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**BUILDING A MORE  
SUSTAINABLE FUTURE:  
8 TIPS FOR TAKING ACTION**

FROM "HOW TO BUILD FOR THE FUTURE"  
FEATURING DR. MICHIO KAKU

- 1 UNDERSTAND YOUR IMPACT
- 2 ENGAGE WITH INTERNAL STAKEHOLDERS
- 3 ENCOURAGE COLLABORATIVE HYBRID WORK
- 4 MAKE REMOTE WORK ENVIRONMENTALLY SUSTAINABLE
- 5 LEAD THE WAY
- 6 DELIVER A QUICK WIN WHILE YOU PLAN FOR SYSTEMIC CHANGE
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# BUILDING A MORE SUSTAINABLE FUTURE: 8 TIPS FOR TAKING ACTION

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People's lives are evolving at a pace never seen before. How we live and work is fundamentally changing, posing a challenge but also an opportunity to business leaders today. Companies need to meet this new reality with strategies that promote sustainable growth – growth that protects our planet and our people – while facilitating a more collaborative and productive company culture.

By working together and sharing best practices, we can have a bigger impact. Broad adoption of sustainable practices paired with the right technology will help us lead the way to a more sustainable and equitable future. Here are eight tips to help your company on its sustainability journey.

# 1 UNDERSTAND YOUR IMPACT

**A** Meaningful change starts by understanding where you are today. Awareness of your current state across all business units will create a clearer view of your overall sustainability path and identify the most pressing issues.

- Sourcing
- Product development
- Packaging
- Office design
- Hiring
- Employment practices
- Business travel - air & road
- Sales, team and customer events & activities
- Charitable giving

**B** How do you measure up? Sustainability shouldn't be a guessing game. Use measurements and standards to assess your current impact and set actionable goals. There are several to consider:

- The UN Sustainable Development Goals - what is relevant to your organization and activities, and how can you make improvements on those?
- Carbon Footprinting - do you have an objective view of how much Carbon your activities create? Remember: what is measured gets managed.
- Life Cycle analysis - this can be applied to products and services alike.
- The Responsible Business Alliance Code of Conduct is a set of expectations to live by and a great way to understand how you can apply social and environmental responsibility to your supply chain activities.
- Science Based Targets Initiatives - when you are ready, you can engage more formally and be part of the movement to a sustainable future, supporting the Paris Agreement and holding your organization accountable.



Logitech developed a Product Impact Calculator tool that lets us quickly compare environmental impact early in the design process, which helped us reduce the carbon impact of our top-selling M185 mouse by >15% per unit, without sacrificing performance.

# 2

## ENGAGE WITH INTERNAL STAKEHOLDERS

A

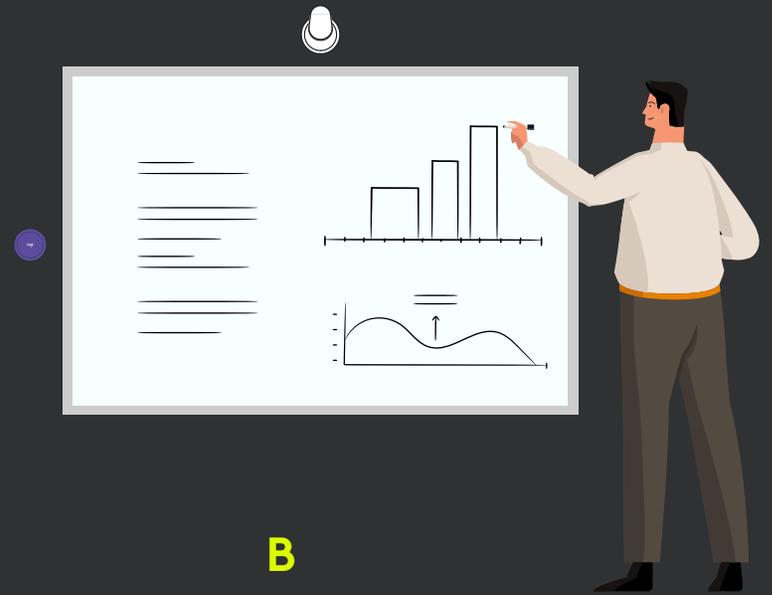
Success begins with relationships built both inside and outside a company. Achievable sustainability requires internal alignment and external understanding.

- Internal: Whether or not your leadership is already interested in sustainability initiatives, you need to find internal allies to help drive change. Look for like-minded people, ideally across departments, to create urgency and consistency.
- Tap into the emotional connection we all have with our communities and environment. Frame this within the context of your business activities and tell the story - you will be amazed at just how many alignments and advocates you will unearth.
- External: Customers, regulatory authorities, shareholders, special interest groups, suppliers and other business partners. Engaging with these parties provides valuable feedback and accountability.

B

How do you measure up? Sustainability shouldn't be a guessing game. Use measurements and standards to assess your current impact and set actionable goals.

- Sustainability reports and other financial reporting
- Regular team meetings and periodic worker interviews
- Call to action to employees to participate in green office programs, special projects on measuring impact and internal communications activities
- Share your impact in terms that can be well understood and familiar. One helpful resource is the [US EPA Carbon Equivalency calculator](#). Informing others that the impact of their activity is equivalent to the carbon emitted from 5,200 smartphone charges is much more relevant and impactful than saying that it represents 43kg of CO2e emitted.



# 3 ENCOURAGE COLLABORATIVE HYBRID WORK

**A** With the right technology, remote work promotes collaboration, not isolation. It connects teams and talent across the globe to innovate and tackle ambitious projects.

