citrix

Sustainability Through Community

The keys to a sustainable business model



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01

Summary

As change accelerates and businesses transform to unforeseen modes of work, redoubling commitments to corporate social responsibility standards and reinforcing ethical practices become driving forces for the way forward. Strongest among these goals is a commitment to address climate change in concrete, measurable ways.

A recent survey found that 75% of large companies have implemented Corporate Social Responsibility (CSR) policies, aimed at dramatically reducing greenhouse gas (GHG) emissions.[1]

[1] *U Source: Citrix Sustainability Survey (Sutton Parker, 2020)*



02

IT and UN sustainability goals

The primary sources of global GHG emissions are electricity, heat production, and other energy (35%). IT consumption accounts for 10% of all business electricity, with facility operations and data centers.

A recent CEBR study found that by reducing commuting hours and consolidating real estate through sustainable IT practices, remote work could help reduce annual CO_2 emissions by 214 million tons a significant portion of global CO_2, N_2O, and CH_4 emissions.

[1]Citrix Fieldwork →



IT Driving Sustainability

In 2016 The United Nations released a total of 17 sustainable development goals.
Of those 17 goals, 9 can be driven directly by IT:

UN Sustainability Goal	IT Solution
Good health and well-being	Reduce pollution and enable work/life balance
Decent work and economic growth Industry, innovation, and infrastructure	Enhance productivity and extend product lifecycle
Sustainable cities and communities Responsible consumption and production	Reduce commuting and energy consumption
Climate action Life bellow water Life on land	Reduce impact on earth's ecosystems
Partnerships for the goals	Create an IT ecosystem that reduces emissions

17
SUSTAINABILITY DEVELOPMENT GOALS

9
CAN BE DRIVEN DIRECTLY BY IT

Delivering Sustainability

CSR goals and business goals converge in a sustainable model. The IT community can lead a global effort toward sustainability by focusing efforts in four key areas:

- ✓ Enabling secure, flexible work to reduce commuting
- ✓ Moving from energy inefficient, on-premises data center to 100% renewable, cloud-based solutions
- ✓ Empowering device flexibility that allows employees to work with low-energy devices
- ✓ Extending device lifespan to reduce emissions and e-waste



03

Sustainable business drivers

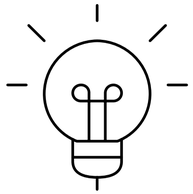
Though some sustainable practices involve sacrifice, there are several key performance indicators (KPIs) to benefit your business now and steer it toward a brighter future.





Attracting, Engaging, and Retaining Top Talent

The growing battle for talent is being won by organizations with a clear commitment to employee experience. Central to that promise are ethical policies and practices that make employees proud to join. More than 70% of workers said they were more likely to work at a company with a strong environmental agenda. [3] Pledges to work toward a zero-carbon footprint and support for a healthy work — life balance attract a conscientious, loyal workforce focused on creativity and innovation.



Enhanced Company Reputation and Brand Building

Employees and customers alike are sensitive to half measures and "green-washing," where lofty claims show few results. True sustainable practices build brand loyalty.

Buyers and future partners include sustainability in their consideration set. Over the last 5 years, 50% of CPG growth came from sustainably marketed products.[4] Moreover, 81% of global consumers feel strongly that more companies should help sustain the environment.[5]

[3] *Source: https://www.fastcompany.com/90306556/most-millennials-would-take-a-pay-cut-to-work-at-a-sustainable-company*

[4] *Source: https://hbr.org/2019/06/research-actually-consumers-do-buy-sustainable-products*

[5] *Source: https://www.nielsen.com/us/en/insights/article/2018/global-consumers-seek-companies-that-care-about-environmental-issues/*



Reduced Carbon Footprint

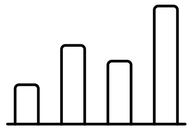
When workers can select or retain efficient, low-energy devices, it relieves supply chain churn. Extended device lifecycles can eliminate unnecessary manufacturing expenditure. And cloud-based data centers reduce energy expenditure exponentially. Cutting commute is the third major step toward net-zero and carbon-negative emissions.



