



What is Amplify Impact?

- HP's industry-leading and award-winning channel sustainability program
- Goals: drive sales through sustainability, deliver sustainable impact, and engage employees
- Over 3,500 partners in 43 countries have signed the pledge and completed 39,000+ training courses
- By 2025, HP aims to enroll 50% of its HP Amplify partners in the voluntary Amplify Impact program

Amplify Impact Vision

Educate, excite and empower partners to drive lasting positive change and maximize business opportunities by extending HP's Sustainable Impact Strategy



People



Planet

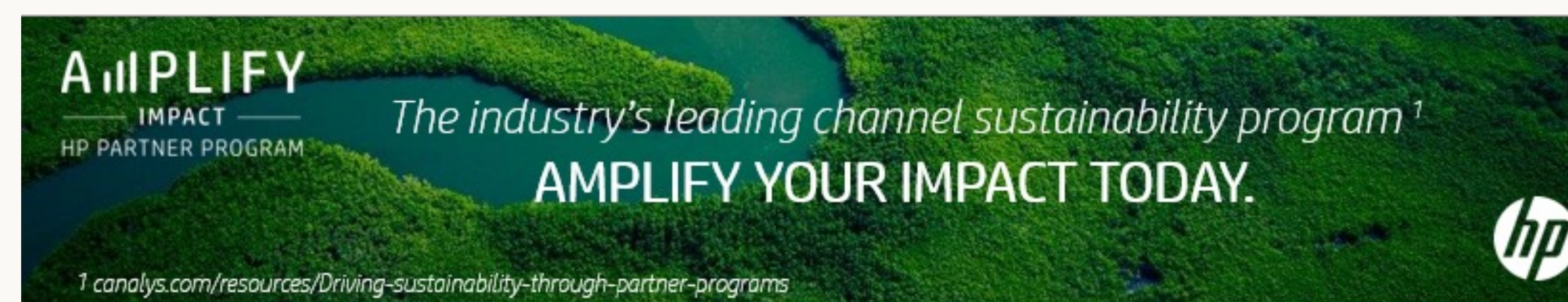


Community



Roles & Responsibilities

- Finalized marketing materials and assets, including social media toolkits, co-marketing playbooks, DE&I strategy playbooks, and sales partner guides
- Drafted communications materials for various internal and external audiences such as newsletters, presentations, emails, and a case study
- Supported the integration of HP Planet Partners and Blue Carpet programs into Amplify Impact
- Assisted the development of the Amplify Impact Awards communications content
- Provided operational support and tracking to the Latin American (LATAM) country champions

