

Cirkulær økonomi – fundamentet for en bæredygtig it- branche

Magnus.Sallbring@atea.dk
Christian.Marott@atea.dk
Soren.Feldstedt@atea.dk



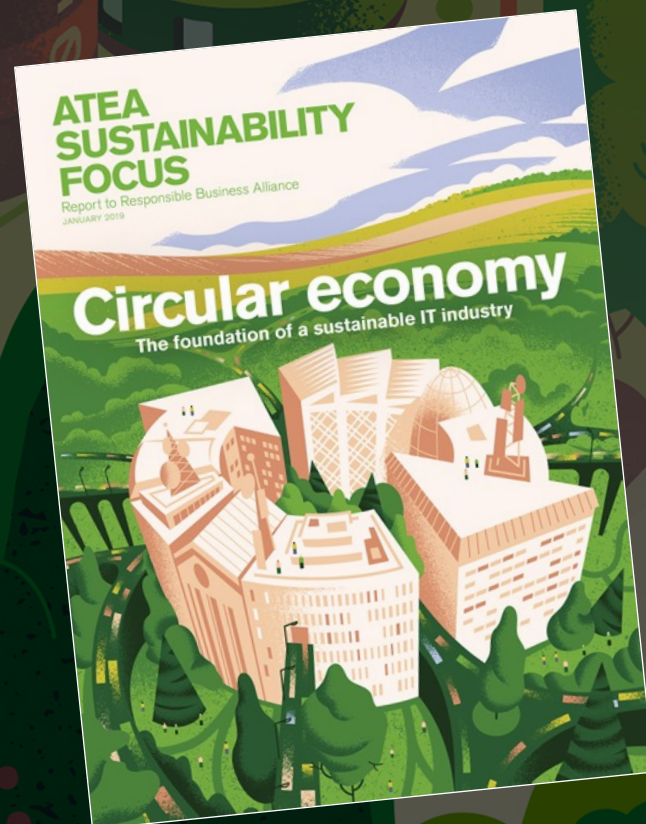
ATEA SUSTAINABILITY FOCUS



ATEA

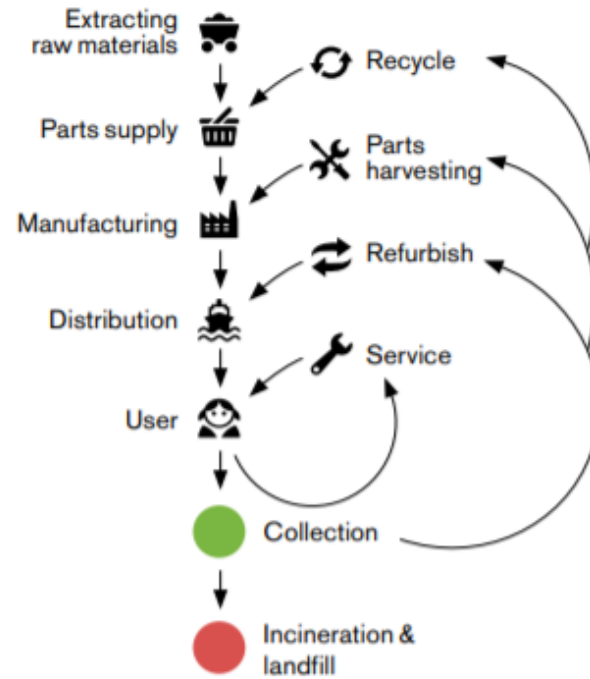






Circular economy

Circular economy is about extending product lifespan, increasing opportunities for reuse and refurbishment of products and materials, and paying attention to design to maximize resource efficiency, minimize waste and the need for extracting virgin materials.



Risks and opportunities



- IT Waste management ranks top 2 in all aspects
- High environmental impact for the industry
- Reputation is a fantastic opportunity for corporations
 - Brand is everything

Atea Sustainability Focus Forum 2019

Välkommen till Fotografiska



Datum: 27 mars

Tid: 09.00 - 20.00

Plats: Fotografiska, Stockholm



Johan Rockström
Professor



Kirstie McIntyre
HP Inc



Christy Abizaid
Dell



Joan Krajewski
Microsoft



Katie Shindall
Cisco



Deborah Albers
RBA



Chris Wellise
HPE

ATEA

100%

of Atea's core business is
ISO 14001 certified

93%

of supply chain is monitored
by Atea for compliance

-5%

CO₂ reduction since 2017
(see our Carbon Footprint Report for details)

