



HP VISION: TO BECOME THE MOST SUSTAINABLE AND JUST IT COMPANY BY 2030.

Amplify Impact extends HP's Sustainable Impact Strategy to generate meaningful impact on Climate Action, Human Rights, and Digital Equity.



Planet



People



Community



MAIN PROJECTS & RESPONSIBILITIES

AMPLIFY IMPACT CANADA MARKET LEAD

- Worked with Canadian partners on integrating sustainability into their business plans to reduce HP's Scope 3 emissions
- Provided consulting for 21 Changemaker Partners on their Sustainability Plan
- Presented Canada's performance updates weekly to the Canadian Channel Team
- Helped partners register sustainability sales deal reports
- Engaged with partners 1:1 to register them in the Catalyst program
- Supported the US Market in Changemaker plans and other logistics

KEY TAKEAWAYS

1. **Perspective is everything** when explaining the importance of sustainability. Don't lose hope!
2. Best to **follow-up as soon as possible** with clients before the momentum is lost
3. **Time management** is key when working in small teams
4. Partners can have varying business practices, and we must **address the complexities** when **engaging in sustainability**

ACCOMPLISHMENTS

- **Managed over 67 Canadian partners** for Amplify Impact and **increased the engagement**
- Assisted **21 sustainability** plans and completed **5**
- Helped partners understand the **importance of sustainability**
- **Increased** sustainability sales reports by **72%**
- **76% increase** in training progress among partners
- **Tracked and managed** each partner progress to create reports on project status