**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.



# 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.

## 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.



"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

## 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

# The solution

Crucially, Lenovo supplied all devices with Lenovo  $CO_2$  Offset Services to promote sustainability. This service allows companies to offset  $CO_2$  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  $CO_2$  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**

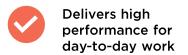
Real estate company



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.









"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**