



# AMPLIFY

## IMPACT

### HP PARTNER PROGRAM

HP's new Amplify Impact™ program extends HP's Sustainable Impact strategy and invites partners to drive meaningful change across the global IT industry. Partners that pledge to join HP Amplify Impact will tap into HP's extensive knowledge, training and resources to assess and improve their own sustainability performance while optimizing sustainability-driven sales opportunities. HP has set an ambitious goal of enrolling at least 50 percent of its HP Amplify™ partners in the voluntary program by 2025.

## Creating an Ecosystem of Accountability

HP has long been committed to creating lasting, positive change for the planet, people and our communities. Now, we want to empower our partners to make equally meaningful commitments. Together with our partners, we can drive even greater impact in the channel.

## Sustainable Impact: A Business Imperative

Business as usual is not sustainable. Current consumption rates require the resources of 1.7 Earths<sup>1</sup> and in the past 50 years we've experienced a 68% loss of global wildlife.<sup>2</sup> Sustainability is more than just the right thing to do; it also drives substantial business. By signing the pledge and committing to work with HP on Sustainable Impact, you'll improve your business's sustainability performance, engage and empower employees, and win new business by leveraging the combination of your assets with HP's sustainability leadership and programs.

## Tap Into HP's Sustainable Impact Strategy

HP is recognized as one of the world's most sustainable companies. By joining Amplify Impact, partners have access to the vast knowledge and resources of HP's Sustainable Impact strategy.

## Learn More

Find out more about HP Amplify Impact at [www.hp.com](http://www.hp.com)

### 01 | COMMIT

to join HP's Sustainable Impact journey and drive meaningful change while optimizing business opportunities.

### 02 | ASSESS

your sustainability efforts and their impact. View a peer-to-peer comparison and identify areas for improvement.

### 03 | LEARN

how to design sustainable initiatives via salesforce and HP Sustainable Impact trainings.

### 04 | ACT

to implement a sustainability plan and capture sustainability sales opportunities.

<sup>1</sup>Earth Overshoot Day (2019) [https://www.overshootday.org/content/uploads/2019/05/How\\_many\\_Earths\\_2019\\_English.pdf](https://www.overshootday.org/content/uploads/2019/05/How_many_Earths_2019_English.pdf)

<sup>2</sup>World Wildlife Fund, Living Progress Report (2019) <https://livingplanet.panda.org/en-us/>



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