

Case study

World Wildlife Fund Canada

HP collaboration helps drive down environmental impact and printing costs



Industry

Non-profit

Objective

Streamline costs while reducing environmental impact

Approach

Deploy HP technology and expertise to help reduce IT footprint and guide other companies to follow suit

IT matters

- Reduce quantity of local printers by approximately 50%
- Deploy ENERGY STAR® qualified printers
- Establish default duplex, and monochrome print policies
- Reach cost saving and accountability goals with FollowMe document output management

Business matters

- Saved approximately 116,000 pages of paper or nearly 14 trees¹
- Cut costs and greenhouse gas emissions while saving an estimated 4,000 KWh in energy annually²
- Developed the Smart Office Challenge to inspire and empower the WWF Living Planet @ Work community of over 600 companies to learn about and make a shift towards greener IT



“HP technology and expertise helps us to drive waste out of our internal operations and enables us to provide tools and resources for other companies to do so as well.”

– Scott Liffen, director, IT, WWF-Canada



World Wildlife Fund (WWF) Canada believes that good science is the foundation for sound conservation practice and policy. Over time, the work of WWF-Canada has evolved from protecting particular wildlife species and habitats to protecting life on Earth—including our own. Today, the organization’s work is about life, because everything they do is about securing the future of healthy, thriving ecosystems. As a leader in environmental protection, WWF-Canada adopts comprehensive environmental goals for its own organization and operations. It continually strives to reduce its own footprint and help other companies do the same. To reduce its IT footprint and environmental impact, WWF-Canada collaborates with HP Canada, a recognized leader in both IT efficiency and environmental sustainability.

For half a century, WWF-Canada has worked to protect the future of nature. WWF-Canada is Canada's largest international conservation organization with the active support of more than 150,000 Canadians. It connects the power of a strong global network to on-the-ground conservation efforts across Canada, with offices in ten cities across Canada, including Vancouver, Prince Rupert, Toronto, Ottawa, Montreal, Halifax, St. John's, Iqaluit and Inuvik. The mission of WWF-Canada is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. It works to ensure that the use of renewable natural resources is sustainable; promotes the reduction of pollution and wasteful consumption; and encourages conservation for the world's future biological diversity. WWF is also working to model processes and behaviors to help other companies improve their environmental stewardship while cutting costs.

HP technology supports environmental goals while cutting costs

Scott Liffen, director, IT, WWF-Canada says that to most effectively support its objectives, WWF approaches every effort with a desire to implement best-in-class, highest-quality solutions with the smallest footprint. For the IT requirements at WWF-Canada, HP technology fit the bill. WWF-Canada has a robust HP hardware ecosystem, from desktop and notebook PCs to servers, network switches and their Storage-Attach-Network. The organization has deployed HP LaserJet multifunction printers (MFPs) with FollowMe by Ringdale to support the sustainability goals of reducing power consumption and waste. Liffen adds, "In our Toronto office, we had a lot of local printers with no clear line of sight on usage. We worked with LaserNetworks and HP to strategically consolidate our printer fleet. We were able to reduce the number of printers by roughly 50%, at the same time we improved the user experience because of the rich feature options of the HP MFP devices."

In particular, Liffen says that they have set duplex, monochrome printing as the default on all printers. The flexible print policy controls offered by FollowMe enable the organization to set enterprise-wide print policies to help reduce costs. "Even though the people who work here are by nature fairly aware and would self-select the more conservative, smallest impact options, this allows them

to print without having to stop to make the decision or take the extra steps," says Liffen. Employees also regularly utilize other printer functionality to increase their use as input devices, such as scan-to-email and scan-to-network, rather than just as traditional output devices, to reduce their environmental impact. And, because the HP MFPs integrate easily with solutions such as FollowMe by Ringdale, they enable WWF-Canada to leverage the FollowMe Printing roaming capability to protect data confidentiality and eliminate uncollected print jobs.

WWF-Canada uses HP LaserJet and Color LaserJet MFPs, all of which are ENERGY STAR® qualified. Products that earn ENERGY STAR qualifications prevent greenhouse gas emissions by meeting strict energy efficiency guidelines. HP is committed to offering products and services worldwide that help customers save money and conserve energy without sacrificing features or performance.

