



NET HEROES

Tech Channel Unites: Meet a new wave of sustainable superheroes driving real change across our industry...

You're not alone – get help when you need it

Jo Ballard, Managing Director, Mundus Consulting



Mundus Consulting came about after Jo Ballard and her colleagues had spent years watching organisations look for the best way to start their sustainable business journey. In most cases they became overwhelmed by the numerous regulations, frameworks, voluntary reporting requirements and community engagements available, Jo knew she could help them.

"Venturing into the world of sustainable business for the first time can be daunting, but it doesn't have to be and nor should it be," she says. Mundus helps technology channel firms take a practical approach to sustainable business, identifying what aspects are best for them and providing a baseline for the journey.

Ballard says Mundus works side by side with customers to consider the regulatory requirements, voluntary and mandatory reporting, and best practice schemes. "It's about finding the areas that your business will benefit from. Then we help demystify the jargon and make sustainable business manageable and aligned to your business objectives, as well as help you thread it through your day-to-day activities," Ballard says.

Mundus offers more than just advice. The firm conducts materiality assessments with key stakeholders, helps identify the relevant UN Sustainable Development Goals, and assists in setting smart targets to keep the strategy on track.

"We're here to help businesses understand the "why" and "how" of their unique sustainable business journey and help our customers with everything from simple tracking to creating science-based targets, and even preparing your annual sustainable business report. It's about helping customers succeed in their strategy and all doing our bit for the planet."

One piece of advice: Venturing into the world of sustainability for the first time can be daunting, but it doesn't have to be and nor should it be. Technology firms need to take a practical approach to building a more sustainable business, identifying what aspects are best for them and implementing a baseline for the journey ahead. For those businesses without dedicated internal resource, there is plenty of support out there from sustainability and ESG experts who can work with you to identify your sustainability goals.

ESG was an afterthought for most organisations when Oli first started KOcycle six years ago. Even finding a company to responsibly recycle technology and simultaneously ensure data compliance was challenging for the channel. Mason launched KOcycle to create a channel-first business focused on promoting sustainability within technology.

The IT lifecycle solutions company began with two simple principles: sustainability and security. Since then, e-waste has become the fastest-growing waste stream globally, driving the need for more sophisticated, circular IT asset lifecycle management.

Mason notes that this change and growth has occurred across the channel. ESG has been pushed up to board level, as evidenced by his company's growth trajectory. "We now have 25+ people, processing 200,000+ assets a year and offering services to our international clients across 50 countries – all while maintaining our 0% to landfill commitment," he says. He aims to boost employee numbers to around 50 by the end of 2024.

The company adheres to the highest security standards; it is ISO-certified and internally and externally audited to ensure GDPR compliance with data protection at the forefront. From a premises standpoint, there are multiple security layers, including 24/7 surveillance linked directly to the police, CCTV throughout and even smokescreens that prevent data theft attempts on the premises.

KOcycle has a robust ESG agenda having aligned the business to the UN Sustainable Development Goals since its inception and has recently been awarded B Corp status with an industry-leading score of over 112.4.

On the Environmental side, KOcycle has baselined itself and aims to be carbon negative by the end of 2024, as well as promoting reforestation, with over 30,000 trees planted in 2023, sequestering over 5,500 tonnes of CO2e.

On the social side, KOcycle donates technology to charitable partners to promote digital inclusion, a cause Mason is particularly passionate about. "If we can donate our client's technology or funds from technology to local organisations that need



ESG is the differentiator you're looking for

Oliver Mason, Founder and Managing Director, KOcycle

it, we're having a tripled barrel impact," Mason says. "We're reducing the waste stream, we're achieving something good from a social value perspective, and we're helping our clients report that social and environmental value to support their business."

With 13 years of experience in the channel before founding KOcycle, Mason aimed to simplify his company's services for VARs of all sizes. To this end, the company developed a client-facing portal that provides real-time tracking of old technology assets within the lifecycle process. Mason also delivers enablement training to partners and works alongside channel players to demystify ESG and demonstrate how to be profitable and sustainable simultaneously.

"We are not a charity – we're a for-profit business focused on benefiting people and the planet, We've proven that making sustainable decisions enhances business," Mason emphasises, especially now that most RPFs and RFQs demand stringent ESG credentials.

One piece of advice: Incorporate sustainability into your agenda. Begin with baby steps, but start! ESG is here to stay and, given its trajectory over the past six years, it will become even more crucial in the coming decade. Consider adding sustainable tech options to your portfolio and use them as a differentiating factor.

Start small, with commercial, sustainable decisions

Sheryl Moore, Director of Sustainability, Stone Group

Sheryl is dedicated to avoiding waste of any kind – whether it's time, money, energy or carbon. As director of sustainability for Stone Group, a Converge Company, she's certainly accomplished more than most in ensuring that the VAR leads the way in terms of ESG.

Two decades ago, Stone Group realised that CSR, or ESG as it's now known, could be an opportunity to differentiate the company. Today, the company stands out as one of the leading promoters of sustainable IT, IT asset life cycle management and social values.

"Sustainability isn't just about reducing your carbon footprint. It involves making commercial decisions that not only benefit the environment, but also make your business profitable and therefore sustainable long term," Moore says. "Investing in your people, sourcing locally, minimising energy expenditure, having Zoom calls instead of driving somewhere – these are all commercial decisions that have a sustainable edge."

Stone Group focuses on helping customers make the right choice by simplifying sustainability for them. The company offers a comprehensive circular IT service, with its own recycling facility and app that allows users to ensure the reuse and secure recycling of their old IT equipment, with data protection taken care of.

"All these efforts are part of our Making a Digital Difference framework," says Moore "We've committed to Zero Waste to Landfill, established a dedicated repair and maintenance team to extend device lifespans and revamped our packaging, reducing it by 5%."

The company has also invested in a social value calculator to help it track the social impact of its ESG strategy. "We provide bespoke reports to customers that evaluate their social engagement with us – such as the proximity of our purchases to them, local charities we support and any volunteering close by. Demonstrating this has set us apart in the market," she says.

Moore emphasises that for smaller VARs, sustainability doesn't have to be overly complicated. "Start with small steps – like going single-use plastic-free in the office. Switching to a renewable energy supplier can be as simple as clicking a button. There is free training on the Carbon Trust website to help your employees understand that the little things they do will make a substantial difference," she says.

One piece of advice: Start tracking everything you do. It doesn't require a sophisticated app or a tool, just track everything in a spreadsheet. This will not only help you better understand your actions, but also identify areas where you can make savings – whether it's reducing carbon emissions, energy consumption, or costs. Once you start tracking, you become part of a sustainable community and value chain.

Get passionate people involved from the start

Natalie Hailey, CAE

Coming from a renewables background, Natalie was surprised at how seldom technology companies considered their ESG strategy when she first started working in the sector seven years ago. However, these days, ESG is talked about at board level, she says, and at CAE, the leadership team is committed to continually developing their strategy, she adds.