406,572

units reused/recycled using
Atea's goTloop operation

ALL

of our employees have undertaken
training for compliance with our
Code of Conduct

6

identified SDGs where our
business has the greatest impact

YES

UN Global Compact Signatory
(since 2010)

100%

of all new manufacturing
suppliers screened using social
and environmental criteria

150

tons of CO₂ have been climate
compensated

50/50

Gender distribution of Atea's
Board of Directors (female/male)

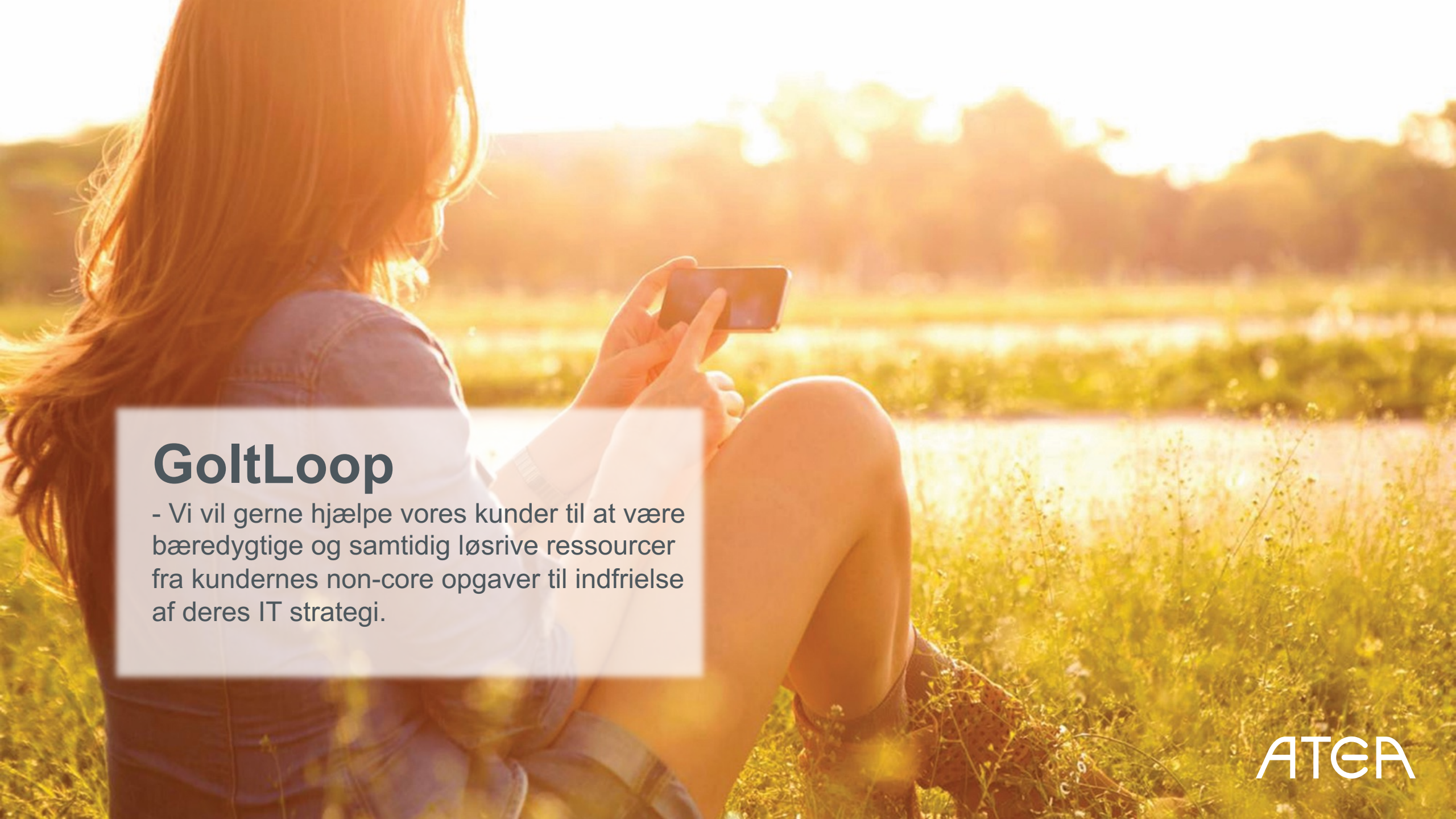
Atea's Corporate Social Responsibility Achievements: Highlights

