.com/go/MPSCarbonNeutral to find out more.

¹Based on results of third-party (EPSP) research for HP of OEM MPS providers with carbon neutral offers as of June 2020. "Comprehensive" means the planet's only globally certified carbon neutral MPS service that covers lifecycle emissions due to raw material extraction, manufacturing, transportation, use of HP printers, Original HP supplies, and paper, and end of service.
²Does Not Words: The Growth Of Climate Action In The Corporate World." Natural Capital Partners, September 2019, <https://assets.naturalcapitalpartners.com/downloads/Does-Not-Words-The-Growth-Of-Climate-Action-In-The-Corporate-World.pdf>
³HP Carbon Neutral MPS is certified as a CarbonNeutral service in accordance with The CarbonNeutral Protocol, carbonneutral.com/how-it-works/carbon-neutral-protocol
⁴UN SDGs: For more information, go to un.org/sustainabledevelopment/sustainable-development-goals
⁵For more information, go to www.naturalcapitalpartners.com/press-releases/press-release-2019-09-10
⁶Get the report at <https://www.epsp.com/press-releases/epsp-2020-06-23>
⁷Typical of those reported by leading industry analysts and HP client engagements. Estimated energy and paper savings based on analysis of select HP Managed Print Services customers' imaging and printing operations using data gathered on device and paper consumption and comparing with best-MPS actuals or projections. Results depend on unique business environments, the way HP products and services are used, and other factors. Overall printing costs are unique to each company and should not be relied on for savings you may achieve.

Share with colleagues

© Copyright 2020 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA7-8001ENW, August 2020





Asset Screenshots

Video

HP Managed Print Services: Certified Carbon Neutral Printing | Sustainable Impact

HP Managed Print Services (MPS) offers Certified Carbon Neutral Printing, making it easy to advance your sustainability goals without business disruption.

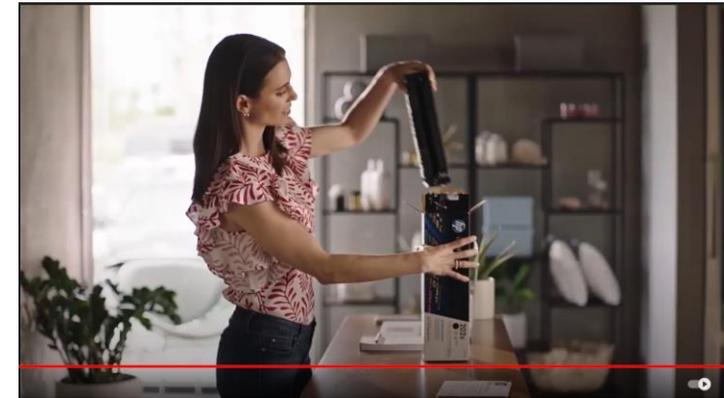
YouTube link – full video

Full length Adobe DAM

Cutdown – Anneliese Olsen

Cutdown – MPS no disruption

Cutdown – MPS climate change



5

Appendix – Driver copy in detail





DRIVER ASSETS : SOCIAL POST COPY LinkedIn & Facebook

ASSET	ASSET FORMAT	INDV ASSET	INTRODUCTORY TEXT (CHARACTERS MAX 150)	IMAGE TEXT	HEADLINE/CTA (CHARACTERS MAX 70)	CTA BUTTON
5 considerations for leading a more sustainable workplace.	Listicle		Drive your organization towards a sustainable future. See how small efforts can go a long way... www.bit.ly/xxxxxx	<u>Listicle</u> 5 steps towards leading a more sustainable workplace	Begin your sustainability journey today	Download Listicle
How is digital transformation changing the sustainability goals of businesses.	EBook		How can organizations use technology and partnerships to become more sustainable? Find out in this eBook www.bit.ly/xxxxxx	<u>eBook</u> Aligning digital transformation with sustainability initiatives	Align DX and carbon neutral goals	Download eBook
The total cost vs total value of sustainability in the workplace	Article		Investing in sustainability delivers long-term benefits for your business and the planet. www.bit.ly/xxxxxx	<u>Article</u> Sustainability and business: understanding the broader value	Take action towards carbon neutrality today	Download Article
Carbon Neutral for People, Planet, Communities	3 Articles and EDMs	Article 1 - Planet	HP Managed Print Services offer a more sustainable path for our planet. Read this article to find out how www.bit.ly/xxxxxx	<u>Article</u> Carbon neutral printing benefits the planet	Make your printing carbon neutral	Download Article
		Article 2 - People	HP Managed Print Services offer a more sustainable path for your people. Read this article to find out how www.bit.ly/xxxxxx	<u>Article</u> Carbon neutral printing benefits your people	Make your printing carbon neutral	Download Article
		Article 3 - Community	HP Managed Print Services offer a more sustainable path for our communities. Read this article to find out how www.bit.ly/xxxxxx	<u>Article</u> Carbon neutral printing benefits our communities	Make your printing carbon neutral	Download Article

