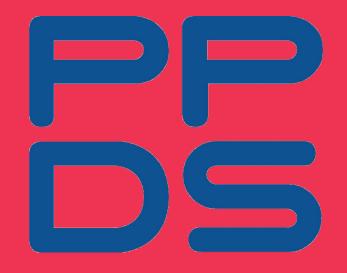
Welcome to the AVIXA Women's Council event

How to do AV,
Sustainably and
Responsibly







Flux Innovation Lounge, Greenwich, London



15:00-19:00 - 17 July 2024

Sponsored by:



About AVIXA Women's Council UK

Our Mission

To grow a community of AVIXA members and other professionals committed to supporting and empowering women who work in the technology and AV industries.

Committee Members

The members of the UK Women's Council Task Group include: Iffat Chaudhry, Bid Manager at Involve, Sadie Groom, Managing Director of the Bubble Agency; Rachael Hamilton, Founder of I Am Rachael; Tanya Houston, CEO and Managing Director of Wildwood PR; Deborah Jones, MBA CTS, AV/IT Sales Manager at the Queen Elizabeth II Centre; Beky Cann, Director of Global PR at Peerless-AV EMEA; Erica Whittle, Marketing and Business Development Manager at Pure AV; Carys Green, WorkspaceAV and Rachel Hunt, Have Harmony

Join us at our other events and webinars!

Scan below for more details





Today's Agenda

Arrival & Teas and Coffees

15:00

Siân Rees – Display for the Greater Good

15:45

Stella Pasadilou, Energy Management Expertise

16:30

Networking

17:00

15:30

Welcome and Introductions

16:15

Jess James, Sustainable Design in Construction

16:50

Q&A and Closing Comments



15:45 Speaker Session

Siân Rees MBA - Display for the Greater Good



 Director Global Business Development Solutions and Partnership







Display for the Greater Good How to do AV sustainably

Sian Rees

Global Director Business Development Solutions

Philips Professional Displays

PHILIPS

Professional Display Solutions

Introduction

Double majored in Computer Science and Zoology

Started my career at Barco, over 20 years experience working with displays

Working in wild-life studies of taught me we're all connected and the importance of Research, Education in Conservation



Display Sustainability Overview

Research = Understanding our Industry

Sustainability Goals

Impact and Problem

Product Life-Cycle Assessment

Display Technology

Packaging & Distribution

Education = Awareness

Ratings and infrastructure management

Why sustainability makes economic sense

What we can do today!



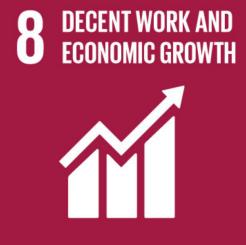




































Operations have the far biggest share of carbon emissions in the digital signage use, screens must be built The Digital Signage Lifecycle lifecycle. Thus there is also the highest back and transported to the potential for savings - be it through confinal station of the applicacept design or the power management of tion lifecycle - again, usually 6 Operations 8 Roll-in 9 Repair & Recycling Transportation of the digital signage 3 Transport hardware from the factories to the end market, usually in ship containers, is a high-level carbon factor, particularly The final station decides what happens with the used screens - and how it affects the overall footprint. Thereresource are three possibilites: Refurbish the screen, recycle the components, or disposal. The goal is to reduce the amount of disposed resources to 2 Manufacturing a minimum and to enable refurbishment and 5 Roll-out recycling through industry-wide standards. & Assembly Lifecycle carbon emission of digi-1 Pre-Manufacturing tal signage screens is one of the most relevant Green Signage topics currently. Although there are focus points, one must look at the who-Displays don't appear from nothing, The beginning of it all. Mining ressources doesn't emit a they need to be manufactured. And the le journey of the product to underproduction process requires energy lot of carbon directly, but has environmental consequencdistribution to the integrators that prebe brought to and installed in causes emissions. So reliability as well stand the different aspects of the pare the screens for the roll-out causes their final location, typically by es when it comes to rare minerals or certain mining techas a smart device management and reand other ressources. Carbon emissions and waste can be reduced by niques. And certain processes, for example the manufac-CO2 emissions - but far less than the first van. This is also a considerable mote service capabilitites can reduce the carbon footprint. lean production methods. turing of glass, emit a considerable amount of carbon. transport. It is usually done by truck. source of carbon emission.

