

Environmental Sustainability Targets

Overview



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Our ambition is to...

- Use technology to save 1.8 million tons more carbon for our clients than we produce ourselves
- Prevent 4 thousand tons of electronic waste from ending up in landfill





Foreword

Brett Dawson

Dimension Data Group CEO

In the ten years since I became CEO of Dimension Data, I've seen some unbelievable changes in the world. In this decade alone, we've seen the emergence of smartphones, tablet devices, and social media – technologies that have profoundly affected the way we live our daily lives. I don't think any of us could've predicted the radical effect that these advances have had, and how their use would completely transform social interaction, business models, and even how governments communicate with citizens.

In the same decade, the world's population has grown by nearly a billion and concerns about our impact on the planet's ecosystems have intensified. Carbon dioxide levels in the atmosphere reached an all-time high, giving rise to concerns about their impact on human health and the stability of our climate. Resources used to make many of the products on which we've become dependent, have become increasingly scarce.

As I look ahead to the next ten years, it's clear to me that we need to rise to these challenges – we have a responsibility to take action. Our economic, environmental, and social future is dependent on the way in which we use technology and I believe that technology can – and should – be used to make a real difference ... to our economies, our environment, and our society.

For these reasons, when we looked at setting new environmental targets for Dimension Data, we didn't feel that simply reducing our own impact was enough. We also wanted to demonstrate how technology could be used to make a positive contribution, and that this could be done in a way that aligned both our business and our environmental strategies.

Our ambition is clear. Between 2013 and 2018, we want to use technology to reduce **1.8 million tons more carbon for our clients than we produce ourselves**, while also **preventing 4,000 tons of electronic waste from going to landfill**. **We believe that by doing this we can reduce pollution, conserve natural resources, and potentially save up to USD 2 billion for our clients.**

Measuring our achievements against these targets is a complex task. We're sharing our methodology publicly because we want to encourage feedback and understand how we can continually improve. We also hope that this approach will inspire other organisations to do the same.

Achieving our targets will take not only the passion and skills of Dimension Data's people but, crucially, also close collaboration with our clients and partners. We know that many of them share our sustainability ambitions.

I'm confident that if we all work together we can achieve these ambitious targets and make a real difference to our world.

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Introduction

Colin Curtis

Dimension Data Director of Sustainability

About a year ago, I started the process of redefining Dimension Data's environmental targets. I came to the conclusion that we needed a new approach. There were three reasons for this:

- Firstly, and most importantly, our targets should inspire us to **fulfil our vision for sustainability** –to use information and communications technology (ICT) for not only economic, but also environmental and social benefit.
- Secondly, Dimension Data's strategy and culture is to put our clients at the centre of everything we do. **Our environmental strategy and our business strategy need to be aligned**, so helping our clients should be a core component of our targets.
- Thirdly, I believe that **making a real difference requires companies to collaborate**. Our targets should encourage us to do this, and not to become too introspective.

With this in mind, we created targets that focus on making a positive contribution. These new targets should help our clients achieve their goals of both economic and environmental sustainability, and encourage us to work together and find new ways for technology to solve a vital issue – the reduction of carbon.

While determining how technology could deal with the reduction of carbon, we also had to consider how we'd manage the resultant waste. The production of electronic waste is growing at an alarming rate and is predicted to reach nearly 100 million tons globally in 2016 – more than double the 41.5 million tons produced in 2011. Dealing with that quantity of waste is a concern, but of greater significance is the decline in many of the natural resources required to produce raw components. Managing the lifecycle of technology to ensure that more resources are returned to production is a critical issue that needs to be addressed.

The guiding principle behind the targets we arrived at was simple: to use technology to save more carbon for our clients than we produce ourselves over a five-year period, while ensuring that we minimise electronic waste going to landfill.

With this in mind, we needed to determine how we could quantify and track these targets. We did this with assistance from Carbon Trust, Carbon Smart, and Cisco. I'm enormously indebted to the great people in these companies for the passion and rigour they showed during this complex process. From early on, it was clear that we were doing something new. We therefore decided to publish our approach and methodology. We hope to solicit feedback on the impact of what we're doing, and whether there are any ways in which we can improve.

With the launch of our new targets, we start an exciting journey. A journey that won't be easy, but one that will allow us to be measured against our vision and ambition. It's incumbent on us to strive to achieve these targets, and to stand together with our clients and our partners to make a real difference.

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Summary

Achieving our new sustainability targets will require three actions:



helping our clients to reduce their carbon emissions



limiting our own carbon emissions



helping to manage the electronic waste generated by ourselves and our clients

To make a positive contribution, the carbon savings that we help our clients make will have to be greater than the carbon emissions generated by our own business. Specifically, we need these savings to be at least 1.8 million tons greater than our own carbon impact over a five-year period. Although we'll still need to manage our own emissions carefully, our greatest focus needs to be on helping our clients reduce their carbon output. By doing this, we can achieve far more than if we simply concentrated on the impact of our own business on the environment.

At the same time, we want to help prevent at least 4,000 tons of electronic waste from going to landfill. We believe this will encourage us to collaborate with our partners and clients in considering increasingly effective methods for better technology lifecycle management.

We'll measure performance cumulatively over five years. This timeframe is long enough to monitor performance and adapt when necessary, yet short enough to provide a sense of urgency. It also reflects our anticipated business growth, and our chosen targets are based on an analysis of both the potential carbon savings we could make and the carbon impact we might have during this time. This approach ensures that our business and environmental strategies are aligned. We're already one year into this period, which adds an additional sense of priority and allows us to use historic results to inform our thinking.