As the People Services Director at CAE, Hailey's role involves guiding and supporting the social aspect of the VAR's ESG strategy. Additionally, the firm has two senior executives overseeing the strategy within the Strategic Programmes department, along with a Sustainability Working group of employees who voluntarily participate.

Hailey says that although CAE began its ESG journey several years ago, she believes the company, like many others in the channel, is eager to continue developing and doing more. "It started in what felt like a box-ticking exercise," she recalls. "We were unable to recruit anyone dedicated to it because we didn't fully understand our needs. But then we assigned passionate people to the cause and underwent a significant learning journey, using our contacts, and peers and building a community of people to help expand the strategy," Hailey says.

This internal community sits under the CARE brand within the company – where R stands for responsibility – for people, the business and the environment, Hailey explains. It combines doing the right thing with commercial and personal development elements. This is especially relevant now bids and customers are asking for ESG credentials and evidence of how CAE is tackling sustainability.

CAE has been making changes across the business to reduce CO2 emissions including installing more electric chargers in its car parks – bringing the total to 21 across two of its main sites of operation – and putting solar panels into the refurbished Warrington office, that will generate 50% of the required energy usage of the facility. Through the activities taking place, CAE has already seen a 37%



reduction in its carbon emissions from its baseline year in 2019 and is committed to reaching net zero by 2040 in line with science-based targets.

From a social perspective, something Hailey is focused on, CAE works with six charities under its CAE Foundation brand to which it donates funds throughout the year. "We know that charities need more than this though," Hailey says. "So we try and offer alternative help through these long-term partnerships; One local YMCA has the free use of our office when they need it for fundraising events, or to have a safe space to meet vulnerable people."

The purpose of CAE CARE is to 'transform lives and experiences through the use of technology', and to that end, CAE also offers its foundation partners refurbished technology, as well as delivering training and expertise in the community to help people access technology.

With more than 400 employees, CAE also focuses on developing the right culture of transparency and trust to talk openly about everything from neurodiversity to financial well-being. "We have spent a long time creating an environment where people feel they can belong and can talk to us if they need help. We want people to be confident and comfortable to address any concerns – and also enjoy where they work!"

One piece of advice: Find people who are genuinely passionate about ESG and avoid doing this as a box-ticking exercise, otherwise there's a risk that it will demotivate them and without them, it's much harder to get buy-in across the business. Help these people break ESG into bite-sized chunks and don't try and do too much all at once.

The real value of partner marketing

Helen Curtis and Jo Dunkley,
Co-founders, Coterie



With business giants such as BT, Arcadia and Intel on their CVs, Helen Curtis and Jo Dunkley are well-versed in marketing to and through channels. This expertise led them to establish Coterie, a dedicated channel marketing agency, in 2013.

Their deep understanding of marketing within ecosystems made them aware of the nuances between various marketing disciplines, but they identified a significant knowledge and skills gap in partner marketing.

"We wanted to help people within marketing, so we started training our clients so they understood the value and had the right skills to do partner marketing properly," says Curtis. "We wrote our book – [How to be a Boundary Spanner](#) – and gave away all of our IP because we wanted to give something back and help the next generation of marketers."

It was the idea of giving something back that spurred Dunkley and Curtis to launch the Coterie Community – now known as Coterie Connect.

"It wasn't a formal part of our ESG strategy, but we realised that Coterie Connect was the perfect outlet for our skills and meant that we could create a whole community of support to help with mentoring, training and networking for everyone in partner marketing," says Dunkley.

Coterie Connect holds regular meet-ups, and members include professionals from some of the largest tech vendors, including Veritas, Palo Alto and Verizon. Members contribute to the community by giving time for mentoring or training and sharing best practices.

Research by Coterie reveals that partner marketing is frequently undervalued and often considered the Cinderella of marketing. Many companies either lack the in-house expertise to train their marketers or mistakenly believe that field marketers can easily transition to partner

marketing. Curtis and Dunkley are determined to change this perception.

Curtis emphasises that the world has changed significantly. With the influx of data and the vast array of choices now available to B2B buyers, organisations must excel in ecosystem marketing to capture market share and retain customers for the long term.

"Skills development is a vital component of an ESG strategy. Many young people entering our sector possess general marketing skills, which is great. But, to succeed, they need to do more than just find their way in the dark when it comes to ecosystem marketing. That's where Coterie Connect comes in," says Dunkley.

And it goes beyond just training and skills development. Channel marketers in smaller companies often work in isolation, lacking a team to support them or validate their strategic decisions, which can negatively impact their mental health.

"Giving individuals the opportunity to be part of a community of people who share the same challenges and can problem solve together isn't just great for the S in an ESG strategy, it's good for business too," Curtis says. "It makes people feel valued and helps keep them motivated, so they'll be more productive and help drive business growth."

One piece of advice: Put some structure and framework around the partner marketing team – even if it's just one person. Give them a career development plan, get them skilled up, and use free mentoring and training services to make sure they have the right skills in place for success.

Engage with your peers and set goals from the start

Jenny Latimer, Head of Alliances and Operations, Highgate IT Solutions



Like many who run and develop ESG strategies, Jenny didn't start out thinking that's what her career would look like. Working in marketing, it wasn't until after she completed an Open University course on Business Management that CSR appeared on her radar.

Now Head of Alliances and Operations at VAR Highgate IT Solutions, Latimer says there was a natural crossover between ESG and marketing. "It's about raising awareness," she says. "To get buy-in for ESG initiatives you have to know how to market it properly internally and externally. Marketing sits in the middle of the organisation, so I get to speak to people from every department as well as vendors and distributors. Being part of this community meant I could chat with peers and find out what they were doing around ESG before making any decisions about our strategy."

Latimer says the hardest part was getting started. With no one-size-fits-all approach and multiple routes to take with ESG, she says it's easy to see why smaller companies feel overwhelmed. But, she says, by starting small and just taking one step at a time, this often leads to another area of sustainability and before you know it, you have the beginnings of a strategy.

After much research and discussion, Highgate engaged with Techies Go Green, an organisation aimed at helping companies go carbon neutral. "We have always been a virtual company – everyone works from home and we have no main office, so we had no Scope 1 or 2 to measure," Latimer says. "But we didn't want to stop there, so we started looking at our homeworking calculations and business mileage as part of Scope 3."

Latimer says the Governance element of ESG

can take time to digest, but with transparency and online tools, organisations should be able to accomplish this at the start of their strategy and then just do regular check-ins to ensure compliance.

When it comes to the social aspect of ESG, Highgate is passionate about staff well-being and was one of the first channel players to introduce a four-day working week. Work/life balance is a priority for the management team, Latimer says, and that means everyone has a buddy who covers their role when they're off. "This helps us with knowledge transfer and most importantly it means people get time to do life admin, see their families and do their hobbies with an extra day back in their personal lives."

