

Professional Services | Japan

# Boosting sustainability with Lenovo CO<sub>2</sub> Offset Services

Real estate company

As part of a desktop refresh project, this real estate company partnered with Lenovo to manage its IT carbon footprint with Lenovo CO<sub>2</sub> Offset Services.



Lenovo

# 1

Customer  
background

## **Who is this real estate company?**

Based in Japan, this real estate company has a portfolio of thousands of properties nationwide. Committed to sustainability, the company pursues environmentally focused goals alongside commercial objectives.

## 2 The challenge

In preparation for the end of support for Windows 10, this real estate company planned to replace its desktops with Windows 11 compatible devices, which offer a more modern and streamlined user experience. Initially, the company considered replacing only some devices, but due to strong demand from employees for high-spec devices and the fact that replacing all devices at once would save both time and cost, the company decided to proceed with a full-scale refresh.

True to its commitment to sustainability, the company aimed to offset the estimated CO<sub>2</sub> emissions generated throughout the lifecycle of the new devices: including manufacturing, shipping, usage, and disposal.

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**“We are committed to promoting sustainability across the entire company. In our IT department, we were exploring ways to contribute to this effort when Lenovo proposed a new sustainability service.”**

**Spokesperson**

Real estate company

# 3 The solution

## Driving sustainability with carbon offsetting

Lenovo supplied notebooks and desktop PCs for the company's IT refresh. The real estate firm selected Lenovo ThinkPad X13 Gen 4 laptops for its sales personnel for their durability, energy efficiency, and design, and ultra-compact Lenovo ThinkCentre M75q Gen 2 Tiny desktops to maximize desk space in its offices.

### **Services**

Lenovo CO<sub>2</sub> Offset Services

### **Hardware**

Lenovo ThinkPad X13 Gen 4  
Lenovo ThinkCentre M75q Gen 2 Tiny

### **Software**

Microsoft Windows 11

# 3 The solution

Crucially, Lenovo supplied all devices with Lenovo CO<sub>2</sub> Offset Services to promote sustainability. This service allows companies to offset CO<sub>2</sub> emissions across the device lifecycle, including manufacturing, shipping, usage, and disposal—all by selecting a simple, low-cost option during purchase. Lenovo handles calculating the CO<sub>2</sub> emissions, purchasing carbon credits, and issuing certificates on behalf of the customer.



**“This proposal was eye-opening for me personally, and it sparked a shift in mindset within the IT department towards reducing environmental impact and decarbonization.”**

**Spokesperson**

Real estate company

# 4 The results

By combining durability, energy efficiency, and a compact footprint, the Lenovo devices help the company provide its employees with high-performance tools while furthering its sustainability goals.



Offset carbon emissions for all Lenovo devices



Boosts environmental sustainability



Delivers high performance for day-to-day work

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**“With Lenovo CO<sub>2</sub> Offset Services, our devices come with a CO<sub>2</sub> offset label. I hope that seeing this label every day when they open their PCs will raise our employees’ awareness of decarbonization, even if just a little.”**

**Spokesperson**

Real estate company



# Why Lenovo?

The company chose Lenovo for its innovative carbon offsetting service, which seamlessly accounts for the carbon cost of IT upgrades. Lenovo's reputation as a dependable partner in sustainability and its ability to provide a simple, scalable offsetting solution made the collaboration a perfect fit for its environmental goals.

# How can businesses offset IT carbon emissions?

This real estate company offset the emissions of its Lenovo devices while modernizing its IT infrastructure.

[Explore Lenovo CO<sub>2</sub> Offset Services](#)