Compliance

The UN Global Compact showed that 92% of CEOs believe integration of sustainability will be important to the future success of their businesses.[6] Those in the public sector are mandated to report GHG emissions. And future policy is certain to include more regulatory requirements. Stakeholders, workers, and customers are highly attuned to ethical, sustainable business practices.

[6] *Source: https://www.unglobalcompact.org/library/5715-UN Global Compact-Accenture Strategy 2019 CEO Study–The Decade to Deliver: A Call to Business Action*

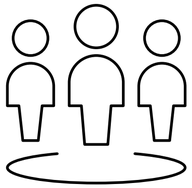


Cost Control/ROI

With more time to innovate and produce, employees thrive. Device acquisition costs drop with extended lifecycles. The Global Commission on the Economy and Climate found that sustainable business practices could save businesses $23 trillion by 2030.[7]

[7] *Source: https://www.unglobalcompact.org/library/5715-UN Global Compact-Accenture Strategy 2019 CEO Study–The Decade to Deliver: A Call to Business Action*

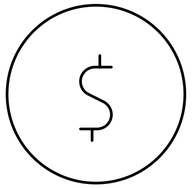
Sustainability Attracts Investors



38%

GROWTH RATE

From 2016 to 2018, sustainable and responsible impact investing a growth rate of more than 38 percent.[8]



8 in 10

MILLENNIALS

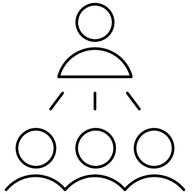
More than 8 in 10 millennials said they were interested in sustainable investing. [9]



$19-24

TRILLION

Sustainability-minded Millennials are expected to have $19 trillion to $24 trillion in assets by 2020. [10]



$23

TRILLION

Investment that takes into account environmental, social, and governance (ESG) issues now represents one in every four dollars invested in the US. [11]

[8] *Source: US Sustainable, Responsible and Impact investing (SIF) Foundation's 2018 Trend Report, www.ussif.org*
[9] *Source: www.fidelity.com*
[10] *Source: https://www.morganstanley.com/pub/content/dam/msdotcom/infographics/sustainable-investing/Sustainable_Signals_Individual_Investor_White_Paper_Final.pdf*
[11] *Source: www.forbes.com*



We firmly believe that work is something you do, not somewhere you go. By embracing flexible and remote work models, underpinned by more-scalable and lower-emissions infrastructure like virtualization and cloud, in tandem with energy-efficient thin-client devices — you can reduce your carbon footprint while benefiting from happier staff and improved productivity.

Tim Minahan
Citrix Executive Vice President
Business Strategy and Chief Marketing Officer

04

Flexible Work for Sustainability

Expanding remote work policies reaps dividends toward a sustainable business model. Commute reduction pulls GHG from the atmosphere, gives workers more time to create and innovate, and, migration to zero-carbon cloud-based data centers, reduces energy expenditures from on-premises data centers.



Ditch the Commute

Commuting employees travel an average of 18 miles a day, for 232 workdays each year, and 68% of them drive to work. For a company with 1,000 employees, that's 2,871,232 commuting miles, equal to 1,172 cubic tons of GHG emissions every year.

A recent CEBR survey reveals that 95% of knowledge workers would prefer to work from home an average of 2.4 days per week.[12]

By enabling technology that allows for a flexible work policy that gives employees 2 days to work from home, or on the road, a company might drop its commuting mileage and resulting emissions by 40%.