"We recognize the opportunity for huge footprint reduction and change that is possible through technology. The longstanding commitment to environmental sustainability by HP in the work they do day-to-day made them the right choice for WWF-Canada when we wanted to tackle our own environmental goals. HP has helped us to do more in terms of reducing our impact on the planet and saving money while doing so."

– Scott Liffen, director, IT,
WWF-Canada

WWF-Canada is driving tangible results: statistics generated with FollowMe reporting and tracking capabilities showed in the last fiscal year, the organization saved approximately 116,000 pages of paper and an estimated 4,000 KWh in energy requirements for printing. Data collection information through the Ringdale FollowMe solution tracks "never printed" purged print jobs and duplex printing. Additionally, there were notable savings in water, trees, and CO2 emissions.



HP Original Supplies chosen for quality

The WWF-Canada team also made a deliberate decision to utilize Original HP Supplies over a remanufactured option for two important reasons. First, HP quality helps to ensure documents are printed right the first time, so that no wasteful reprinting is necessary. Secondly, the HP “closed loop” plastics recycling process was selected in Canada as a **2014 Clean50 Top 15 Project**, and from amongst those 15 projects determined to be the “Best Project” by Clean50 Honourees in 2013, recognizing the innovative and important impacts from capturing and recycling. Part of the HP Planet Partners return and recycling program, this process uses plastic from recycled Original HP ink and toner cartridges and other post-consumer sources to create new Original HP cartridges. WWF-Canada embraced the HP industry-leading cartridge return and recycling program. HP Planet Partners is a reflection of the organization’s own commitment to reducing its footprint and leading the industry with innovative environmental solutions.

Partnering for the environment

As a leader in environmental protection, WWF-Canada has a responsibility to select partners that are aligned with and support its sustainability goals. Liffen explains, “We need to have credible corporate partners, like HP, that are committed to the environment. In addition to their sustainable product and service offerings, we can trust that HP has responsible manufacturing and recycling

processes.” Given this full-cycle stewardship by HP, WWF-Canada also utilizes HP technology externally at its major supporter and fundraising events, such as the annual Canada Life CN Tower Climb and the Panda Ball.

“Through its support of the Living Planet @Work program, HP is helping WWF-Canada demonstrate how every company can find opportunities for improvement and make good business decisions that help the environment and save money. HP is helping provide actionable tools for positive change.”

– Adrienne Lo, manager,
Living Planet @ Work program

Furthermore, WWF-Canada has partnered with HP to launch **WWF Living Planet @ Work** championed by HP, a free web-enabled program created to encourage environmental action and create a culture of conservation across corporate Canada. The program provides a suite of toolkits to help workplace environment teams and champions take action and help their organizations reduce their environmental footprint, engage employees and fundraise for the WWF conservation efforts.

Customer at a glance

Application

Office printing, copying, scanning and faxing

Hardware

- HP Color LaserJet CM6040f Multifunction Printers
- HP LaserJet M4345x Printers
- HP LaserJet M3035xs Printers
- HP desktop PCs, notebook PCs, servers, wireless controller and access points, network switches, Blades and SAN

Solution

- FollowMe by Ringdale

“HP has the credibility, reputation and transparency in the same way it does business that our supporters demand of us.”

– Sara Oates, vice president, Finance and Administration and chief financial officer

The Living Planet @ Work program includes a campaign dedicated to green IT called The Smart Office Challenge which provides all the information, resources and guidance a company needs to buy with the environment in

mind, optimize IT performance while reducing energy needs, and responsibly manage print and recycle electronic waste. “This is an HP-expertise driven effort,” explains Adrienne Lo, manager of the Living Planet @ Work program. “HP is bringing its knowledge around how technology can help businesses identify energy and waste reduction opportunities, take action and save money.”

WWF-Canada and HP encourage all companies to join the growing Living Planet @ Work community. Learn more at atwork.wwf.ca/ and check out The Smart Office Challenge!

Sign up for updates
hp.com/go/getupdated

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¹ Calculated using: www.conservatree.org

² Annual period from July 2012 through June 2013.

