



Sustainable to the core

Make your organisation more sustainable – starting with your IT

They say that the best time to plant a tree was 40 years ago, but the second best time is today.

Sustainability may be for the future but change is for now. 2020 marked the beginning of the decade in which we must act on some of the most pressing challenges facing our people, our economy, and our planet.

The delayed response to climate change has had an enormous effect on the natural world. Growing populations and increased urbanisation have changed the ways we live and work. And our use of technology has raised tough questions about our role in – and responsibility for – the future of work and the world.

You might be wondering how your organisation fits in to this new way of living. At Citrix, we've been wondering the same ourselves. Read on to discover how we can help your organisation work more sustainably.



Following the leaders

Organisations around the world are already demonstrating that sustainability is just good business.

One organisation that has taken sustainability in its stride is the University of Cambridge¹. It turned to Citrix to help meet its target of being carbon-neutral by 2030.

“The amount of energy saving was quite surprising,” explains Head of Frontline Services Steve Hoensch. “Moving people from a 450W desktop PC (that’s powered 24/7) to a Raspberry Pi that’s running between 5W and 15W, brings a substantial saving. We have over 15,000 desktops on site and that’s not including the students’ own laptops. We spend a huge amount on power.”

Now, the University of Cambridge is using Citrix workspace virtual apps with Raspberry Pi desktops – affordable low energy endpoints that reduce energy costs and green house gas emissions (GHG) without compromising productivity. More staff and students are able to work from home when they need to, as well, which lowers commuting emissions.



Almost three quarters of organisations of all sizes rank sustainability as a medium or high priority²

1, <https://www.citrix.com/en-gb/customers/university-of-cambridge-en.html>

2, Citrix sustainability survey



Energy services provider Centrica realised it could operate more efficiently and sustainably using the cloud and Citrix desktop.

Losing large infrastructure like a dedicated datacenter running 24/7 has propelled Centrica in its commitment to become carbon neutral by 2050³. Centrica is already seeing efficiency savings in IT management, with fewer management servers in operation and in using less computing power. Plus, there have been some immediate and unexpected benefits too.

“Because the cloud auto-scales, it makes our workforce more flexible than ever before. That means fewer cars on the road and, potentially, fewer offices in the future,” says James Boswell, Centrica’s Global Director of End User Computing (EUC). “move more to video conferencing rather than business travel, we save time, energy and personal inconvenience. Using lower-spec, low-energy devices too, means we can extend the lifecycle of older, end-user hardware like desktop and laptop PCs. Most surprisingly in this move to empowered home-working, calls to IT support have decreased, indicating future savings from a flexible model.”

Centrica’s cost savings are due, in part, to the new model being consumption-based. With its desktop on Citrix Cloud services and Microsoft Azure, not only does it mean spinning up and down per region to meet seasonal demand is easy, but they can constantly flex the number of users. So, they have more control over their IT estate and can limit use to what they need at any given time.

centrica
Business Solutions

3. <https://www.centrica.com/sustainability/responsible-business-ambitions/climate-change/>



Swedish designer Nudie Jeans specialises in sustainably sourced and produced denim. In a move for greater sustainability, it wanted to move from international distribution partnerships to a more direct role in the markets it served.

IT Coordinator Martin Sandklef explains the challenge.

“We didn’t realise how much the distance would cause latency issues for users. Performance was just too poor, and productivity suffered. Our new employees couldn’t work effectively on our corporate systems.”⁴

So, Nudie Jeans teamed up with Citrix. Now, with our Virtual Apps and Desktops and its own Citrix ADC, Nudie Jeans can unite everyone in every market with the corporate apps and info they need, through a secure desktop. It’s global scale with a local mindset - that’s great for sustainability.

Nudie JEANS co

4, <https://www.citrix.com/en-gb/customers/nudie-jeans-en.html>



Neste, one of the most sustainable companies in the world according to this year's Corporate Knights List⁵,

creates sustainable solutions for transport, business, and consumer needs. All to help customers reduce their climate emissions. But when its infrastructure was approaching end of life, Neste spotted the opportunity to do better itself.