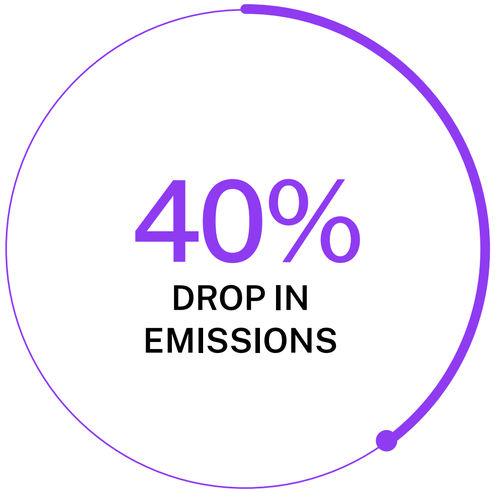


[12] *Source: https://www.citrix.com/perspectives-by-citrix/empowered-employees/economic-impacts-flexible-working-us-2019.html*

Citrix Workspace Eases the Need for Commuting



As a digital workspace that allows for productivity, security, and a consistent experience across any device location, Citrix Workspace helps you create secure and flexible working options that expand remote and work from home opportunities and dramatically decrease the environmental impact of commuting emissions.





Maximizing Energy Efficiency

Offices are energy gluttons. The world's 8 million on-premises data centers account for 3% of all global electricity. The end-user desktops and notebooks are responsible for 35% of IT emissions.

The trend toward cloud-based server solutions, allows workers to rely on low-energy devices that in turn dramatically reduce emissions. For example, an organization with over 1,000 employees can remove the equivalent of a dozen cars, releasing emissions for every workday from the roadways.

3%
OF GLOBAL ELECTRICITY



Citrix Cloud Services Maximize Energy Efficiency

Citrix Cloud services offer secure, flexible multi-cloud and hybrid cloud support to reduce your organization's carbon footprint. Currently, 40% of data centers are energy inefficient, negatively impacting IT's energy consumption and GHG emissions. Carbon-zero computing architecture delivers energy efficiency for years to come.

By example, AWS customers need only 16% of the power of an on-premesis infrastructure, while Azure (powered by 100% renewable energy) is 44% more efficient than the average on-premises infrastructure.

44%
MORE EFFICIENT

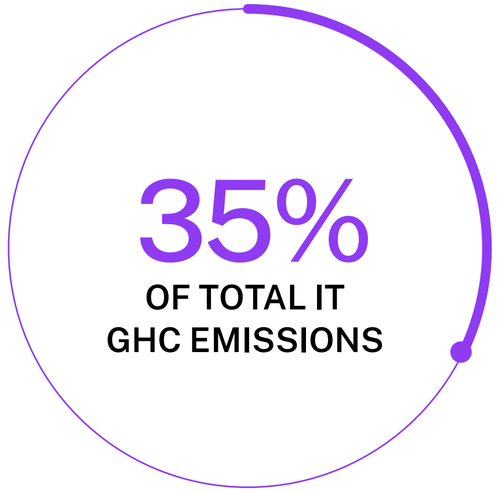


Choosing Low-Energy Devices

35% of total IT GHG emissions are linked to end-user devices.

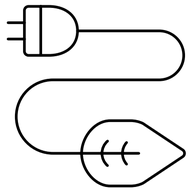
20% of those emissions are created during manufacturing.

The remaining 80% are generated from electricity expenditure in the use-phase energy (UPE). With the flexibility to select low-power, low-emissions devices with a low typical electricity consumption (TEC), companies can significantly decrease their carbon footprint.





Citrix Enables Device Flexibility

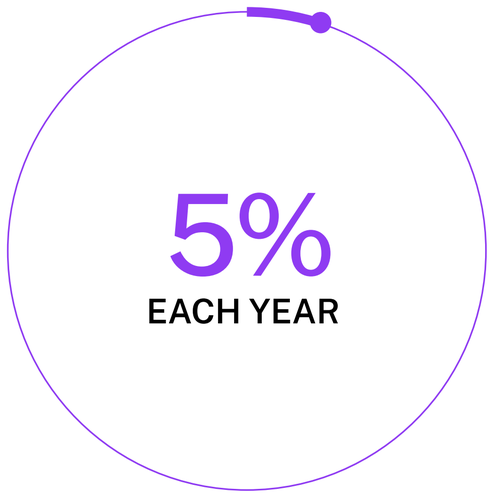


Citrix empowers your IT teams and workers with restriction-free user device selection to ensure that organizations can select devices with low UPE and TEC values. Workers get the same great experiences across multiple devices so they can work smarter, not harder.