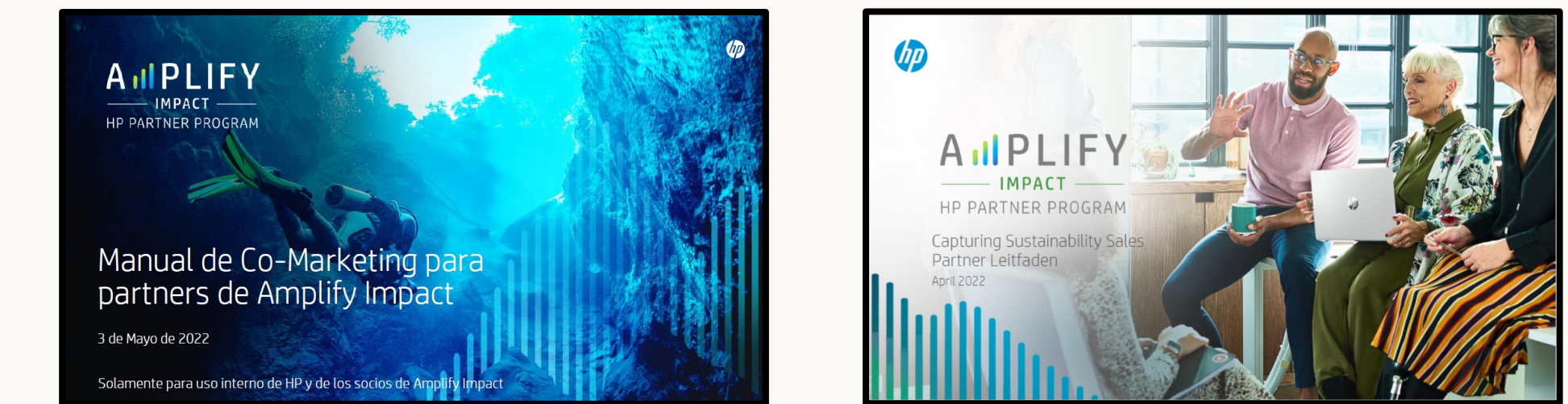


Key Takeaways

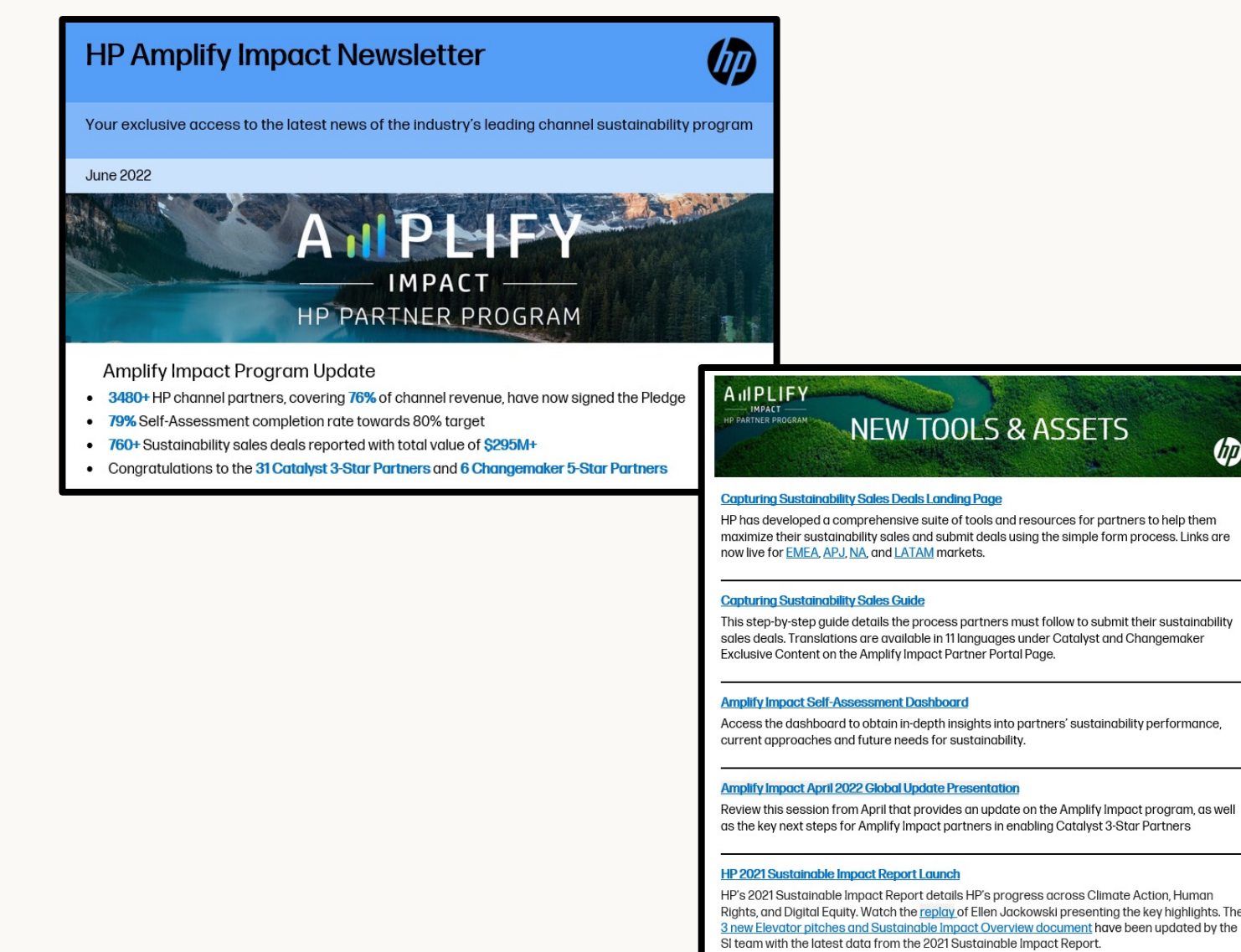
- There is a business imperative for enterprises to create positive lasting change for all
- Sustainability looks different for every business - various paths can be taken to reach the same goal
- Be open to new experiences - every task is an opportunity to learn
- Prioritization and organization are crucial when working on simultaneous projects
- Never be afraid to ask questions