"Performance was slow, sometimes to the point of being unusable, and nearly all traffic was routed through a server farm in Finland," explains Mari Wasström, IT Solutions at Neste. "Server capacity was huge but not optimised, which showed in application slowness and latency issues."⁶

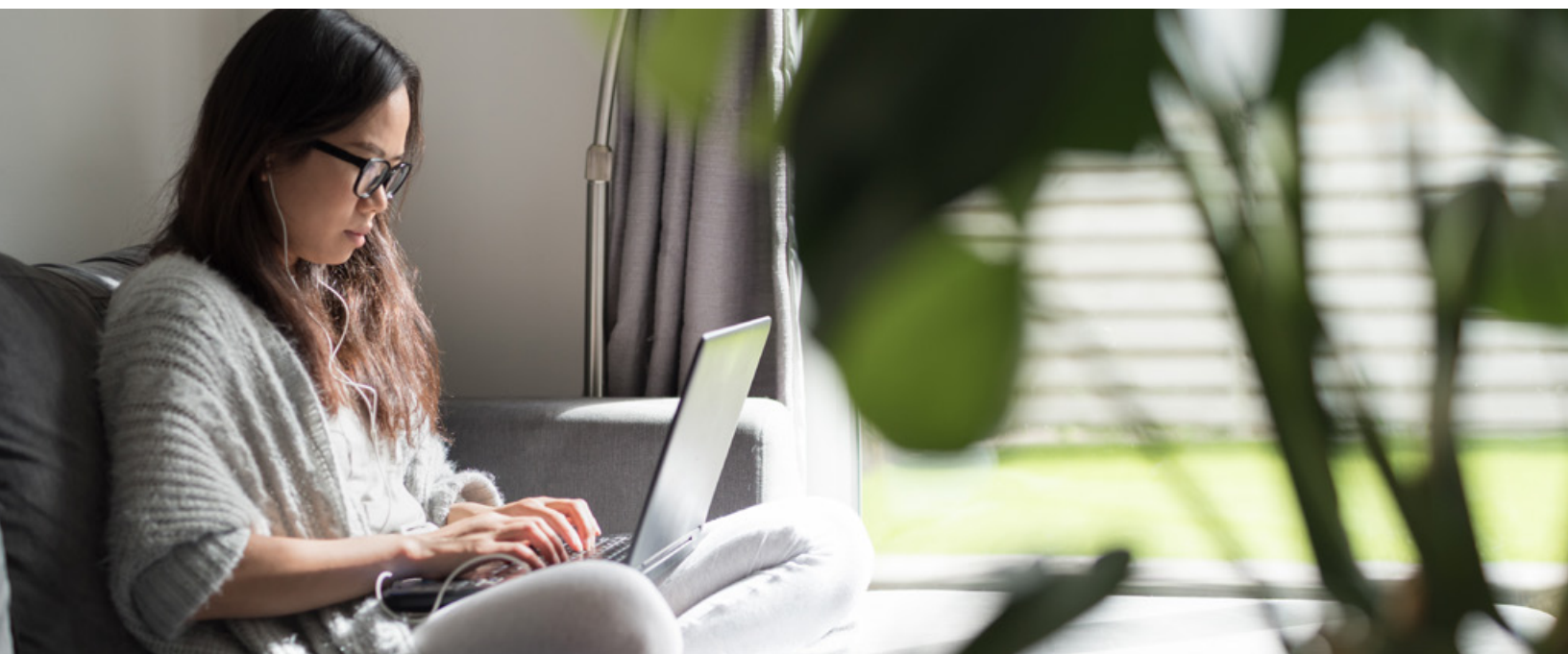
Citrix Cloud Services enabled Neste to move their workloads to the Google Cloud Platform. Now, it can scale its server to meet demands and requires less power to run. This flexible approach helps reduce cost, power and emissions, making for a much more sustainable infrastructure.

NESTE OIL

These organisations are taking sustainability to heart. They're making it look not only profitable, but easy. How do they do it?

5, Corporate Knights List 2020
<https://www.corporateknights.com/reports/2020-global-100/2020-global-100-ranking-15795648/>

6, <https://www.citrix.com/en-gb/customers/neste-en.html>



Acting on your priorities

Authority-led sustainability guidelines and policies require businesses to report efforts in some of their most sustainability-critical areas. Whether it's government, a global standards body or the UN asking for them, these stats are regularly published to compare how well organisations are doing. So far, it's Nordic countries that consistently lead almost every table when it comes to sustainability.

Greenhouse gas emissions

Whether direct (e.g. from equipment like air conditioners), indirect (e.g. from utilities used by employees), or the result of travel paid for by the business, your organisation must be able to account for all greenhouse gas emissions.