The company also runs regular fitness challenges, offers time off for litter picking in their local area, gives free Vitality healthcare with mental health support to employees and fundraises for The Foxton Centre – a Preston-based charity. Sustainability goals also feature within the company's Objective and Key Results measurements which are visible for the entire company to see and aim for.

One piece of advice: Focus on your business and do what's right for you. Latimer says chatting with peers is useful, but it's vital to make your strategy work for your business and your business goals. She says she found a lot of help available through distributors, many of whom are working out their own ESG strategies and are happy to support with advice and guidance.

Track your ESG data to attract the right investors

Janice Phayre, Telefónica Tech

Janice has been passionate about ESG since her student days when she volunteered for a Winter Night Shelter for the homeless, and it's remained an integral part of her career for the past 13+ years.

Starting as head of ESG for reseller Sapphire and now ESG manager at Telefónica Tech, Janice has seen how ESG has grown in importance and developed over the past few years. "Previously, it was rare to have customers asking about your CSR or ESG credentials," she says. "Nowadays, most RPFs include sustainability elements, especially in public sector contracts. Our account managers now require a lot more data encompassing everything from Diversity, Equity, and Inclusion metrics to carbon footprint calculations, and Scope 3 emissions data."

According to Phayre, the abundance of data – from RFPs to compliance standards and best practices – is what can make ESG so daunting. That's why she believes global consortiums, such as the Joint Alliance for CSR, of which Telefónica is a member, help make a big difference.

This consortium aims to standardise the necessary data that SMEs need to provide when collaborating with larger organisations. "Streamlining this process is crucial. SMEs constitute a huge portion of the UK business landscape, so helping them get to grips with ESG will have a substantial impact," she says.

Having the right data is a business imperative now, according to Phayre. Her former colleague, Ian Caswell, the CEO, and owner of Sapphire, says that the firm's well-established ESG strategy added value to the company and helped attract investors. "Our responsible business programme is exactly the type of activity that investors are interested in," Caswell said.

Phayre said the investors quickly demonstrated their ESG commitments. "They had their own ESG data that needed to be collated. Before the acquisition, ESG was only part of my role, after the buyout, the management created a full-time ESG position," she says.



Management was interested in the elevated levels of engagement from employees and the positive news stories we could share, Phayre says. "It helped us achieve high morale, improving staff retention, because our people recognised that we were genuine and authentic when it came to ESG." During COVID, for example, the firm arranged various activities including everything from cooking classes to international coffee mornings to a LBGTQ+ team and neuro-tastic group for people with an interest in how to welcome neurodiverse colleagues.

When it comes to formulating an ESG strategy, Phayre acknowledges that it's a collaborative effort. Putting frameworks together and understanding how ESG touches each area of the business means she engages her peers and colleagues. "Working together we can cover the E the S and the G side, and also engage everyone in our decision making."

One piece of advice: Get senior leadership buy-in. Phayre stresses the importance of being honest, upfront and transparent with all ESG Initiatives and activities and encouraging and supporting everyone in the organisation to get involved from the board down. Phayre says she is very lucky with the level of interest, engagement and supportive leadership at Telefónica Tech. Securing commitment from top management and ensuring the ESG strategy aligns with the company strategy is pivotal to ESG success.



An engineer by trade, Lyndsey Charlton, formerly COO at Daisy Corporate Services, realised the scale of opportunities being missed by thousands of talented girls in the technology sector when an article featuring her went viral almost eight years ago.

This revelation led her to become involved with STEM Learning, an organisation that promotes Science, Technology, Engineering, and Mathematics (STEM) in education. Her passion for and knowledge of social responsibility grew from there, and as she advanced to COO, she helped embed social sustainability and responsibility into Daisy's core strategy.

Daisy's ESG strategy is divided into three areas: People, Planet and Partnerships. Responsibility for delivery of these areas is split between senior executives, with the firm's chief people officer overseeing the social remit, although the entire business is actively involved.

Charlton has encouraged many of the employees at Daisy to become STEM Learning Ambassadors alongside her, working with local primary and secondary schools. "Some people thought you had to be an engineer, but I involved our finance team and our project managers – they all work for a tech company and can help encourage and enthuse," she says.

Daisy also partners with The Greggs Foundation to provide free breakfast clubs for children at the local schools it engages with through its STEM programme. "It's a real lifeline for children who need it and it feels more like we are in a partnership with the local community," Charlton says.

To build a robust social sustainability strategy, the firm aligned its ESG programme with the [17 UN Sustainable Development Goals](#), focusing on areas the team felt passionate about. Charlton highlighted the digital divide as a key focus. "One of our account managers wanted to support a customer's charity that helps homeless people get back into work. We supplied SIM cards and mobile phones, and whenever that customer buys from us, we donate via an agreed tech fund to the charity," Charlton explained.

And the relationship extends beyond donations. The account manager realised that many of these

Prioritise giving back at a senior level

Lyndsey Charlton, formerly COO at Daisy Corporate Services

individuals also needed assistance with writing CVs and preparing for interviews. In collaboration with Daisy's L&D team, they compiled a range of materials and opened the Aston office to provide interview guidance and practice, as well as an online learning portal for access remotely.

The firm offers multiple volunteering days to all staff and organises a variety of charitable activities that employees can participate in. One such initiative is [Chapter One](#), which aims to improve reading skills in schools. Employees are paired with children to help them read, encouraging their progress and fostering a love for reading.

Charlton has particularly enjoyed working with the Girl Guides and Rainbows group, with Daisy providing support through funding and materials to sponsor the Recycling Badge. "We held a competition for the girls to design a recycling superhero character, which our management team judged. It was great fun, and from this, we created a comic strip to accompany it," Charlton said.

Daisy is also a founding member of [The Big Goal](#), a UK-based organisation that tackles youth homelessness through football. "We work hard to give back to our local community. The challenge is deciding where to volunteer or donate, but this is where we get our teams and customers involved," Charlton says.

Daisy's efforts extend beyond the local community and the UK. The firm collaborates with a global



charity called [Ground Breaker](#), which supports underserved communities abroad. To date, Daisy has helped equip classrooms and ensure schools have basic amenities such as a water system to provide clean water and sanitation for a school in Laos, Southeast Asia, as well as providing a school in Honduras with a science lab, books, and educational items.

This year Daisy has sponsored a student's scholarship in Software Engineering, to enable young women from financially constrained communities to exploit their full potential and access a brighter future in the digital era.

Charlton emphasizes that Daisy's culture of giving back originates from the top down. "ESG needs to become part of the board strategy to be successful," Charlton says. "You need someone who understands it, is passionate about it, and takes responsibility for it. As a business, you have to prioritise it to make meaningful progress."

