

Manufacturing

Striving for a **more sustainable world**

Signify

By embarking on a journey with Lenovo to lower the environmental impact of its IT footprint from multiple angles, Signify is building on its sustainability leadership to benefit the planet.



Lenovo

1

Who is Signify?

A global leader in the lighting industry, Signify is a spin-off from the multinational conglomerate Philips. It aims to illuminate people's lives with innovative lighting products, systems, and services. Beyond that, Signify turns light sources into data points to connect devices, places, and people, helping to create brighter lives and a better world.

Sustainability is a key part of Signify's DNA. Through its energy-efficient and connected products, the company is helping individuals, customers, and communities drive down their energy consumption.

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2

The Challenge

Signify's commitment to sustainability is not limited to its product lines. The company is also setting ambitious goals to decrease the environmental impact of its operations, which is no small ask for a large-scale manufacturer. For example, Signify is aiming to double the pace of the Paris Agreement's 1.5 degree scenario, and the proportion of its revenues that comes from lighting innovations that increase food availability, safety, and security, or health and wellbeing, by the end of 2025.



“We aim to practice what we preach. That means looking for opportunities to embed our sustainability values in everything we do. To achieve this for our IT environment, we needed a little help.”

Ron Broeren

VP Head of Digital Services, Signify

As part of this program, Signify set an objective for its IT department: lower its carbon footprint by 10% within a year, and 20% within two years. When the IT department began exploring how to reach these goals, it encountered an obstacle.

Ron Broeren, VP Head of Digital Services at Signify, explains: “Before you can lower your carbon footprint, you need to know how much you’re consuming. That proved to be challenging when it came to our IT estate. For our Microsoft 365 suite it was easy—we simply checked the real-time dashboard. But for the rest of our technology solutions, we drew a blank. We decided it was time to involve our IT partners in our sustainability drive.”

Why **Lenovo**?

Signify is keen to ensure that its IT partners share its sustainability ethos—and its workshops with Lenovo represented a real meeting of minds. From the first conversation where the Lenovo team anticipated the company's desire to calculate the carbon footprint of its IT environment, Lenovo has demonstrated that its priorities align with those of Signify.



Taking positive action

Signify approached Lenovo to help calculate the carbon footprint for its Lenovo devices. This kicked off a series of conversations about how Lenovo and Signify could collaborate to minimize the company's environmental impact.

“Amazingly, the Lenovo team had the answer to our question about the carbon footprint of our 20,000 Lenovo devices ready,” recalls Broeren. “They offered us several sustainability options. It was the start of an ongoing dialog about how we could work together to lower our environmental impact.”

Services

Lenovo CO₂ Offset Services
Lenovo Sustainability Workshop

Hardware

Lenovo ThinkPad laptops and mobile workstations
Lenovo ThinkCentre desktops
Lenovo ThinkStation desktop workstations
Lenovo ThinkVision monitors



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“Like we aim to do with our own products, Lenovo is taking responsibility for the entire product lifecycle. They don’t just wash their hands of their devices once they’ve sold them—instead, they’re helping us minimize the environmental impact of getting them to our users and what happens to them at end-of-life.”

Ron Broeren

VP Head of Digital Services, Signify

3

Results

With 20,000 devices in use by its employees, Signify is seeing marginal gains from its sustainability efforts add up fast. The company reached its carbon reduction goals ahead of target with help from Lenovo.

“In just a year, we decreased the overall CO₂ footprint of our IT department by 20%, which is a year sooner than we expected,” comments Broeren. “Considering that we weren’t starting from scratch, but instead were dealing with an IT estate that’s years old, this is a significant achievement. It was only possible with Lenovo’s support.”



Cut carbon footprint of IT department by 20% in 12 months, a year ahead of target



Lowers environmental impact for 20,000 devices



Boosts appeal to environmentally conscious employees and customers

Targeting long-term change

Signify is building on its sustainability leadership, contributing to its appeal to environmentally conscious employees and customers alike. The company sees its progress so far as the early stages of a continuous journey.

“People work at and buy from Signify because they agree with what we stand for,” says Broeren. “We believe that the world will only get better if companies like ours are willing to ask the hard questions. As we progress our IT sustainability journey, it’s partners such as Lenovo that will help us make an impact.”



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“Our project with Lenovo shows what can be achieved when highly motivated partners put their heads together to examine our impact on the planet. Reducing the carbon footprint of our IT department by 20% is just the first step—we’re in the early stages of collaborating to do so much more.”

Ron Broeren

VP Head of Digital Services, Signify

How can manufacturers boost sustainability?

Through a dynamic collaboration with Lenovo, Signify is reducing its environmental impact.

[Explore Lenovo Sustainability Solutions](#)