Awards and recognitions for Atea in 2018:

- ✓ **GOLD CSR ranking** by Ecovadis. Atea ranked in the top 1% of 45,000 companies evaluated.
- ✓ Ranked **Industry Leader for sustainability within the IT sector** in a study published by the Sustainable Brand Index B2B, the Nordic Region's largest brand study on sustainability.
- ✓ Granted **Prime Status by Oekom Research**: one of the world's leading rating agencies in the field of sustainable investment. This is awarded only to companies that meet specific minimum requirements in corporate ratings and achieve the best ESG scores among their peers.
- ✓ Atea was among **finalists in the leadership category of the Responsible Business Alliance (RBA) Compass Awards**—an initiative to promote best practices and to highlight how sustainability work can be done well.



ATEA

A person with long, wavy hair is sitting in a field of tall grass at sunset. They are holding a smartphone in their hands, looking at the screen. The background is a soft-focus landscape with trees and a body of water, all bathed in the warm, golden light of the setting sun.

GoltLoop

- Vi vil gerne hjælpe vores kunder til at være bæredygtige og samtidig løsrive ressourcer fra kundernes non-core opgaver til indfrielse af deres IT strategi.

ATERA

Med Atea GoltLoop kan du trygt sende dine udtjente it-produkter til genanvendelse.

Så bidrager du til et bedre miljø og får samtidig et ekstra tilskud til it-budgettet – uanset hvor enhederne er købt!

Sådan genbruger vi dit udtjente it-udstyr

Bestil en sikkerheds-godkendt transportkasse
Læg dit udtjente it-udstyr i kassen og kontakt os for afhentning.

Garanti for høj data-sikkerhed
Vi sletter data og renser enhederne i overensstemmelse med GDPR-lovgivningen.

Modtag penge for dit it-udstyr
Hvis dit it-udstyr har værdi, sælger vi det videre og afregner med dig.

Miljørigtig bortskaffelse
Defekt udstyr bortskaffes miljørigtigt efter gældende lovgivning.

99,7%

af det skrottede udstyr genudvindes og 0,3% bortskaffes.

55%

genbruges og videresælges til skoler, virksomheder og organisationer.

45%

skrottes og sendes til samarbejdspartnere for genudvinding.

ATEA

Læs mere på Atea.dk/goitloop



Speed

- Hurtig opstart og enkel bestilling
- Hurtig opgørelse og afregning



Money

- Forbedrer TCO, Lean og skalérbare Loop processer
- Enkel og standardiseret ordre- og afregningsmodel
- Højere gensalgsværdi (10%-30%)



Resources

- Optimal udnyttelse af ressourcer – 25% (én it-partner der håndterer hele livscyklussen)
- Bedre udnyttelse af kompetencer i it-afdelingen



Risk

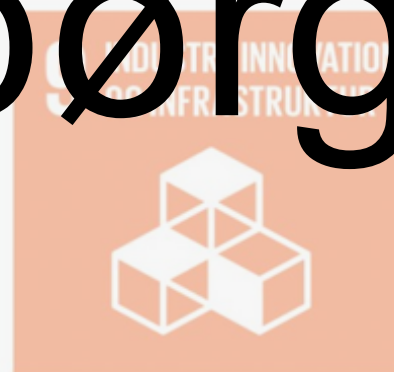
- Imødegå myndighedskrav om fremtidig dokumentation (miljørapport)
- Fuld kontrol via Asset Management
- GDPR understøttelse i datasletning
- Styrker den grønne profil og branding hos kunden
- Medvirkende til understøttelse af kundens CSR strategi

Sådan kommer den konfigurerede pc ud i verden



VERDENSMÅL

for bæredygtig udvikling



Spørgsmål?

An aerial photograph of two large white wind turbines standing in a dense green forest. The sun is rising in the background, creating a warm, golden glow and long shadows across the landscape. The sky is filled with soft, wispy clouds. The turbines have three blades each, and their towers are marked with red bands near the base.