One piece of advice: Find a cause that means something to your business and treat ESG and social value as part of your culture – it can't just be left up to one or two people. We all have a responsibility as businesses to try and right some wrongs and help mitigate and improve our impact on the world.

Time to break the class ceiling

Yvonne Matzk, CEO and founder, The Channel Community



After a diverse career in IT, Yvonne Matzk decided in 2020 to venture out on her own and start a coaching and consulting business.

During her tenure in the tech industry, Matzk benefited from training, support and mentors who helped her build a network, overcome challenges and navigate her career. However, it was only after becoming a coach that she recognised a significant gap: many in the tech sector lacked access to such support.

Driven by a desire to give back, Matzk reflected on her own experiences. "Whenever I was at tech conferences, a group of us would gather at the bar, sharing our experiences and challenges that were consistent across the industry," she said. "This informal community provided great support, and I wanted to create something similar for those without access to it."

Matzk noticed that her network included many experienced professionals who would be willing to mentor the next generation and be part of a community of like-minded individuals willing to share ideas and collaborate to address bigger issues.

This realisation led to the creation of [The Channel Community](#).

Channel Community is a Community Interest Corporation (CIC) that operates as a non-profit, with eight directors and 400 members who want to make a difference through mentoring, support and guidance. This includes everything from becoming a Channel Buddy (the Community's

term for mentors) to a younger person who is new to the channel, to helping someone more established who has changed roles or simply attending the regular community meet-ups or educational panels to network with peers and channel executives.

Anyone in the channel can become a member and attend events, which are aimed at being informative and approachable. "There's a lot of events in our industry that are quite elitist and intimidating," Matzk says. "We are the alternative to that – we are where people can go to feel welcome, irrespective of their role. We've got quite a strict constitution that states that all members have to be in the community for the right reasons and to give something back."

Since becoming a CIC, the community has had backing from organisations such as Nebula and The Channel Recruiter, becoming part of the social element of their ESG strategies. These organisations provide event spaces, operational funding and executives who are keen to participate in the community.

As well as being part of ESG programmes, the Channel Community also has a charity partner, The Social Mobility Foundation, something that Matzk is passionate about. "I'm from a low-income background and when I found out, through the [Tech Talent Charter](#), that only 9% of technology executives come from low-income backgrounds, I knew I had to help change this. I'm here to help break the class ceiling."

Matzk says she believes class is the forgotten side of DE&I strategy and that more organisations should focus on class as part of their social sustainability efforts. Most companies in the channel underestimate the stigma and disadvantage being from a lower economic background can have on a career, she says. Indeed, research from The Social Mobility Foundation states that those from disadvantaged backgrounds will earn on average 12% less, and that gap increases even further for women.

"We talk so much about a skills gap in our industry, and yet there are all these people out there who are not given a chance. Talent is everywhere but opportunity isn't. And that's where I want organisations to start making a difference. By working with The Channel Community, investing in the [Social Mobility Foundation](#), or working with local schools or job centres as part of their ESG strategy, businesses in the channel can change lives."

One piece of advice: Use the [Employer Index](#) to get some guidance on the questions to survey your teams. By collecting this data, you can get to know the demographic of your employees and understand, subtly, with whom and where you might need to focus your support.



Social engagement helps people feel like they belong

Kelly White, Chief People Officer, Natilik

For the past 15 years, caring for its people has been integral to the heritage and culture at Natilik, says Kelly White, Chief People Officer at the VAR. Natilik's ESG strategy is built around five guiding principles: people inclusion, growth and well-being, client excellence, governance, ethics and risk, and the environment and community.

The company emphasises the importance of the social pillar of ESG through its Communities programme, Give Back commitment and B Corp accreditation.

The community programme is an internal initiative led by employees who want to contribute more to the business, explains White. Currently, Natilik has four communities: women in tech, diversity in tech, mental well-being, and physical health.

"It's about more than just profit," White says. "We are immensely proud of our communities. Individuals volunteer to be part of a community and they are passionate about giving something back. They collaborate with different people across the business to create a strategy and plan for the year, which is then approved at board level. We provide them with a small budget to help them achieve their goals."

These communities aim to raise awareness and promote inclusion and understanding. They often organise volunteering events, charity campaigns and guest speaker sessions, and participate in mentoring programmes. According to White, they frequently introduce the business to valuable partnerships, such as Generation for Success, a mentoring programme for ethnic minorities, and Just IT, a training and awareness organisation for ethnic minorities or people from low-income groups. "The talent available is amazing; these people just don't have access to the resources needed to develop the right professional skills, which is where we can help," says White.

The communities update the business quarterly on their strategies, ensuring everyone is informed. "We include community and ESG updates in our town hall meetings. They are as integral to our business as sales or strategy updates," she adds.

Many Natilik people take part in the company's social sustainability efforts, both internally and externally, with projects, ideas, and budgets supported by the senior leadership team. For example, the company collaborates with local schools, where a range of Natilik's people talk to students about different careers in tech and assist them with mock interviews and techniques.

The firm runs a two-pronged Give Back scheme. Firstly, Natilik gives back in terms of donations to four different charities every month, nominated by its people. This allows the company to ensure funds get distributed to charities or causes that people feel passionate about, rather than having a single charity selected by the leadership team.

Secondly, it empowers people to give back their time through volunteering days. Although White notes that people often didn't know how to use them. To address this, Natilik has begun organising volunteer days at the Whitechapel Homeless Shelter, where Natilik employees help cook and serve food to those in need.

The company also collaborates with The Stemettes, a charity dedicated to encouraging girls to engage in Science, Technology, Engineering, Art, and Maths (STEAM). Natilik provides its facilities for training, speaks at events and showcases the women within its organisation.

Finally, the firm has B Corp status, which alongside its recent EcoVadis accreditation, reinforces its commitment to sustainability by providing clear benchmarking and demonstrates its bid to improve, develop and enhance its ESG strategy and social goals.

White emphasises the significant value of having a robust social and ESG strategy. "It's very rewarding to see our people get involved and engaged – it helps them feel like they belong. It's part of our employer brand and it means something to people. The generation coming in today asks about our values, our volunteering efforts, and what we do to give back, and you can see their eyes light up when we explain it all to them," White says.

One piece of advice: Don't overthink it, White says. It's easy to become overwhelmed, but starting small means companies can still make a huge difference. Look locally, find a school, a charity or an organisation that means something to the people in your teams and encourage them to lead the way to see how you can work together.



Showcase employer branding to attract new talent

Zoe Chatley, founder, The Channel Recruiter

With 15 years of experience in IT recruitment, Zoe Chatley, founder of The Channel Recruiter, aimed to set a new standard in talent acquisition, specialising in the channel. The unique selling point of her firm, The Channel Recruiter, is delivering the same quality and personal touch for everyone, from graduates to CEOs.