Accomplishments & Contributions

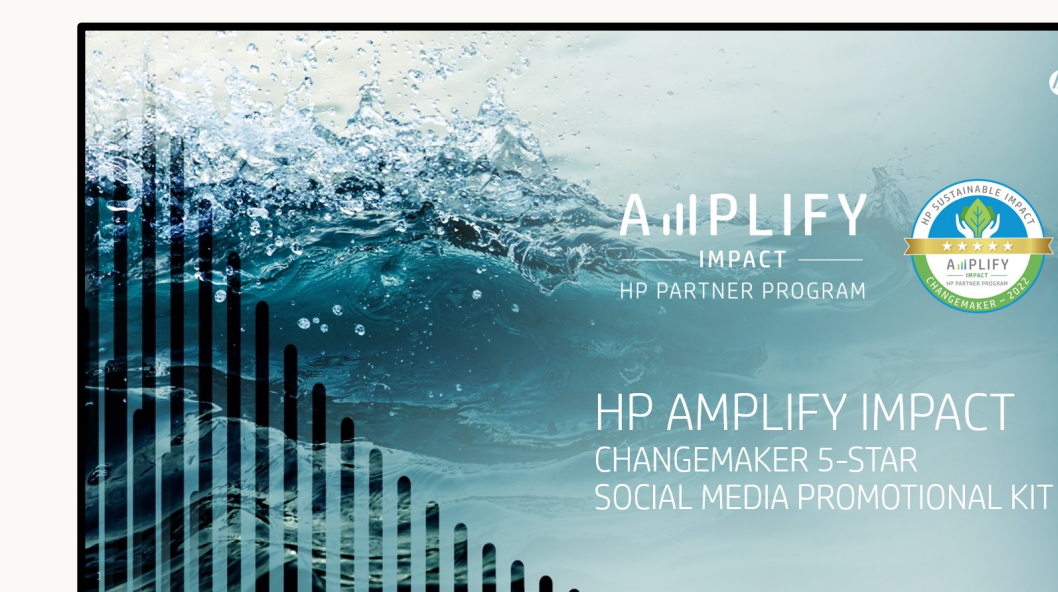
- Audited and finalized partner guides and assets in 12 languages to support partners on their sustainability journey



- Authored the HP Amplify Impact June newsletter detailing program updates and exclusive content sent to channel partners



- Drafted a social media toolkit to help Amplify Impact Changemaker partners share and promote their achievements



- Worked closely with the LATAM country champions to develop a comprehensive tracker that will be used to help achieve their regional targets and goals

HP x 41 Tracker (Latin America) - 19 Aug 2022

Country	FIRM	FIRM	Partner Name	Amplify Partners	Projects		Assessment		Target		3 rd Criteria		Fundamental	Fundamental	Fundamental	Fundamental	
					Done	Score	Target	Reached	% 3 rd	Missing	Variance						
Argentina				30	82	31	100%	6	0	0%	0	0%	0	0%	0%	0%	0%
Brazil				144	134	60	27%	27	0	0%	0	0%	0	0%	0%	0%	0%
Chile				88	29	18	20%	6	0	0%	0	0%	0	0%	0%	0%	0%
Colombia				150	59	63	21%	34	0	0%	0	0%	0	0%	0%	0%	0%
Costa Rica				37	14	12	27%	2	0	0%	0	0%	0	0%	0%	0%	0%
Guatemala				41	11	10	24%	2	0	0%	0	0%	0	0%	0%	0%	0%
Honduras				13	8	10	7%	1	0	0%	0	0%	0	0%	0%	0%	0%
Mexico				276	222	150	20%	20	0	0%	0	0%	0	0%	0%	0%	0%
Nicaragua				15	2	1	13%	0	0	0%	0	0%	0	0%	0%	0%	0%
Panama				105	65	31	37%	0	0	0%	0	0%	0	0%	0%	0%	0%
Peru				4	0	0	0%	0	0	0%	0	0%	0	0%	0%	0%	0%
Peru				4	0	0	0%	0	0	0%	0	0%	0	0%	0%	0%	0%
TOTAL				1115	675	401	34%	83	1	2%	0	0%	0	0%	0%	0%	0%