

Cosmetics leader's Cleaning Days collects IT assets

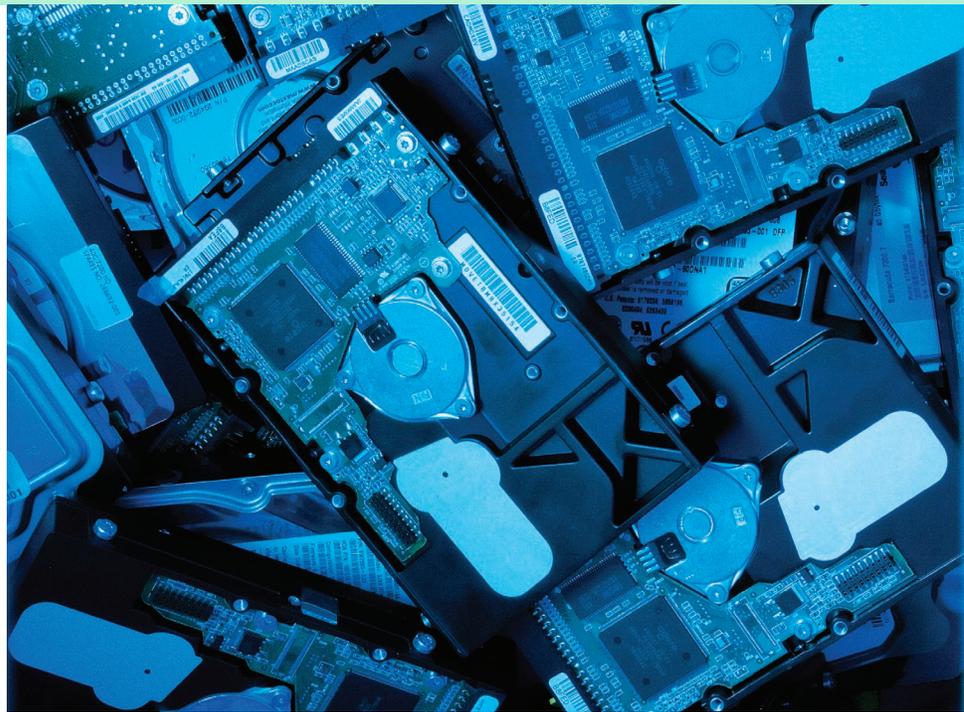
Mutual objectives for sustainability join cosmetics leader with HP Services for responsible removal, recycling and reuse of more than 300 computing assets

Environmental impact

As a global cosmetics leader, creating beauty is its business and the company is committed to help move and shape the world in ways that positively impact the planet.

By 2020, the company had reduced CO₂ emissions at factories and distribution centers by more than 80% over 15 years, while at the same time, production volume increased by 29%. The number of carbon-neutral industrial sites has grown to 72, including 19 factories.

Protecting the environment is regularly put into action. When an office move from one building to another was scheduled, the IT team planned a multiday event to 'clean house'. Out-of-date IT assets and accessories have a natural tendency to find a way into storage closets, where they may stay untouched for years. To reduce moving unnecessary items collected for 10 years, a streamlined collection process was developed. To put this plan into action as quickly and easily as possible, the immense logistics management was entrusted to HP. HP manages collection, removal, recycling and reuse of technology equipment in a safe and responsible way, providing benefits to the business and the environment.



“The Cleaning Days results beat our estimations. People care, but it’s the process that gets in the way. Working with HP brings an easy way for everyone to participate.”

Corporate CTO, Cosmetics Company

HP Services

Device Recovery Service

Custom HP Recycling and Offsite Data Sanitization

309

IT assets collected

75%

reconditioned

25%

recycled

11

tonnes CO₂ GHC emissions savings = equivalent to 190 tree seedlings grown over 10 years

¹Power, cost and carbon calculations are estimates. Results will vary based on variables, which include information provided by the user, time the PC is in different power states (on, standby, off), the time PC is on AC, hardware configuration, variable electricity rates and utilities provider. HP advises customers to use the information reported by this Carbon Footprint Calculator for reference only and to validate the impact in their environment. Calculations were based on the assumptions contained in this downloadable document.

Cleaning Days provide easy recycling

The company's IT team had two objectives for the Cleaning Days:

1) strong employee participation, and 2) a simple and repeatable method for this collection event and others around the world.

HP Device Recovery Service and Custom HP Recycling and Offsite Data Sanitization includes:

- cleansing data from computers
- handling logistics
- meeting compliance with government regulations
- managing appropriate recycling and reconditioning processes for IT assets
- creating metrics reporting including sustainability results

During the Cleaning Days collection period, employees could bring IT assets to a specific room with areas divided into four categories: functional IT (desktops, laptops, smartphones, tablets), working displays (screens, monitors, televisions), network peripherals (routers, connectors, network repeaters, electrical cords) and unusable devices.

A win-win operation: efficient, measurable and supporting sustainability initiatives

"Together with HP, we were able to carry out this IT clean-up operation simply and quickly, without having to worry about the details of government e-waste regulations," says the corporate CTO.

HP managed this event in compliance with local regulations and offered the collection of e-waste as part of its custom HP recycling solution. Once the devices are recovered, HP either reconditions them for resale or recycles them. The process of cleansing computer data is also subject to meticulous attention, as required by General Data Protection Regulation, or RGPD in France. PC data is erased and hard drives may be overwritten several times, depending upon the requirements specified. As part of HP DRS, the cost of the services also incorporates a buy back for the value of the collected equipment. Devices are evaluated for condition and value is calculated by market equivalent. "We hope this is the first Cleaning Days event of many," he says. "Working with HP made it effortless. Given a choice, if there is an easy way to do it, that's the best for everyone."

Learn more at hp.com/hp-services

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