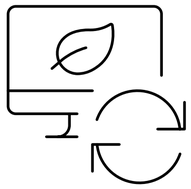
Extending Device Lifecycles

The world is producing 44 metric tons of e-waste every year. A figure that grows by 5% annually. Employing low-energy endpoints that work with application and network enhancements free IT teams and workers from the churn of device compatibility. And device lifecycles can extend to reduce overall manufacturing energy expenditure and cut down mountains of electronic waste.

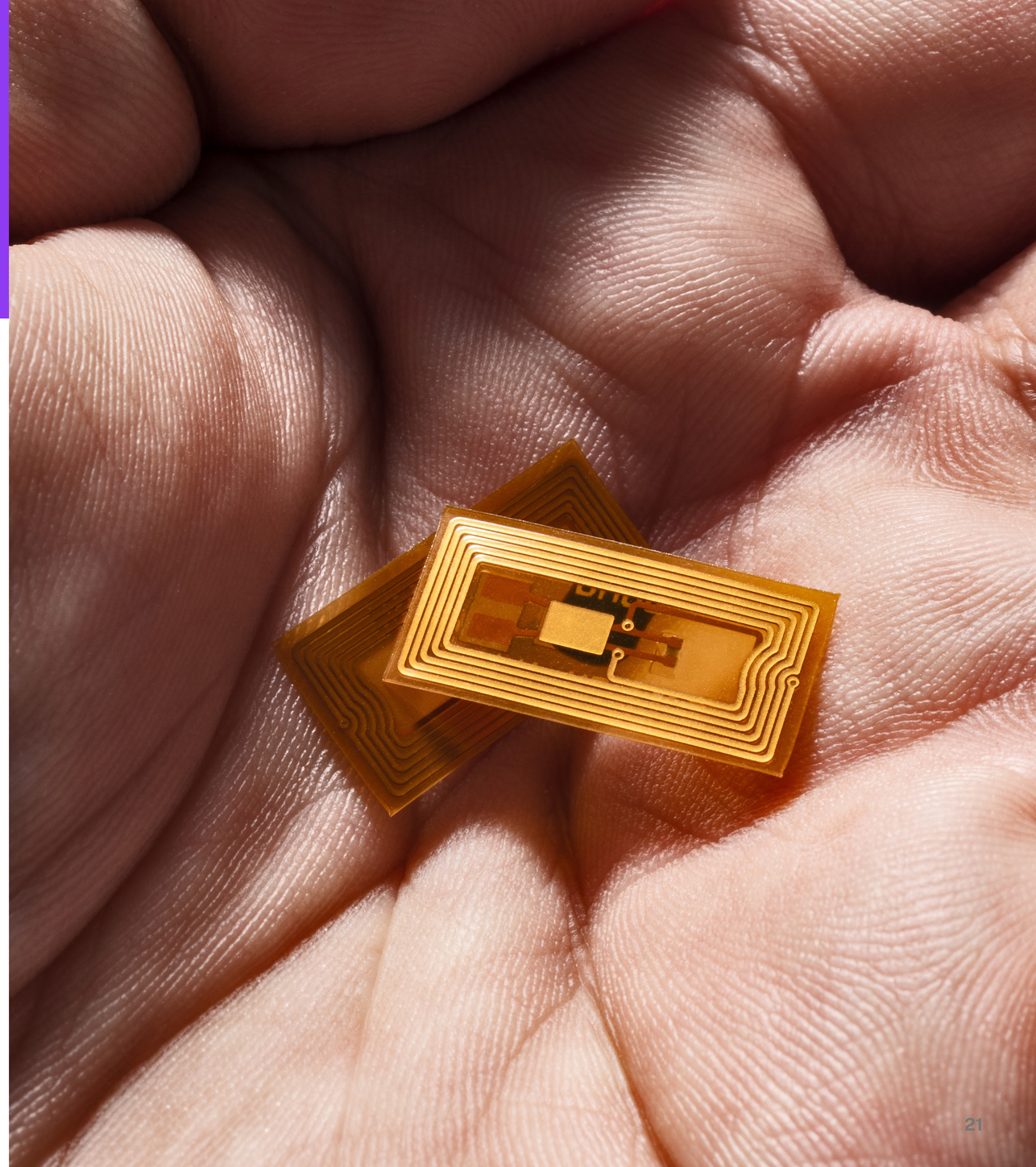




Citrix Helps Extend Device Lifecycles



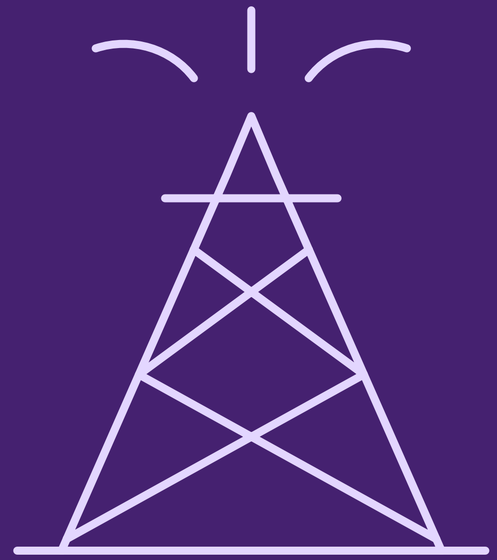
Extend device lifecycles, control costs, and reduce e-waste with virtualized desktop software that provides extended compatibility and contextualized security. Allow your workforce to continue to create and innovate in a friction-free landscape.



05

Learn From One of the World's Most Sustainable Businesses

As the world's largest producer of renewable diesel fuel, Neste faced an infrastructure at the end of its lifespan. Supporting 5,400 employees, 4 refineries and, offices in 16 countries became a challenge with sluggish application performance bogging down productivity. The need for constant updates and workarounds became unsustainable.



Neste Embraces Sustainability

Neste adopted an IT-driven strategy, teaming with Citrix Consulting Services that migrated servers based in Finland to a Citrix Cloud First strategy.

This sustainable strategy delivers mission-critical applications to employees, wherever they choose to work.

With virtual applications allowing workers secure access to apps, files, and data on any device, Neste supports a remote work strategy, eliminating commutes. Combined with a zero-carbon cloud strategy, Neste was ranked third on the Corporate Knights 2019 Global 100 Most Sustainable Corporations list, its second year in the top 3, and was the highest ranked business in the energy sector. Now 51% of Neste's €1.1 billion operating profit comes from renewables.