Chatley emphasises providing clients and candidates with compassion, empathy, and understanding. "Candidates feel the pressure to secure a job and hiring managers feel the pressure to find the right person. We understand these pressures, especially in today's market, and we want everyone to have a positive experience throughout the entire recruitment process," Chatley explains.

Chatley is passionate about the social impact and responsibility within channel recruitment. "I noticed that candidates were struggling and being left to fend for themselves without any support to help them secure their next position," she says. "So, we started running free interview preparation webinars once a month. We guide people through interview preparation, including researching the business, asking the right questions, and preparing for competency-based interviews. It's about giving people the confidence to land the job they want."

Chatley believes that many traditional recruitment processes need an overhaul. Today's generation of employees – whether Gen Z, Millennials, or Gen X – have different priorities that organisations must address, necessitating changes in recruitment strategies.

"Businesses need to be open-minded and follow through with their commitments. Many companies claim they are not concerned about age, yet ageism is an issue we come up against a lot," Chatley says. "There is exceptional talent among both older and younger generations that businesses are potentially turning away because they're not being open-minded enough."

Ensuring career progression is another crucial strategy for retaining top talent. Many candidates view benefits like 25 days holiday, gym membership and a pension as standard; they're looking for advanced training and development plans to achieve their personal growth goals.

Recruiting and retaining the right talent requires more than just offering competitive salaries, although that remains a priority for some. "Businesses need to highlight their employer branding. Emphasise why someone should work there, the experiences they will have, and the career opportunities available throughout their lifetime," Chatley advises.

Externally, The Channel Recruiter engages in charitable activities with the MS Society, raises funds through sports events, regularly donates to Cancer Research via team events, and sponsors a young adult involved in conservation work in Peru.

"There are a lot of channel organisations out there that are doing the right thing; giving back, setting up career plans, nurturing their teams and recruiting a diverse workforce, and it will be those companies that will still be around in ten years for us to be working with," Chatley says.

One piece of advice: Listen to your staff to understand and help you develop a social responsibility and value plan. Ask them what support they need, what courses they want to go on and what career progression would they like to see. Also, start-up mini councils or groups for active outreach with local charities, make people feel good about themselves and about working for you.

Nebula's Sustainable Business Journey

Gain insights from our Sustainable Business Report 2025, on how responsible business practices are shaping a Neb-Zero future at Nebula.



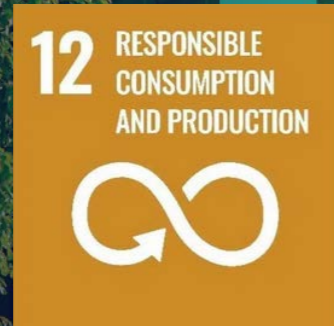
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Journey to NebZero

Nebula recognises they too are a key partner in the technology channel value chain. Therefore, we are fully committed to doing everything in our control to deliver continuous marginal gains when it comes to sustainability. This is delivered through our obsession to source-local, source-responsible and source-ethical, aligning to relevant UN Global Sustainable Development Goals (SDGs).



We have aligned our sustainability goals with core business objectives, setting targets, and developing action plans to drive progress and achieve positive impact and progress towards the SDG targets where relevant to our business.

Please visit us on our sustainability journey by visiting NebZero – Nebula’s roadmap to NetZero

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Richard Kenny
Managing Director, Interact DC



Richard Kenny had no idea when he embarked on a research project into circularity with the University of East London and Innovate UK back in 2018 that it would lead him to start his firm, Interact DC, just a few years later.

The project attempted to prove or disprove that as electronic components continue their usage, they become less performant, and therefore better understand whether performance is a limiter for circular practice in IT. This led to Richard and his research partners benchmarking thousands of servers.

“That’s how we ended up building Interact DC, which is a machine learning tool that allows us to input any server configuration and tell you how much work it does, what it’s efficiency per watt is and to build simulations of what change looks like to help companies achieve carbon and environmental benefits,” Richard says. It was while the firm was benchmarking servers that the team found themselves disproving Moore’s Law.

“We realised that transformative generational improvements in CPUs just weren’t there any longer, because no one had benchmarked to the level we were working at. So [we published our findings in the IEEE Journal of Sustainable Computing](#) in 2021, and we pinpointed exactly where Moore’s Law stopped holding true.”

All of that research feeds directly into the Interact DC tool, which helps organisations and governments significantly improve their carbon and energy efficiency. Richard has worked with over 500 data centres, including customers such as BT, the NHS, major financial institutions and the Dutch Government.

He says some of the most promising uses of AI in ESG are in the medtech space. He cited a [recent study concerning Pneumonia](#) where AI was able to detect cases faster and more accurately than

doctors. “Several years ago, I met a company doing a similar project with AI, but they were training it on breast cancer data.

With all the data available in the NHS, the AI could not only detect breast cancer in a patient faster and more accurately than doctors, but it was also able to inform clinicians of which scans would be likely to turn into breast cancer in the future. Using AI in this scenario not only prevents unnecessary biopsies, but it can also be preventative and save lives,” he says.

When it comes to how AI can help smaller channel businesses with their ESG strategy, Richard says it’s easy to become overwhelmed with the number of tools out there. However, he recommends keeping it simple by using GenAI to help create a strategy.

“People are using ChatGPT to create bland content or write product descriptions, but there are better tools that can do so much more,” he says. “Try Google Gemini and do deep research to help with sustainability reporting. The key is prompting it well – think about the outcomes you want to drive and use the tech to help you plan a way of achieving that.”

One piece of advice: Take a step back and think about whether AI is the right tool for the task. It’s not about transforming your whole business overnight, but about using AI to improve outcomes in practical ways. GenAI can help you understand where you can make meaningful changes – whether that’s tracking emissions, improving reporting or identifying opportunities for efficiency. Always start with the outcome you want, then use AI to map out how to get there.

Tiffany St James has spent her entire career exploring new technologies and helping others make sense of them. Through her consultancy, Transmute, she's worked across everything from social media and blockchain to NFTs and Web 3.0. Now, as Chief Commercial Officer at both Vitalis Capital and Sustainable Wellness Group, and UK Country Director for the Global AI Council, Tiffany is focused on how AI can help organisations achieve their goals, as well as be a force for good.

She sees AI not as a threat, but as an opportunity. "There are, of course, two sides to this coin: Training large AI models can be resource-intensive, particularly in terms of energy and water use. But AI is being used to support climate and sustainability efforts, helping us to use our creative intelligence better, and the tech industry is rapidly evolving toward more sustainable practices."

At Vitalis Capital, Tiffany is involved in using AI to track the markers that identify socio-economic development in Small Island Developing States and Developing Economies. "There are lots of social impact tools out there, but AI allows us to take more than just a snapshot in time. We can analyse how ongoing policy changes affect waste, water, schooling, infrastructure – everything needed to support a population with growth ambitions."

