



# 5 things business owners can do

to take a more sustainable approach to IT.



**1.**Reduce your data.

**2.**Stand out from the Cloud.

**3.**Change how you buy.

**4.**Be mindful about how  
you pass I.T on.

**5.**Don't put I.T  
on a pedestal.



# 1

# Reduce your data.

In a world reliant on constant online communications, it's tempting to underestimate our digital footprint.

But when we consider that each piece of our data – **every email, image, or file – has a physical counterpart to sustain it**, whether that's stored in our own network or in a data centre halfway around the world, the picture starts to change

Whether it's asking your team to **schedule a regular digital spring clean** or using a data cleansing service to do it for you, **be thoughtful about what you need to keep stored**, and what's simply taking up space on a server, never to see the light of day.

Think of it as the digital equivalent of going through boxes of old files and shredding anything no longer useful.



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First**

Sustainable IT. Sustainable Performance.



2

# Stand out from the Cloud.

We have to change the way we relate to and use data. Out of sight, out of mind is a risky attitude when we consider the physicality of the world's data centres and the enormous burden they put on the planet.

We tend to romanticise Cloud computing; who wouldn't want something that promises to ease the burden of space and security concerns from our organisations? Nevertheless, **it's our responsibility to measure the part we play in its impact.**

The Cloud is undeniably a valued, appropriate, and genius resource in many scenarios. But our need for off-site IT capabilities may relate to how linear and predictable our business needs are.

**Consider how necessary it is for your organisation to be dependent on The Cloud**, or whether a hybrid approach to networking could put you in better control of your digital footprint.



3

# Change how you buy and use circular I.T solutions

Technology is a rapidly evolving phenomenon that means **IT life cycles in our businesses are drastically shorter than they have to be.**

Each new piece of networking equipment that is manufactured puts undue pressure on the earth to supply the critical raw materials needed for its component part.

These are finite resources whose extraction causes significant damage to ecosystems, and which are susceptible to geopolitical uncertainty as the [scramble for resources](#) continues.

**Our circular IT solutions are deployed in some of the most critical and demanding environments on the planet.**

If original equipment manufacturer (OEM) certified remanufactured equipment is trusted to perform on [aircraft carriers](#), stock exchanges, and in critical care units, you can rest assured it will serve the needs of your business. And your customers, investors, and team can rest assured they are part of something sustainable.



4

# Be mindful

about how you pass I.T on

**Don't scrap the assets you no longer need.** Recycling should be the very last option for IT. Finding another use for technology beyond your company's needs means cutting unnecessary greenhouse gas emissions that come from the manufacture, processing, and discarding of yet more equipment.

To be serious about sustainability, **businesses must act as custodians of their assets**, respecting the full lifespan of IT and ensuring it is always made into an opportunity for the next user.

If you don't know who needs your obsolete technology, an [asset recovery service with green credentials](#) will, and may also tell you how much carbon you've saved by passing your IT on – doing your Scope 3 reporting for you.



5

# Don't put I.T on a pedestal


Running a business in a tough economic climate is a big enough challenge without wading through hundreds of stats on sustainability. There's a lot of information out there, which ironically is part of the problem. On an internet saturated with carbon-hungry data, **consider your sources wisely.**

It's easy to feel defeated by the scale of the problem, and the natural result of that is inaction. Circularity First's [sustainability eBook](#) offers positive, practical solutions to rethinking our relationship with IT.

Congratulations on making the first move to ensuring your organisation is a sustainable IT champion – **business owners will be pivotal in reducing IT's burden on the planet.**



**Circularity  
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Circularity First offers sustainable IT advisory, solutions and services. Using principles of the circular economy, we design, build, and manage IT infrastructure in a way that's better for people, planet and profit.

It's time to

# #ActOnIT

To start your sustainable IT journey, get in touch with us today!

[Circularity-first.com](https://Circularity-first.com)