Waste management

Your organisation must report absolute values for all administrative and operational waste. Under the Waste Electrical and Electronic Equipment directive (WEEE directive), your organisation must comply with certain obligations depending on the amount of waste you collect, treat and place on the market. This is to reduce electrical and electronic waste sent to landfill sites and increase reuse and recycling of products.

Finite resource consumption

If in the public sector, your organisation must report water consumption in cubic metres.

Almost four in ten organisations either don't have a corporate social responsibility policy, or don't know if they do⁷

7, Citrix sustainability survey



Biodiversity and action planning

Your organisation must cover any biodiversity action plans and your performance against them in line with the complete guidelines below.

Sustainable procurement

Your organisation must report how you have embedded sustainability into your procurement practices.

Climate change adaption

Your organisation must report on: a general statement assuring you're taking action to meet climate policies in the long term; any adaptation planning and decision-making; and any follow up actions resulting from policy changes in the last year.

Rural proofing

Rural proofing is the government's commitment to ensure public policies don't disadvantage rural areas. Your organisation's responsibility is to report on how you're applying rural proofing to all aspects of departmental policy development and implementation cycles.



We've spoken to the organisations that are already doing it. We've sought out expert advice. Now, here are the results. Our top tips for sustainability in your organisation.

Sustainability and strategy

Close the knowing-doing gap – the divide between your organisation's sustainability priorities and the policies that'll get you there. Start by making sure you comply with sustainability standards in your industry. Then, examine the business case for going further. Find the answer to the question: in which areas would the smallest change make the biggest difference?

Seen and heard

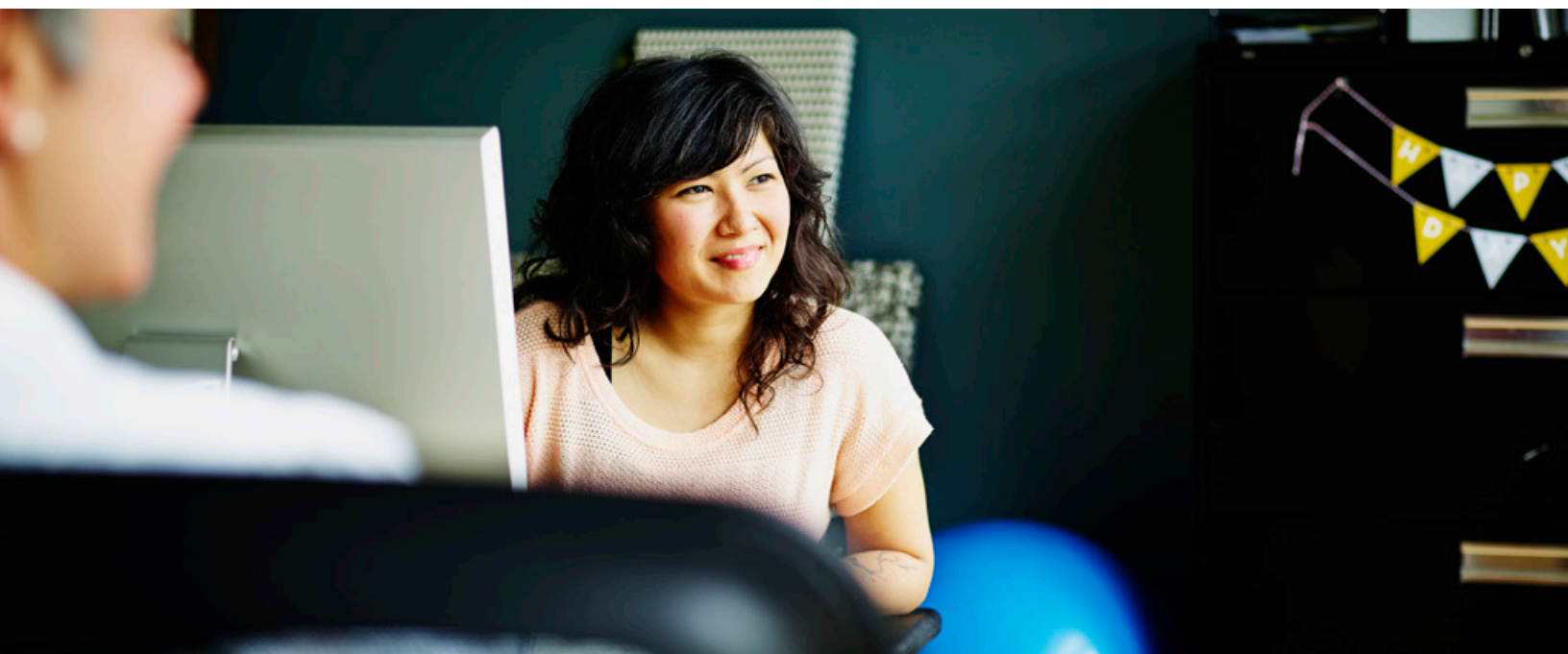
A sustainable image must be backed up by a sustainable core. The fact is, successful sustainability starts behind closed doors. Consider your IT. It touches everything you do. And it typically isn't subject to public scrutiny. It could be the first step and proving ground you've been looking for.

