CONNECT new mexico

Office of Broadband Access & Expansion

Environmental, Social, & Governance

CONNECTING ESG GOALS TO DEVICE DONATION

DiGITUNITY

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Donating used computers to nonprofits and social service organizations is an excellent way for corporations to achieve their Environmental, Social, and Governance (ESG) goals. There are many benefits to this type of donation, both for the corporation and for the recipients of the donated computers.

First and foremost, donating used computers to nonprofits and social service organizations is an environmentally responsible way to dispose of outdated equipment. Instead of sending these devices to a landfill, where they can potentially harm the environment, donating them allows them to be repurposed and reused, reducing the corporation's carbon footprint.

In addition to the environmental benefits, donating used computers can also provide significant social benefits. Many nonprofits and social service organizations are in need of technology resources but lack the funds to purchase them. By donating used computers, corporations can help bridge this gap and provide these organizations with the tools they need to better serve their communities.

Finally, donating used computers can also be an effective way for corporations to meet their governance goals. By donating to reputable organizations, corporations can enhance their reputation and demonstrate their commitment to corporate social responsibility. This can help to build trust with stakeholders and enhance the company's overall brand image.

Donating computers to help digital equity work in the community can add significant value to a corporation's ESG goals. Here are a few specific examples:

1. ENVIRONMENTAL

By donating computers to underrepresented and marginalized populations, corporations can reduce their carbon footprint and contribute to a more sustainable future. The manufacturing of computers requires a large amount of fossil fuels and chemicals. Despite the fact that computers continue to decrease in size, computers still require 10 times their weight in chemicals and pollutants to be used during the manufacturing process.

By repurposing computers vs. purchasing new, corporations can help reduce significant negative environmental impacts. This practice not only shows care for the environment, but it demonstrates a commitment to sustainability that can be leveraged in corporate storytelling and brand-building.

Recover Refurbish Reuse Recycle

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2. SOCIAL

Donating computers to nonprofits and social service organizations can help provide access to educational and employment opportunities to the people these organizations serve that they might not otherwise have. For example, low-income students may not have access to computers at home, which can impact their ability to complete homework assignments and participate in online learning.

By donating computers to school, nonprofits, or community organizations that serve these populations, corporations can help level the playing field and provide these individuals in their community with the tools they need to succeed.

3. GOVERNANCE

Donating computers can enhance a corporation's reputation and build trust with stakeholders as well. When corporations demonstrate a commitment to social responsibility and equity through changes in philanthropic and operational policies that support technology donation and reuse, it can help to mitigate reputational risks and improve relationships with customers, employees, and investors.

According the Porter Novelli's 2021 Purpose Perception Study, when a company leads with purpose, respondents were: 78% more likely to want to work for that company; 76% more likely to trust that company; 72% more likely to be loyal to that company; 70% more likely to defend that company if someone spoke badly of it and 72% more likely to forgive that company if it makes a misstep.

By partnering with reputable organizations that serve underrepresented and marginalized populations, corporations can show that they are committed to creating a more equitable society.

A WIN-WIN SITUATION FOR ALL PARTIES

There are several ways a company can quantify the results of donating computers for reuse. A simple count of the overall numbers of computers (and accessories) donated is essential to start this process. From that figure, one can estimate the amount of e-waste diverted from landfills by using industry data on the average weight of electronic devices and the amount of material that can be recycled from each device. Carbon footprint savings can also be quantified by taking into account the energy saved without the manufacturing of new computers, and the carbon dioxide and methane benefits of keeping reused computers out of landfills.

Additionally, social impact measurement across different populations served, as well as other support and digital resources can be used to illustrate the overall value of the donation. For example, providing basic digital literacy training or connection to low-cost broadband programs to computer recipients along with a free or low-cost device can be used as examples of the community benefit derived from the corporate technology donation.

Overall, donating computers to nonprofits and social service organizations can help corporations achieve their ESG goals by reducing their environmental impact, promoting social equity, and enhancing their reputation and brand image. It is a win-win situation for both the corporation and the communities they serve.