When changing environmental data, such as extreme weather, is layered with geopolitical changes, the result is a powerful tool for government planning and public resilience. The firm is now working with national leaders in Bhutan and other small developing nations to help them set socio-economic baselines and measure the growth of specific interventions effectively.

When it comes to ESG, however, Tiffany says it's important to distinguish between ESG and social impact. "ESG is a fiscal measurement that incorporates governance and reporting. Social impact is harder to measure because it's about quantifying the real-world outcomes of what you've done."

Most companies, she explains, might report on ESG metrics and even reflect on their social value – the softer benefits of their work. But few are quantifying social impact in financial terms



Tiffany St James

Chief Commercial Officer,
Vitalis Capital

aligned with the UN Sustainable Development Goals. "That's where AI can help," she says. "We use proxy values from the UK Treasury's Green Book and feed those into our models, allowing organisations to calculate, in pounds and pence, the good they're doing."

Tiffany is optimistic about AI's future. "We're seeing high-speed democratisation of big tech and tools into any size company. By leaning into good online education, any organisation can help themselves to build, use, and make tools at scale that can help the business."

But she also recognises growing scepticism, particularly among younger voices. She's noticed that some Gen Z and Gen Alpha individuals, including her own daughter and her peers, are actively pushing back against AI. And not just on creative grounds like copyright or originality, but because of its environmental impact.

"Some of the people I speak to – not all, but a noticeable number – are strongly anti-AI. They see it as harmful to the planet and a threat to human creativity. That really surprised me. It made me

realise the conversation is shifting and we need to be listening and understanding key concerns and responding to them."

Even so, Tiffany believes AI has enormous potential, especially in freeing people from repetitive tasks so they can focus on more creative, meaningful work. She also acknowledges concerns around generic outputs from tools like ChatGPT but sees this not as a dead end, but rather as an opportunity for organisations to improve how they communicate, not lose their voice in the noise.

One piece of advice: Organisations must be very clear about the problem they're trying to solve and not use AI for the sake of it. It's not about using AI because it's on trend; it's about using it because there is a business challenge that AI can help you solve. Then, once you're clear on the purpose, invest in building your people's skills and confidence with AI, so they can use it effectively and feel part of the journey.

With over 25 years in commercial roles across the public and private sectors, Jon Steggles brings a knowledgeable and pragmatic eye to his role as Sustainability and Social Value Manager at CDW.

His remit is wide and covers five core areas: setting the strategic direction for sustainability; overseeing tactical delivery, often through others; working directly with customers and partners to shape shared ESG journeys; influencing CDW's global strategy by representing UK needs; and participating in key industry panels and working groups.

Unsurprisingly, his approach is rooted in commercial awareness. "If I'm not recognising where the customer or partner is on their sustainability journey, and ensuring we meet them there, then I'm not going to enact real change," he explains. "I view everything I do at CDW through that lens."

Jon says that it will take a united technology industry to drive real change. "There is a big opportunity for radical collaboration across the industry. It doesn't matter how big our organisations are, in isolation, individual voices won't drive change, real impact requires a consolidated voice," he says.

Jon says the impact of AI is simultaneously helping and harming our sustainability goals. He's cautious about the environmental cost of large language models and GenAI, which demand vast amounts of energy and water. "Without a shadow of doubt, it is more intensive to run a ChatGPT search than it is to do a Google search. And I fear that people will use those kinds of tools for tasks that used to be done on a browser. I think that's problematic."

But he's also hopeful about where AI can make a positive impact, particularly when used to help address specific sustainability challenges and provide ideation. "You can analyse data faster, draw trends and build models that say, 'If I move this lever, what's the impact over here?'" That combination of human and technology will produce some innovative, impactful solutions," he says.

That potential, however, is still a way off. "There's this expectation that AI will be the saviour. It'll tell us how to improve the sustainability position of a business, a group or a country, but I don't think it's



Jon Steggles
Sustainability and Social Value Manager, CDW

there yet," he says. "Most companies will achieve more by using AI to help guide their strategy than they will impact the planet. But of course, there will be a tipping point," he says. "And that's when we need to exercise more caution."

Currently, CDW is adopting this cautious approach to using AI within its own sustainability strategy. The carbon accounting platform the firm uses, Normative, is starting to introduce AI in its calculation engine, and Jon says CDW is beginning to explore the use of AI on the social side of ESG.

CDW is working alongside Intel and HP to support the AI for Citizen curriculum. The project provides Help for Heroes staff and veterans with AI-integrated devices and specialist AI training to build valuable skills and knowledge in AI. "We are focused on advancing digital equity as part of our social impact programme," Jon says. "This will help veterans transition to new career paths after their service."

The company's work experience programme also introduces young people to AI, including a session delivered by an avatar of CDW's Head of the Office of the CTO, backed up by the real person in the room.

Looking ahead, Jon is pragmatic. He sees potential in AI-led tools to green the grid, help people use electricity more efficiently at home, or improve

logistics planning with better emissions data. But he also worries about the unchecked growth of AI influence and low-value, high-emission use cases. "There is a cost to powering this kind of technology," he says. "And I don't think the people building it are necessarily thinking about the environmental impact."

But he's optimistic about the UK tech channel's ability to lead with purpose. "We've got some brilliant minds working in this space," he says. "If someone could build an AI platform that's specific to our industry, with a discrete, carefully considered set of applications and power it in the least environmentally impactful way, I think we'd all start selling it tomorrow."

One piece of advice: The technology is embryonic right now. So, firms shouldn't move with pace just yet. I would test and trial AI to see if the business applications and the performance outcomes are financially viable and driving the results you want. Take your time, do your due diligence, and start small before you implement anything business critical.



Chelsea Chamberlin

CTO, Roc Technology



As CTO at Roc Technologies, Chelsea Chamberlin leads the technical strategy across the company's four core practices: networking and connectivity, cloud platforms, cybersecurity, and automation and AI. She also shapes Roc's industry approach and vendor partner ecosystem, with a particular focus on the public sector – an area where she brings expertise thanks to her aviation and defence background, including time at Lockheed Martin and NATS.

Roc employs around 270 people and is backed by private equity giant BGF, which conducts regular ESG audits. "BGF monitors all companies within its portfolio using automated tools," she says. "In the past 12 months, Roc has moved from scoring 'Excellent' to being recognised as 'Leaders' in all areas of ESG."

Still, Chelsea is keen for the company to go further. Roc is now working towards EcoVadis certification and exploring how AI could support its ESG ambitions. "At the moment, what we do is quite manual, but we want to get to a place where we can deliver more granular reporting with continuous monitoring and management," she says. "We're looking at some open source tools and also considering building something in-house, through our software business, Coria, where that makes sense."

However, there are some limitations for Roc. "Because of the environments that we work in and customers we serve, we are highly secure and highly governed; we can't just adopt a new system and turn it on," she says. "But our data is in a great place. We know where everything is and who has

access to it. That will stand us in good stead once we're ready to adopt AI more generally across our whole business."