Helping our clients to reduce their carbon emissions

ICT provides the potential for businesses to achieve tremendous efficiencies. Not only can it deliver great economic results, but also provide a real environmental benefit. Visual communications technology, such as videoconferencing systems and immersive telepresence rooms, can reduce

unnecessary travel by allowing people to have face-to-face communications at a distance. Our research shows that a typical unmanaged videoconferencing system will save nearly 20,000 km in travelling distance per year, while the greater adoption rates of an immersive telepresence room result in average savings of nearly 1 million kilometres per year. Many companies struggle to maximise the potential benefits of their videoconferencing equipment, often due to poor adoption rates. Common reasons for this include difficulties in using the equipment, lack of timely support when issues arise, and the complexity of booking conferences. Our Managed Service for Visual Communications helps organisations improve the adoption of their visual communications equipment, which allows them to reduce travel expenses, unproductive time, and carbon emissions. The service provides access to personalised data which shows the theoretical savings achieved in cost, time, and carbon.

By allowing computing resources to be moved from company-owned data centres to optimised managed cloud platforms, cloud computing allows organisations to realise significant savings in energy costs and carbon emissions. Our research shows that each server moved to the cloud typically saves 4,000 kWh of energy every year.

Through technologies such as visual communications and cloud computing, we'll help our clients reduce their carbon emissions, and expenses. If we achieve our targets, we'll have helped our clients save approximately USD 2 billion. Working closely with our clients, we'll quantify all savings through a combination of research and tools embedded within our services.

In addition to visual communications and cloud computing, we'll continue to innovate with other services that help our clients to quantifiably reduce their carbon emissions – for example, data centre virtualisation, smart buildings, and network energy management.

Although we'll still need to manage our own emissions carefully, **our greatest focus needs to be on helping our clients** reduce their carbon output.

Limiting our own carbon emissions

Our business is experiencing a period of significant growth. This is great news for our clients, our employees and our stakeholders. However, we need to make sure that our carbon footprint doesn't grow disproportionately. To manage this, we've implemented three key performance indicators (KPIs) to address our primary sources of carbon:

Maintain or reduce the carbon produced per equipment rack in our Managed Cloud Platforms.

As our clients transition their ICT to the cloud, the platforms we provide to support this transition are our greatest potential source of carbon emissions. We want to limit our carbon emissions by achieving greater energy efficiency and by carefully selecting data centre locations and energy sources. This will be measured against the baseline of our 2014 financial year.

Maintain or reduce the carbon produced per full-time employee within our office-based activities.

Dimension Data's business is primarily based on our people. This KPI is designed to limit the carbon associated with their travel and the energy used in the buildings and ICT systems that support them. The baseline for measurement is our 2014 financial year.

Achieve a power usage effectiveness (PUE) ratio of 1.5 or better for all new Internet Solutions data centres.

Our Internet Solutions business provides data centre hosting services for clients throughout Africa. Due to the energy intensive nature of this business, combined with the high emission factors in South Africa where most of these data centres are located, we aim to ensure that energy efficiency is a central requirement when building any new locations.

Managing the electronic waste generated by ourselves and our clients

We're inspired by the vision of a circular economy – one in which products can be deconstructed at the end of their useful life and returned back into the production cycle. Achieving this vision requires participation from not only manufacturers and consumers, but also service organisations like us to ensure that the lifecycle and movement of products is managed effectively. The concept behind our thinking is simple. If we're providing and servicing equipment, then we also have a part to play in maximising its use and helping with its subsequent disposal.

Our target for electronic waste reflects the growth in the amount of equipment that's either returned to our vendor partners or to one of our global network of partners that specialise in electronic waste management. We've been working particularly closely with Cisco, as this organisation shares our passion for the circular economy and is also our largest vendor partner. Returning as much waste as possible to Cisco helps to close the loop and allows Cisco to focus its efforts on innovative methods of manufacturing and disposal without the need to concentrate on lifecycle management and logistics.

We've carefully selected partners that have demonstrated that they share both our vision and high standards for reducing electronic waste and meet our global requirements. All these partners, including our major vendor partners such as Cisco, are required to drive down all electronic waste going to landfill and to regularly report on their progress.

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Conclusion

Making a difference takes more than just words. By defining our ambition, we've set a concrete target for ourselves to make a positive contribution, rather than simply trying to reduce any environmental impact from our own operations. We believe this target summarises our vision for sustainability – to use ICT for not just economic, but also environmental and social benefit. Striving to achieve this target aligns both our environmental and our business strategies by ensuring our clients are firmly at the centre of everything we do.

With the growth of our business, particularly as more of our services are delivered from the cloud, it's extremely important that we limit our own carbon footprint. The KPIs we've put in place to manage any negative impact that our cloud services have on the environment, as well as that of our office-based activities and the data centres we host, will encourage us to find new ways to become more efficient and to consider the use of renewable energy where possible.

Measuring ourselves against these targets is a complex task, particularly as the ICT sector continues to evolve at an incredible pace. We'll share with you any developments we make, and our progress on this journey will be published every year in our Annual Sustainability Report. We remain committed to an open approach, and we welcome any feedback or suggestions about how we can improve.

Achieving these targets will require the skills and passion of not only our people, but also our clients and partners. Sustaining the health of our planet requires a combined effort from individuals, businesses, and governments, as making a real difference will take the combined intellect, passion, and determination of us all.

We believe this target summarises our vision for sustainability – **to use ICT for not just economic, but also environmental and social benefit.**



**dimension
data** 

accelerate your ambition



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