

# Paving the way to minimize the carbon impact of printing



Actionable insights to reduce the carbon footprint of your HP print solution



Tackling climate change requires more than just international agreements. It needs a concerted effort from organizations around the world to push for greater sustainability. As the most responsible company in the US<sup>1</sup>, and provider of the planet's most comprehensive certified carbon neutral Managed Print Service<sup>2</sup>, HP's innovative solutions and services help our partners build sustainability into the core of their business.

## Introducing SIRA

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HP's unique SIRA (Sustainable Impact Reporting & Analytics) platform shows how your fleet is performing, allowing you to measure progress and unlock optimization opportunities. With data from SIRA, you will get actionable insight into how you can take immediate steps towards lowering your carbon emissions.

## How SIRA works:

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SIRA runs invisibly in the background, gathering in-depth data on the carbon impact of your entire fleet of HP MPS printers across all office locations.

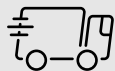
Designed to integrate seamlessly with HP's Value Management Office (VMO), SIRA provides the relevant data so that HP, as your strategic partner, can give you a full picture of how your HP printer portfolio is performing when it comes to carbon emissions.



SIRA measures the carbon footprint of your HP Printing solution, including:



MANUFACTURING



TRANSPORTATION



PRINTER USE



CARTRIDGES



PAPER USE



END OF SERVICE

## Relentlessly reduce carbon emissions

As an HP MPS customer, SIRA allows HP to regularly share with you the data and insights based on the ongoing analysis to help reduce emissions based on the observation and engage in meaningful climate action and continuously optimize your fleet deployment for cost and sustainability.

## Going beyond your carbon footprint

SIRA is more than just a carbon footprint reporting and analytics platform. HP's roadmap for SIRA will see the addition of new capabilities to assist your organization with other aspects of your sustainability initiatives, including ecosystem restoration and the circular economy.



Carbon footprint  
reduction



Forest positive  
printing



Joining the  
circular economy

## SIRA allows HP to share with you:



An overview of your print carbon footprint and amount of offsets purchased on your behalf to provide you with a carbon neutral print service.

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Detailed insights on fleet performance, including:

- Total CO2 emissions
  - QoQ emission reductions
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An analysis of the reductions achieved as a result of Instant On and duplex printing across your MPS printer fleet.

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Recommendations on the actions you can take to optimize your fleet and further reduce your printing carbon footprint.

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HP is actively minimizing carbon emissions across the entire value chain, and with their certified Carbon Neutral Managed Print Services, HP can help organizations like yours take a vital step towards carbon neutrality too.

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Speak to an HP Representative or visit [hp.com/goMPSCarbonNeutral](https://hp.com/goMPSCarbonNeutral) to find out more.

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### References

<sup>1</sup>Newsweek, America's most responsible companies 2022

<sup>2</sup>Based on results of third-party (WSP) research for HP of OEM MPS providers with carbon neutral offers as of June 2022. "Comprehensive" means the planet's only globally certified carbon neutral MPS service that covers lifecycle emissions due to raw material extraction, manufacturing, transportation, use of HP printers, Original HP supplies, and paper and end of service.



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