Chelsea sees AI as a tool to unlock value in human terms. "We're focused on using AI for customers where it can deliver operational, environmental or social benefit to drive efficiency and value. By doing this, AI will help offset its own carbon impact," she says. "It's not about AI for the sake of it. If we can free people up from repetitive, mundane tasks, that helps morale, but also lets us redirect energy into areas for social good."

One example is a project Roc is supporting that uses AI to help prevent suicide. "We're the networking partner on a project to deploy high-definition CCTV, which can analyse images of people as they walk onto bridges," she explains. "Faces aren't identified, but the AI monitors expressions in real-time and can flag behaviours that might indicate someone is in distress. It means support services can intervene much more quickly."

She is optimistic about how AI can be used to help solve the environmental dilemma around ESG and AI. As a judge for the TechRound AI Tech35 Awards, Chelsea sees firsthand how many AI start-ups are prioritising ESG. "Over 60% of the companies we reviewed were using AI to solve environmental or social challenges in everything from agriculture to education to protecting vulnerable people. There are amazing ideas out there." See Chapter 2 for more.

But she's clear that inclusion must remain front

and centre. "When you're deploying AI internally, you need to make sure it's been trained by people who reflect your workforce and your customer base. It's the same standard you'd apply to your leadership team – are women represented, are minorities, are people from less affluent backgrounds? That matters."

She's also pragmatic about trust in AI. "People talk about whether they 'trust' AI, but we need to remember, it's a computer," she says. "It will help us react quicker in a more informed way, but we don't have to actually do anything it says – humans will continue to be the final decision-makers in critical situations."

For Chelsea, one of the biggest risks is assuming AI will be used fairly just because the tech exists. "People will do nefarious things with AI, regardless of regulation. And there are hundreds of models already out there. It's up to us to check the information we're using is balanced, fair, and accurate, just like we do with newspapers or websites."

One piece of advice: Start by getting your data in order. Protect it, make sure both people and AI only have access to the data you're comfortable sharing and put safeguards in place to prevent data loss. Then, enable your people. Help them understand what AI can and can't be used for in their roles, and give them space to experiment. Using AI well will become a skill, and we've got to give people the chance to build that confidence without compromising our environments.



With a PhD in lifecycle assessment, and a career spanning the European Commission, Arup, KPMG and EY, Dr Steve Finnegan has always been driven by environmental impact. Alongside his role as Associate Professor of Sustainable Design at the University of Liverpool, he now leads PNZ Advisory, a company focused on helping organisations reduce emissions, improve sustainability, and meet net zero.

PNZ Advisory (acquired Arete Zero Carbon in January 2025) and that company started in 2021 by manually building Scope 1-3 carbon footprints, roadmaps and decarbonisation plans for clients including CDW, TD Synnex, Exertis, Westcoast, KFC and many others. As the software as a service (SaaS) market matured, the team recognised an opportunity to scale through AI. "There was a plethora of software platforms coming out using AI to do this," says Steve. "So, we did our due diligence and partnered with a platform named Greenly. Now, the software handles all the data and the calculations, and we act as the implementation partner."

For Steve, the real power of AI is in democratising sustainability and helping businesses of any size or scale to achieve their carbon, sustainability and ESG goals. "Even micro-SMEs should get involved because although their impact may be small, collectively, they have a large impact on global supply chains. Having tools that can automate carbon footprint calculations and help with reporting for a predictable cost, means ROI can be delivered, and smaller businesses can compete for new business where RFPs require ESG and sustainability credentials," he says.

One example Steve points to, where he's seen real progress with AI in sustainability is Rejoose, a Copenhagen-based company that uses AI to scrape and analyse emissions data weekly for electronics and IT hardware. "Over the past six years, they've built a database of more than 10 million SKUs. When you order a product, the software sits alongside your invoice and gives you a carbon footprint for the goods and services you've just bought."

For this to be effective, vendors must post Environmental Product Declarations (EPD) for all their products online. An EPD is a document that transparently reports the environmental impact of a product throughout its lifecycle. Organisations doing this are also subject to ISO Standard ISO14067. "All the larger vendors are already doing this, they've got tens of thousands of their products mapped throughout the lifecycle," Steve says.

The risk, Steve explains, is that companies start



Dr Steve Finnegan
Managing Director, PNZ Advisory

using this data to claim their products are carbon neutral, just as Apple has done recently. The firm is currently undergoing legal action for marketing three of its Apple Watches as carbon neutral. "We need to be careful," he says. "These carbon figures are based on assumptions around usage, geography, and lifespan. No vendor can truly know all of that."

One solution, he suggests, is to add a sensitivity range – a plus or minus percentage to acknowledge uncertainty, something he has done with multiple studies he's conducted. But over time, he believes AI can improve the accuracy of these models.

"With the right rules and parameters, AI could analyse those 10 million SKUs and refine the estimates based on real-world data. That's where I see AI making a huge impact on ESG – helping us be more accurate, more transparent, and ultimately more accountable."

One piece of advice: Invest in research. Invest in knowing more about how it will affect you as a business. Look at your risk profile, where is your business at risk? Any firm doing business with big corporates or within the public sector is going to have to demonstrate sustainability and ESG credentials. You can use AI to get started or use a software platform that includes AI to help with your data, but you need to build a sustainability and carbon reduction plan.

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Nancy Powell
Sustainability Manager, HP

As Sustainability Manager for Hewlett-Packard (HP) across the UK, Ireland, and now the wider EMEA region, Nancy Powell leads a team that bridges specialist sustainability experts and the business across different markets.

The team work closely with HP's customers and partners to understand their challenges and help align the company's sustainability priorities with theirs. That means thinking about everything from product lifecycle and supply chain impact to regulatory reporting and Scope 3 emissions.

HP's sustainability strategy is evolving to become more transparent and customer-focused, says Nancy. "We're talking to partners and customers to understand the pressures they're facing, both from regulation and from their own customers. We know that for many of them, HP sits largely within their Scope 3 emissions, so we're looking at how we can support them more effectively with accessible data and tools, especially as new regulations come into play."

Sustainability is not a new focus for HP. "With our printer business and broad product mix, we've been recycling since the 1970s," she says. "So we've had a head start in understanding the value of refurbished and second-life hardware."

She says the company is already exploring where AI can be most useful in an ESG context (see Chapter 1). "We're using AI in manufacturing to improve quality, track metrics, reduce downtime and increase efficiency," she explains. "And when you look at logistics, everything a laptop goes through, from planes to ships to lorries, that feels like an obvious area where AI can help us do better."

One area where Nancy is already seeing AI make a difference is in sustainability reporting. Software platforms that collate carbon data, for instance, are helping to improve data quality, eliminate inconsistencies and give organisations a faster, more accurate view of their emissions, she says.

