



## Teaming up for a greener future

For years now, environmentalists around the world have highlighted the critical role that technology can play in minimising our environmental impact.

From reducing energy consumption to developing innovative recyclable products, to requiring that suppliers operate according to rigorous environmental standards, HP has built a reputation for its leadership in environmental responsibility.

Little wonder then, when Australia's largest practical conservation group, Conservation Volunteers Australia (CVA), needed an 'IT makeover' they teamed up with Hewlett-Packard (HP) to become the organisation's social investment environment partner. In doing so, the seeds were sown for a unique relationship that clearly demonstrates how environmental and technology organisations can work together to help create a greener future.

### **Bringing CVA into the future**

The relationship started following a call from HP to CVA investigating staff volunteering opportunities. From there, the relationship quickly flourished with HP stepping in to help CVA improve its IT infrastructure in line with the organisation's rapid growth.

Over the past 25 years, CVA has grown from an initial handful of volunteers, to an organisation with 170 staff, facilitating over one million hours work from 10,000+ volunteers per annum. Unfortunately for CVA, the organisation's IT hadn't kept pace, with an ageing and unreliable 'fleet' of computers – nearly half of which were more than 10 years old. The organisation also suffered from limited server capacity which made it difficult to efficiently and securely manage the information and systems required to run the organisation.

According to Colin Jackson CEO of Conservation Volunteers Australia, a thorough assessment from independent management consultants revealed the need to apply greater IT resources to help them achieve their business objectives, such as attracting and retaining volunteers and improving efficiency.

"IT was identified as the critical catalyst for change within the organisation and something that was necessary to address important issues, such as a more efficient utilisation of Human Resources", Colin said.

### **Answering the call**

The result was a comprehensive 'IT makeover' by HP, including a suite of HP products and support designed to provide the enhanced reliability, security and mobility necessary to take CVA into the future. A range of new hardware for staff included notebooks, desktops, and multi-function printers underpinned by HP ProLiant blade servers and a comprehensive software range, from VM Virtualization software to HP Data Protector software.

CVA's new IT solution quickly opened up a range of benefits and new functionality. For example, the HP ProLiant Servers has provided agents around the world with the ability to book volunteers in real time, as well as improved reporting of environmental statistics on CVA projects.

Similarly, the replacement of unreliable old notebooks resulted in a measurable decrease in the time spent by IT staff fixing old equipment – something that has had a positive impact on morale across the board.

Notebooks have also resulted in greater mobility for staff, while HP multifunction printers have also provided the organisation with the ability to print double sided, reducing CVA's carbon foot print in its use of paper.

Likewise – scanning functionality has also reduced paper use by enabling electronic distribution of business documents.

“As a community based organisation our resources are naturally channelled to conservation activities and CVA would not have had the capital to implement such substantial IT change without the generous support of HP,” said Colin.

“Now we have an IT system with built in redundancy, improved security, increased capacity storage and the ability to run new applications.”

“In today’s business arena not for profit organisations are either in or out of the information technology game. With the substantial assistance of HP CVA are in the technology world and have a solid platform on which to build the business particularly the data base and volunteer online booking system” said Colin.

#### **When you’re onto a good thing...**

Following on from the fruitful relationship, the two organisations have continued their successful alliance to help with CVA’s broader community initiatives.

The result was the HP Schools Future Program, an initiative that commenced in 2008 to combine community volunteer work with environmental awareness and accountability. It aims to promote and support sustainable practices within schools, fulfilling an ambitious goal that empowers people of all ages to take responsibility for a sustainable future.

The program invites primary and secondary schools to apply for participation in the program. The basis of the application is for entrants to identify a conservation project either on or near school grounds that requires practical hands-on attention.

Not only do selected schools receive some HP hardware, they also receive a team of community and HP employee volunteers for two full days to assist with their nominated environmental project. The volunteers are provided and managed by Conservation Volunteers Australia.

The program saw ten schools selected to participate in the program in 2008, with a further 25 Sustainable Schools to be supported by HP Schools’ Future program across Australia in 2009.

According to CVA, the program is a win-win all round.

“From the schools perspective the program provides them with additional resources to help them achieve

what may have been beyond what they could have managed alone,” said Leesa Ridley CVA Regional Manager Melbourne.

“Volunteers get a huge kick out of helping out their local community and being involved in their local schools. Most importantly though, the kids at the schools get the opportunity to join in, broadening their knowledge of the environment and sustainable practices for the future.”

#### **Collaboration and cooperation**

As a result of the HP and CVA alliance, spin off initiatives continue to evolve, with HP employees keen to show their support for the CVA’s important work.

Last year for example, HP staff donated funds to support youth volunteers plant 2,000 native plants in New South Wales. And to coincide with World Environment Day, many staff took up the challenge through CVA to Kick the CO2 Habit UNEP initiative, with a range of pledges to make a personal contribution to reduce their own impact on the environment. CVA’s Corporate and Government Affairs Manager also participated at HP’s global ‘Climate Camp’ at the head office in Palo Alto, USA.

According to Peter Ekstedt, Global Citizenship Manager, HP Asia-Pacific & Japan, from HP, its all part of HP’s enduring commitment to utilising the best technology resources to find sustainable solutions to reduce our environmental impact.

“Technology can deliver new solutions and possibilities to significantly reduce our collective environmental impact. HP is committed to playing a leadership role in creating sustainable solutions across the full spectrum - product reuse and recycling, a socially and environmentally responsible supply chain, energy efficiency in products & internal operations and staff volunteerism. It’s a holistic approach and one that we hope will play a role in helping create a better future,” Peter said.

#### **Further information**

HP Eco Solutions : <http://www.hp.com/hpinfo/globalcitizenship/environment/index.html>

2008 Global Citizenship Report : <http://www.hp.com/hpinfo/globalcitizenship/gcreport/index.html>

#### **Conservation Volunteers Australia**

<http://www.conservationvolunteers.com.au/>

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