DRIVER ASSETS : BANNER AD COPY

ASSET	ASSET FORMAT	INDV ASSET	IMAGE TEXT (3-5 WORDS)
5 considerations for leading a more sustainable workplace.	Listicle		<u>Listicle</u> 5 steps towards leading a more sustainable workplace
How is digital transformation changing the sustainability goals of businesses.	EBook		<u>eBook</u> Aligning digital transformation with sustainability initiatives
The total cost vs total value of sustainability in the workplace	Article		<u>Article</u> Sustainability and business: understanding the broader value
Carbon Neutral for People, Planet, Communities	3 Articles and EDMs	Article 1 - Planet	<u>Article</u> Carbon neutral printing benefits the planet
		Article 2 - People	<u>Article</u> Carbon neutral printing benefits your people
		Article 3 - Community	<u>Article</u> Carbon neutral printing benefits our communities

Email copy

LISTICLE: 5 considerations for leading a more sustainable workplace

Listicle:

5 ways to lead a more sustainable workplace

Subject Line 1:

Start your sustainability journey with these five steps

Subject Line 2:

[Listicle] Five steps towards leading a more sustainable workplace

Headline:

Kickstart your sustainability journey.

Body Copy:

Companies are beginning to realize the business value of developing a corporate sustainability strategy, and nine out of 10 businesses worldwide see the pandemic recovery efforts as an opportunity to incorporate greener business practices. In our sustainable workplace listicle, we outline five practical actions companies can take, including:

- Developing a sustainability roadmap
- Educating and empowering employees
- Examining the supply chain

Read the listicle now to learn how your company can embed sustainability goals into its business and workplace strategy.

[Read now](#)

Email copy

EBOOK: How is digital transformation changing sustainability goals of businesses

eBook:

Aligning accelerated digital transformation with sustainability initiatives

Subject Line 1:

Learn how technology and partnerships enhance sustainability

Subject Line 2:

[eBook] Aligning accelerated digital transformation with sustainability initiatives

Headline:

The convergence of digital transformation and sustainability.

Body Copy:

Corporations around the world have had both digital transformation and sustainability on their agenda for years. This presents a unique opportunity for organizations to align the needs and goals of both, which we explore in our eBook that covers:

- The current state of play for digital transformation
- How digital transformation can advance sustainability goals
- How managed services can support digital transformation and sustainability initiatives

Download the eBook now to discover how your organization can align its digital transformation and sustainability goals through technology and partnerships.

[Download now](#)

Email copy

ARTICLE: Sustainability and business – understanding the broader value

Article:

Sustainability and business – understanding the broader value

Subject Line 1:

Understanding the business case for sustainability

Subject Line 2:

[Article] Sustainability and business: understanding the broader value

Headline:

Understanding the broader value of sustainability

Body Copy:

Once viewed as a cost, sustainability practices have since proven to be attractive investments, with more than half of consumers willing to pay more for sustainable products and 61% of employees believing that sustainability is mandatory for modern businesses. In our new article, we reveal the true impact of sustainability initiatives, including:

- Sustainability's hidden business value
- Value beyond the business
- The real cost of inaction

Read the article now and discover how sustainability is a long-term investment that benefits both your business and the planet.

[Read now](#)

Email copy

ARTICLE 1: Carbon neutral for the planet

Article:

Carbon Neutral for People, Planet, Communities – Planet

Subject Line 1:

One simple step organizations can take towards carbon neutrality

Subject Line 2:

[Article] A carbon neutral future is necessary to protect our planet

Headline:

Help protect the planet with HP Managed Print Services

Body Copy:

Climate change is one of the biggest issues facing humanity today. To save the planet from climate catastrophe, businesses need to collectively move towards carbon neutrality. As a business ourselves, HP prioritizes sustainability, both internally and for our customers. From forest-first HP branded paper, to print cartridge recycling programs, carbon neutral certification and more, our Managed Print Service helps organizations around the world get one step closer to carbon neutrality.

Read the article now and see how your organization can partner with HP Managed Print Services to play a bigger role in protecting the planet's future.

[Read now](#)

Email copy

ARTICLE 2 : Carbon neutral for the people

Article:

Carbon Neutral for People, Planet, Communities – People

Subject Line 1:

How can carbon neutrality empower your workforce?

Subject Line 2:

[Article] A carbon neutral plan promotes people and businesses

Headline:

Support a sustainable future with HP Managed Print Services

Body Copy:

The world is rallying to combat climate change. Consumers are increasingly choosing sustainable products and services, and employees now prefer working for organizations that are committed to environmental, social and governance programs. This means that the businesses who rise to address climate change will thrive in the future – and one simple step your organization can take is to engage with HP Managed Print Service for certified carbon neutral printing.

Read the article now and see how HP Managed Print Services can help your organization create a thriving future for people and for itself.

[Read now](#)

Email copy

ARTICLE 3 : Carbon neutral for the community

Article:

Carbon Neutral for People, Planet, Communities – Communities

Subject Line 1:

How do carbon neutral organizations benefit communities?

Subject Line 2:

[Article] Carbon neutrality strengthens our communities

Headline:

Strengthen local communities with HP Managed Print Services

Body Copy:

Climate change is threatening the health, wealth and viability of communities around the world, creating an urgent need for organizations to prioritize carbon neutrality. Beyond implementing sustainable practices, organizations should also seek service partners that can support their sustainability goals. As a certified carbon neutral service, HP Managed Print Services not only provides sustainable printing, but also invests in carbon offset projects to support communities across the globe.

Read the article now and see how HP Managed Print Services can help your organization contribute towards protecting vulnerable communities and advance your carbon neutral agenda.

[Read now](#)