Get the whole story →

[12] *Source: https://www.citrix.com/perspectives-by-citrix/empowered-employees/economic-impacts-flexible-working-us-2019.html*





Neste is a pioneer in a sector that is often seen as conservative. Its innovative approach to IT infrastructure — combining Citrix cloud services and Google Cloud Platform — has helped reduce its carbon footprint while also improving the application experience for staff around the world. Now, staff have an excellent user experience, greater security, and the flexibility to work wherever they need.

Henri Grönlund
CEO, Cloud2

06

A Renewed Commitment to Sustainability

By 2050, global temperatures need to be limited to a 1.5°C rise. If every country on the planet delivers on its current climate pledges, this still leaves a 32-gigaton gap in carbon emissions. To bridge that gap, Citrix is focused on a goal of removing 50Gt CO2e from the atmosphere. It will take a concerted effort from Citrix employees, partners, and its 100M user base.



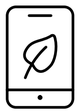
Citrix leads with 4 actions

Citrix leads by example, with 4 actions that will significantly move the needle. They simultaneously reduce emissions and energy expenditure, while providing real business value.



-40%

EMPLOYEE COMMUNITING



-90%

DEPLOY LOW-ENERGY DEVICES



-40%

EXTEND DEVICE LIFECYCLES



-100%

ENABLE GREEN CLOUD ENVIRONMENTS

Through these actions, this community can continue to contribute to a healthier planet that supports further generations, fostering disruptive innovation that can, in turn, create even more sustainable IT-driven breakthroughs.

Find out more about the Citrix commitment to sustainability →