Rule of engagement

The knowing-doing gap would suggest that most employees already believe their organisation is taking sustainability seriously. However, engaging their support and the support of your board is essential. This starts with building a compelling business case for sustainability. And goes all the way to giving employees the tools they need to be a part of the change.

Going above and beyond

But that's the bare minimum. How do you make sustainability more than just a tick in a box? How do you put it into the heart of your business?



In a recent Citrix survey, almost three quarters of organisations ranked sustainability as a medium or high priority. When we asked how they were acting on this priority though, almost four in ten either didn't know if they had a corporate social responsibility policy, or knew that they did not.⁸

Another study by BCG/MIT found that although 90% of executives say sustainability is important to their organisation, only 25% have made it part of their business model.⁹

That knowing-doing gap is why companies can so often fall afoul of greenwashing. One remedy is to start not with public promises, but a sustainable core that nobody can see.

That's where technology comes in.

The organisations that will succeed in sustainability will be those that most closely follow these steps. However, as you may have seen or experienced, with every success story comes another organisation facing accusations of greenwashing. So, where are these organisations going wrong?

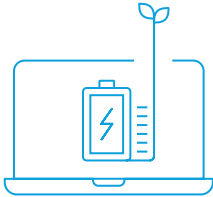
8, Citrix Sustainability Survey

9, <https://www.imd.org/research-knowledge/articles/why-all-businesses-should-embrace-sustainability/>



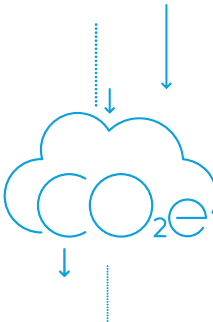
Building your sustainable core

At Citrix, we believe our role in this new way of working starts with the way organisations use technology. So, we identified four areas of improvement to share with organisations like yours.



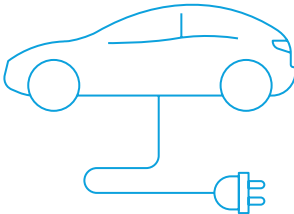
Low energy endpoints

Citrix virtual apps and workspaces help employees be productive on any device. So, organisations can choose devices and lower device emissions by up to 90%.



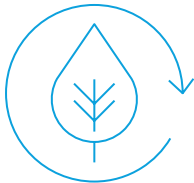
Carbon zero cloud computing

Citrix cloud services makes technology more widely available. Whether that's through extending an organisation's on-premises IT or moving it all to the cloud with a sustainability-minded partner.



Lower commuting emissions

2020 started by testing organisations' abilities to adapt. By combining a Citrix workspace with networking and analytics, people have been able to work securely and effectively from anywhere.



Longer device lifetime

Citrix Virtual Apps and Desktops can help keep devices running for longer – up to two or even sometimes four years longer – to spread the environmental impact of devices over a longer time frame.

Citrix Workspace

Simplify the way you manage and secure apps, devices, users, and networks so you can deliver the best employee experience. Citrix workspace takes the heavy work away from devices – so you can reduce their emissions.

Citrix Networking

By improving network performance and security, IT gets the visibility and control they need while providing their end users with the experience they demand. Citrix networking makes it simple and reliable to work remotely – so you and your employees can reduce office space, energy use, and commuting emissions.

Citrix Analytics

With machine learning applied to data that spans network traffic, users, files, and endpoints, you can identify and take action on user behaviour and app performance. From there, your organisation can spot new opportunities for energy efficiency and sustainable working.

We've joined the organisations turning sustainability priorities into policies. To find out how your technology could help you find a better way of working, see what our solutions can do.



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