- Across business units: Connect business functions in different geographic areas to increase collaboration and efficiency.
- Across people: Connect your people to strengthen your culture, build relationships, and provide resources.
- Across the globe: Connect your company to organizations across the globe, expanding your reach.



Logitech's BRIO webcam has premium 4K HD video and audio, ensuring everyone can be seen and heard clearly while video conferencing.



“ Bell laboratories took people who would have never met, academically or socially, and brought them together. This collaboration resulted in some of the most important innovations of the 20th century. Greater collaboration is what will continue to breed innovation in the future. ”



– Dr. Michio Kaku  
Physicist and futurist

# 4 MAKE REMOTE WORK ENVIRONMENTALLY SUSTAINABLE

**A** Remote work can be better for the environment, if you plan for it. Companies need policies and employee education to ensure remote work is in line with sustainability initiatives.

**B** Things to consider

- IT equipment
- Travel policies
- Home energy emissions

**C** In the UK, 47.8% of people who moved to home working as a result of the pandemic bought new IT equipment for their home office... but only 12.8% recycled their old office equipment.<sup>1</sup> That's why at Logitech, we are continuing to improve device circularity through renewable material use, refurbishing, repairability, and recyclability. We've already established a drop-off and mail-back solution for US Customers and several drop-off points in major cities throughout China.



<sup>1</sup> <https://www.rsc.org/news-events/articles/2021/jan/precious-elements-lockdown/>

# 5 LEAD THE WAY

**A** Everyone has the ability to create change. You can raise the expectations for your team, proving that sustainability is a profitable foundation for effective business practices.

**B** What can you do in your own department to improve and promote sustainability?

- Could you establish requirements for sustainability, sourcing, energy management, and climate action in your RFP process?
- Could you switch to paperless meetings?
- Could you encourage flexible working arrangements that support a more diverse and inclusive employee base?

**C** Technology is central to sustainability and the future of work. Make sure your team has the tools they need to achieve optimal results, facilitate collaboration, and promote innovation.

“ The future belongs to the educated, the creative, and the imaginative. Artificial Intelligence cannot replace the innovative human mind. I think intellectual capital will gradually become more and more the currency of the future. ”



– Dr. Michio Kaku  
Physicist and futurist



Logitech’s Rally Plus modular video conferencing system uses AI to revolutionize video conferencing, adapting intelligently to meeting dynamics.

# 6

## DELIVER A QUICK WIN WHILE YOU PLAN FOR SYSTEMIC CHANGE

**A** Delivering a quick win creates momentum and energy for sustainability targets. It proves feasibility and results, and serves as a rallying point for leaders and employees.

**B** Quick wins should be:

- Tangibly beneficial
- Short time and effort to value
- Clearly associated with larger sustainability targets



# 7 ALIGN WITH PARTNERS WHO VALUE SUSTAINABILITY

**A** The sustainability challenges we face cross organizational boundaries. Partnerships are needed for innovative solutions that will lead to a more equitable and sustainable society.

**B** Your operations have a global impact. Now, technology also enables you to have a global reach. Get involved in the global sustainability conversation and add your voice to the groundswell of organizations that want to end 'business as usual'.

**C** Seek out partners who have the same mindset, within your sector and beyond. These are just some of the organizations Logitech partners with... come join us!

- Responsible Business Alliance
- RE100
- Science Based Targets Initiative (SBTI)
- Carbon Disclosure Project (CDP)
- The Valuable 500
- The National Minority Supplier Development Council



Logitech is committed to the elimination of single use plastics in our packaging. To date we have eliminated 5.8 million plastic bags typically used during the shipping of our product and 5.6 million product plastics packaging parts. We also eliminated more than 1.1 million plastic clamshells and replaced them with more sustainable paper based packaging materials.



“

The Kardashev Scale ranks civilization by energy availability. Type I can harness the energy of an entire planet. Type II can harness the energy of a star and Type III can harness the energy of the galaxy. Where are we? 0.7.

Becoming Type I will usher in a new era of innovation and prosperity. We are at the brink, but it's not guaranteed.

It's a race against time, against pollution, warfare, sectarianism, racism. We need greater global collaboration to solve these problems, so we can complete the transition to a Type I civilization.

”



– Dr. Michio Kaku  
Physicist and futurist

# 8

# EMBRACE TRANSPARENCY

**A** Consumers and investors are demanding transparency - and for companies committed to sustainability, that's a good thing.

**B** 73% of American consumers are willing to pay more for products that guarantee total transparency<sup>2</sup>

**C** 33% of international consumers are choosing to buy from brands they believe are doing social or environmental good<sup>3</sup>

**D** Benefits of transparency:

- Trust
- Accountability
- Commitment
- Brand equity
- Receptivity

<sup>2</sup> <https://sproutsocial.com/insights/data/social-media-transparency/#new-rewards-for-the-transparent-brand>

<sup>3</sup> <https://www.unilever.com/news/press-and-media/press-releases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands/>



**E** In 2021, Logitech launched the Carbon Impact Label, which shows the carbon footprint of the full product life cycle. All major product lines will be labeled by 2025.

**F** "By communicating our product carbon impact we are empowering and collaborating with our consumers to better the world. Carbon is the new calorie - we need to know what we're consuming."

- Bracken Darrell, President and CEO of Logitech

WATCH THE FULL EVENT FEATURING DR. MICHIO KAKU  
AND GUESTS FROM SIEMENS AND WIRED BRAND LAB AT  
[LOGITECH.COM/COLLAB](https://logitech.com/collab)

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