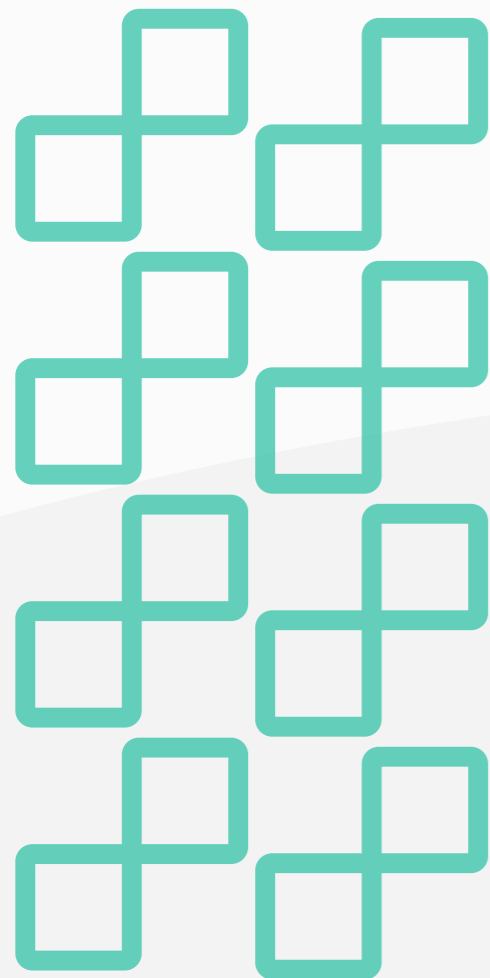
HP also runs numerous social impact programmes, including HP Life, which uses AI to help people around the world access education (see Chapter 2), and HP Renew, which promotes the use of refurbished products. While many of these initiatives don't yet use AI, Nancy believes it's only a matter of time. "For a customer's end-of-life hardware strategy, we recycle or refurbish the technology free of charge. The customer then has the option to have this technology redeployed by HP to a charity or a social enterprise that they or HP work with," she says.

One such customer is Tottenham Hotspur. The football club aims to redeploy its end-of-life technology to caregivers in Haringey, where it has strong community links and a longstanding relationship with children's services. "It's the perfect loop," says Nancy. "You take hardware from a commercial setting, give it a second life in a community that wouldn't otherwise have access to it, and then wrap around that digital skills training or business mentoring through HP Life. It can really make a difference."

The firm also has a similar relationship with the YMCA in Scotland, where it has set up face-to-face sessions for young people not in employment or education to help improve their digital skills, including an introduction to AI.

Nancy is positive about the long-term relationship between AI and sustainability. "We have to expect the best, not naively, but not cynically either. There are so many creative, intelligent people in tech working hard to tip the scales in our favour. We already have real examples of AI helping to create efficiencies, reduce downtime and extend the life of devices, and that's just the beginning. Over time, I believe the balance will shift towards more sustainable outcomes," she says.

One piece of advice: Get people using AI. Encourage your teams to explore, upskill, and experiment. Maybe that starts with a few Copilot licences, but once people start using AI in their day-to-day work, you'll naturally uncover new use cases. AI is a huge opportunity, and we need to help people get comfortable with it. You can't afford to sit on the sidelines. If you're not engaging with it and encouraging your teams to do the same, you'll miss out on what it can offer.





John Gladstone
Sustainability Lead, Softcat

For John Gladstone, sustainability has been central to his career, from early roles in logistics, the circular economy, and lifecycle services to leading Softcat's growing environmental ESG strategy today.

But when he first moved into the sustainability role, John admits he wasn't entirely sure it was for him. "I cared about the planet, but I wouldn't say I was an environmentalist. But within a few weeks, I started to see the connection between technology, logistics, circularity and sustainability.

"We were already doing a huge amount at Softcat, but we just weren't publicising it." That's when John started focusing on building Softcat's sustainability strategy, setting science-based targets, and understanding what customers and partners want from the firm regarding sustainability and ESG.

When it comes to the environmental footprint of IT, John says the technology sector is headed in the wrong direction. "We're not like other industries where they may have peaked, where efficiency gains are already driving emissions down. With the developments of AI and the change in working styles since COVID the industry is on the ski lift going up – creating more data, using more power, retiring hardware faster than ever."

He cites a [Boston Consulting Group report](#) that states the ICT sector is now responsible for 3-4% of global CO2 emissions, about twice the level of

the aviation sector and could account for up to 14% by 2040 if data use continues to grow.

This, he says, is why Softcat isn't using AI as part of its environmental strategy – yet. "AI brings speed and agility, but it's resource-heavy. It uses water, it uses power and this shouldn't be ignored.

"AI is only as good as the data it's fed. Bad data in, bad data out. And if you're using AI to generate carbon plans, you need to be sure the outcomes are credible. That still takes human assurance," he adds.

That validation step is often missing, John says, which is why Softcat has recently launched a Trust Centre, where documents like ISO standards, reports, and company policies are all publicly available online to demonstrate independent verification. "We needed to show full assurance – that our emissions, data, and disclosures are all independently verified, not just submitted onto a platform."

Within the channel, he sees potential for agent-based tools that can help gather supplier data at speed or scrape carbon reduction plans

published online. But he is also cautious. Using some of these tools and platforms can be a big investment. Companies need to focus on how they use that data in a way that's not going to damage the business, but that can still make it more sustainable. That's the magic question."

One practical area John sees AI working for VARs is to help them understand what's possible and what the impact would be of changing the status quo. For example, he says, firms could use AI to check the impact of changing their car fleet to electric vehicles, put a business case together and do a cost analysis. That, he adds, would help to drive real change.

John believes technology will be part of the answer to the AI-versus-sustainability challenge. "Whenever a problem arises, someone finds a solution. Look at new cooling methods for data centres – there are emerging cooling technologies that could reduce such high dependency of water. Legislation will play a big role in driving efficiency, and I think we'll start measuring things like computing power and data produced per employee as a measurable performance metric."

“One piece of advice: Be aware of how you're going to use AI and what you want from it. It's easy to go down a rabbit hole. Ask yourself: Will it genuinely help? Not many companies in the channel are using AI for sustainability yet, and for good reason. There just aren't enough proven use cases. Start simple, be strategic, and don't overcomplicate it if you don't need to.”

ESG

UNWRAPPED

Nebula Global Services is a privately-owned, award winning, outcome focused technology channel services organisation with a mission to be the world's leading sustainable technology services business through the local unification of people and technology.

Our purpose is simple: an obsession to source-local, source-responsible and source ethical. We want to create a sustainable technology community for the benefit of future generations. We work as a collaborative partner with our customers, enabling them to achieve their sustainability goals and business outcomes.

Our ESG Unwrapped Series aims to demystify the ESG process, by providing useful, practical guidelines and advice to help our partners and customers achieve a common goal of helping our people, our communities and our planet be a better place for us all.

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