

## About HP & The Amplify Impact Program

HP aims to be the most sustainable and just technology company by 2030. The Amplify Impact Program leverages HP's **industry leadership** in Sustainability, working to activate **sustainability as a differentiator** for HP Customers and Partners to drive positive impact for businesses and communities.

## Role & Responsibilities

Amplify Program:

- Work with HP's sales teams to **educate and promote HP Amplify Impact** across Canada to achieve **Channel partner registration and action goals**
- Provide guidance and **1:1 support** with HP channel partners to develop their sustainability strategy and plan
- Help partners **implement sustainability initiatives** related to HP's Sustainable Impact pillars of Planet, People, and Community
- Help HP learn from this pilot: Identify **areas of questions/concern from partners** and help develop a log of these with proposed solutions

HP & Mira Supplies Recycling program:

- Gather feedback from participating partners to help **improve program strategy** to increase recycling
- Planning and executing program communication strategy to **increase participation** in program
- Find **opportunities to promote** program in Canada within Amplify Impact program



**PLANET**  
Climate Action



**PEOPLE**  
Human Rights



**COMMUNITY**  
Digital Equity

## Accomplishments & Contributions

- Creation of **Assessment Guide and Presentation Template** for training
- Completed over **30 Self-Assessment Review Meetings** with Channel Partners
- **Helped partners** to see the business case for Sustainability
- Worked with partners to **develop** their Amplify Impact **Sustainability Plan**
- Identified and **tracked areas of partner concerns** and questions in the pilot phase
- **HP & Mira Supplies Recycling program**: created survey for current participant feedback and communications for increased participation

## Key Takeaways

- Importance of **organization and time management** when balancing projects and everyday tasks from multiple supervisors and teams
- **Small businesses care about sustainability** within their company, whether as a personal passion or recognition of the changing business environment
- There are many **different perceptions, background knowledge, wants, and needs of partners** participating in the program
- Importance of **listening, tracking, and addressing partner questions** and concerns in pilot phase

