



SUSTAINABILITY IS GOOD BUSINESS

How eco-conscious technology choices drive profitability



Rethinking the role of sustainability in technology

For too long, sustainability has been framed as a cost or compromise. The reality is different. When organizations approach sustainability as a driver of value, efficiency, and innovation, it becomes a catalyst for growth. Sustainable design choices across the technology lifecycle, from product selection to operations and end-of-life, can create measurable returns.

That's why AVI-SPL and [Logitech](#) have partnered to align technology integration with sustainability imperatives. Together, we help organizations move beyond traditional trade-offs and embrace low-carbon collaboration solutions that deliver both environmental and financial benefits.

Why customers are demanding more sustainable technology

Buyer expectations are changing rapidly. According to a 2024 Frost & Sullivan survey, 86% of IT decision-makers say becoming a leader in sustainability is important or very important to their business.¹ Procurement teams are asking suppliers to disclose carbon reduction plans, while sustainability teams expect verified emissions data for corporate ESG reporting. An increasing number of global companies now require their suppliers to have Science Based Targets or other decarbonization plans.

These requests create a new lens for technology planning. Choices about meeting rooms, collaboration tools, and AV systems are no longer just about cost and performance. They are about aligning sustainability commitments, meeting compliance requirements, and providing transparency to stakeholders.

How AVI-SPL and Logitech drive low-carbon collaboration

The [Eco-Friendly Meeting Room Reference Designs](#), co-developed by AVI-SPL and Logitech, are a direct

response to this demand. These global meeting room standards reduce the environmental footprint of collaboration spaces through:

- **Energy-efficient hardware with the options for Power over Ethernet (PoE)** to lower electricity consumption and reduce cabling.
- **Post-consumer recycled materials**, like Logitech's Rally Bar with 40% certified recycled plastic, and Sony displays that use their proprietary SORPLAS with ~65% recycled plastic.
- **Carbon labeling and verified emissions data** through Logitech's Carbon Clarity program, which discloses product-level carbon footprints across life cycle stages.

These sustainable meeting room technology standards are scalable across regions and backed by measurable impact. With them, you gain confidence knowing that sustainability claims are verified through third-party certifications and transparent reporting.

Operational strategies that minimize environmental impact

Technology choices are only one part of the equation. How you use and operate the technology matters too.

- **Streamlined logistics** saves transportation costs and reduces carbon emissions. AVI-SPL recently piloted a supply chain optimization program that cut the average fuel used by its U.S. fleet vehicles by 17.4%. Less fuel burned means lower emissions, faster delivery, and better customer experience.
- **Localized electronics recycling** means faster processing and fewer emissions. Instead of shipping retired AV and UC hardware long distances, AVI-SPL processes it locally, cutting transport emissions and reducing customer costs in the process.
- **Smarter device management** with [AVI-SPL Symphony](#) conserves resources. By monitoring and powering down idle technology, Symphony reduces

energy use and extends device lifespan.

- **Simplified access to carbon data** streamlines annual sustainability reporting. Logitech is one of the few technology vendors to publish product-level carbon footprint data. AVI-SPL provides its customers with this data in a user-friendly format aligned with the GHG Protocol. This enables activity-based calculations for these purchased goods, enhancing accuracy and maturing ESG disclosures.

How sustainable choices create ROI

Sustainable practices deliver more than environmental benefits; they strengthen your bottom line.

Lower total cost of ownership: Energy-efficient devices and automated power management reduce utility bills, while extended product lifespans delay replacement costs.

Improved employee engagement: A 2024 article by Culture Amp analyzed data from over 1000 companies and nearly 400,000 employees and found that companies genuinely committed to sustainability saw a 16% increase in employee engagement levels.²

Simplified ESG reporting: Transparent data from AVI-SPL and Logitech solutions reduces the burden of carbon accounting while improving credibility with stakeholders.

Reputation and trust: Companies that demonstrate leadership in sustainability earn a competitive advantage in markets where customers and employees value responsible practices.

One AVI-SPL customer, a global consulting firm in New York City, cut its electronics recycling costs in half and avoided transporting hundreds of pounds of electronics across state lines by using AVI-SPL's localized recycling approach. That's real impact: lower cost, reduced carbon emissions, and greater stakeholder satisfaction.

Explore AVI-SPL's ESG practices



Sustainable today and abundant tomorrow

The path forward is clear. Organizations that build sustainability into their technology decisions today will reap the rewards tomorrow—in cost savings, employee engagement, and brand equity.

It's time to think beyond cost and performance alone. Sustainability is now a core success metric. Partner with AVI-SPL and Logitech to design low-carbon, high-impact technology environments that create measurable value for your business, your people, and the planet.

Footnotes:

1. Frost & Sullivan, "Global Cloud, IoT, AI, Immersive Technologies, and Metaverse Survey," October 2024.
2. Culture Amp, "An eco-work ethic? How sustainability influences employee engagement," April 20, 2024.

Let's work together.

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