Energioptimering

v/ Christian Marrot

ATERA

***”Atea vil være kundernes
ansvarsbevidste medspiller!”***

ATEA

Vi vil tilbyde vores kunder et
beslutningsgrundlag der hjælper dem
til, at kunne træffe den bedst mulige
beslutning på tværs af **Pris,**
Funktionalitet og **Miljøpåvirkning**



Vi opfatter det faktisk som en del af
vores ansvar, **som en ansvarlig**
samarbejdspartner og **medspiller**

ATEA

Fra i dag
lancerer Atea
2 nye koncepter
omkring energi-
optimering

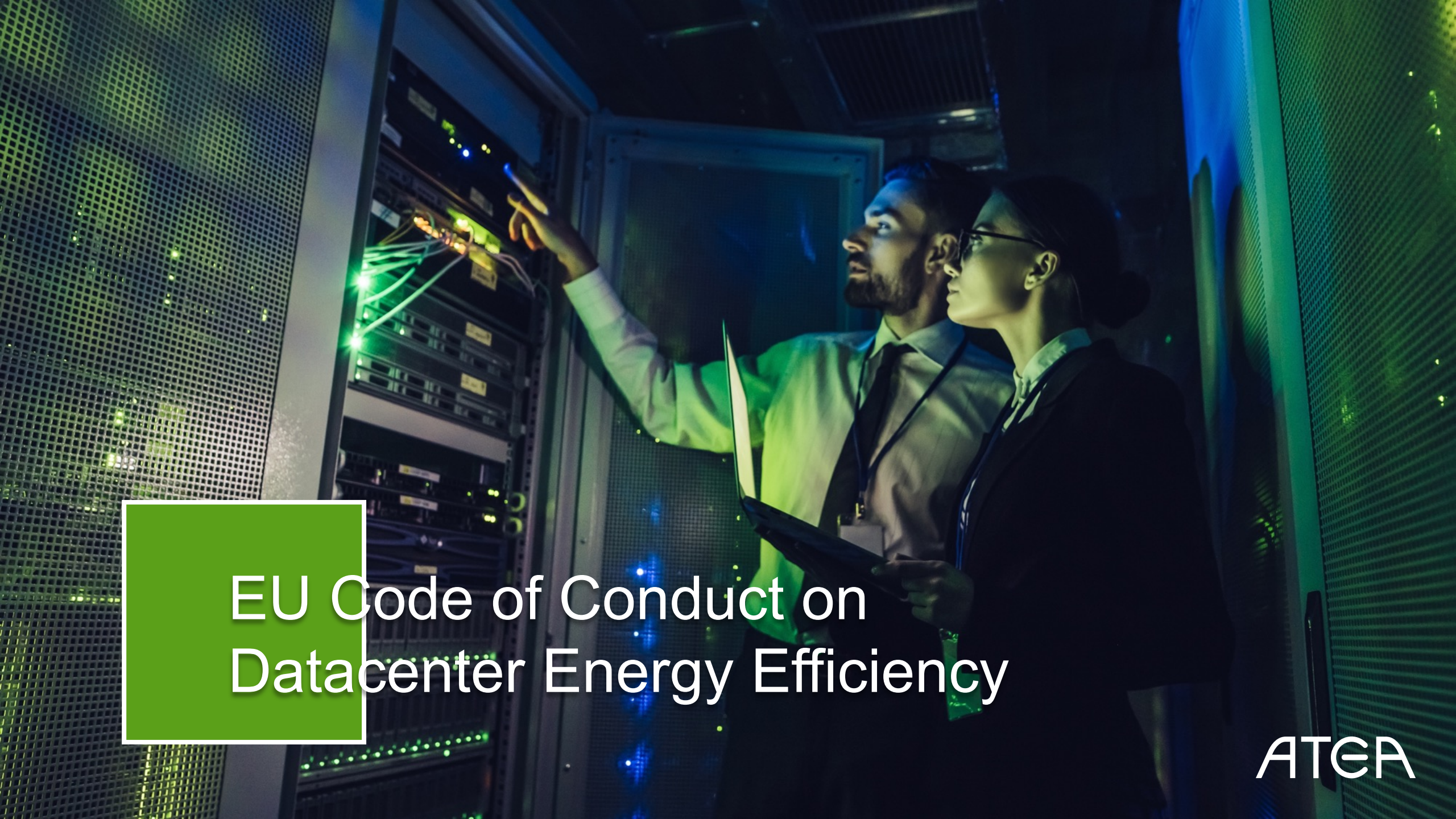


ATEA



Skolekonceptet

ATER



EU Code of Conduct on Datacenter Energy Efficiency

ATEA

Christian Marott
energioptimizering@atea.dk