Life-Cycle Assessment "Cradle to Grave" Analysis







Open² zero energy consumption

No power needed to display your content 24/7

Super low power to change the image



Open technology | Open to you

PHILIPS





Open² display using 50% less energy

Discover the Philips Signage 3650 EcoDesign Environmentally conscious displays without compromise

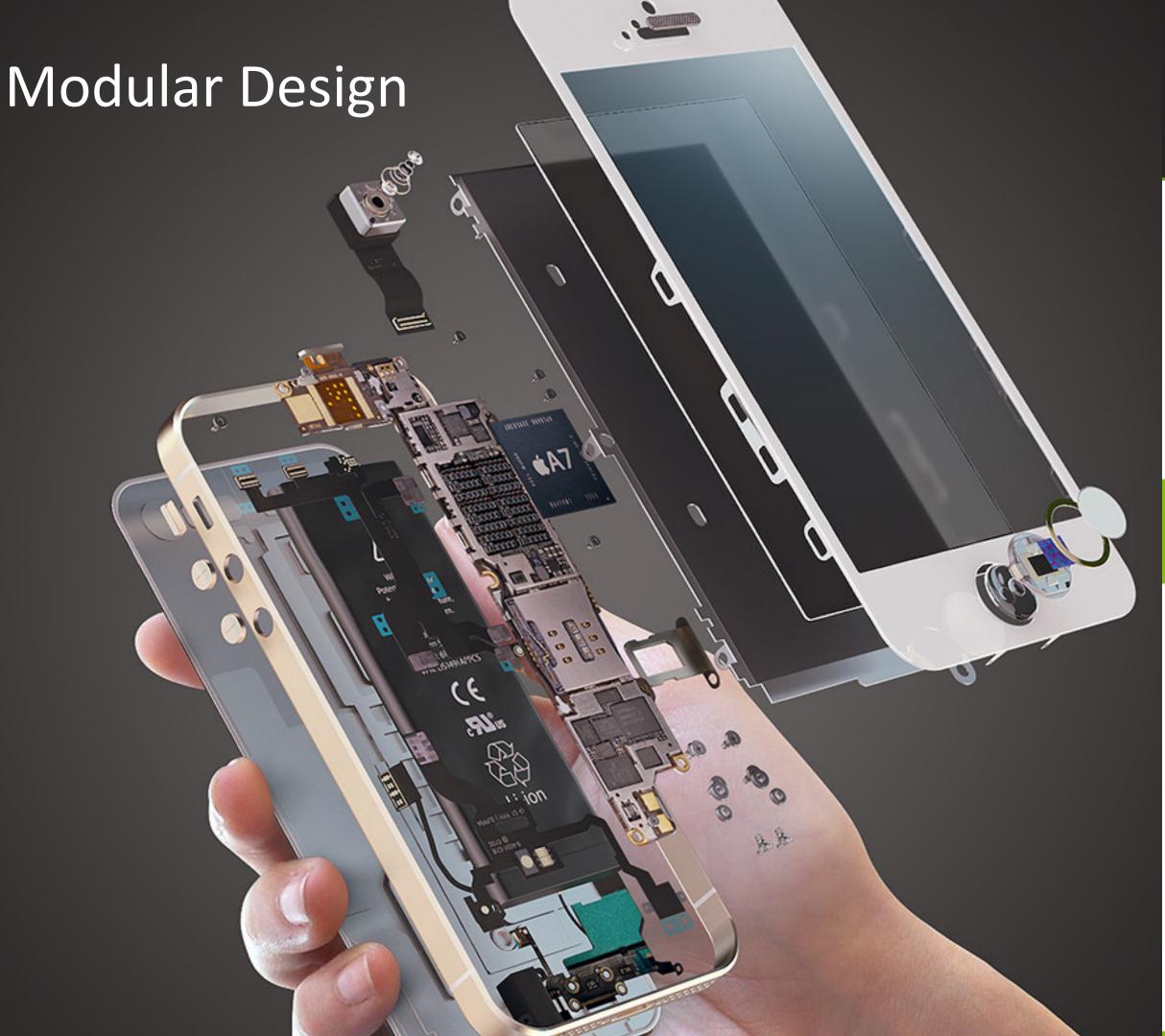
EPEAT Silver Climate+ rated, the Philips Signage 3650
EcoDesign display delivers on the same high quality,
resolution, and reliability enjoyed across the Philips
Professional Displays portfolio, while using recycled and
recyclable materials, and cutting energy consumption by
more than half.

https://invidis.com/news/2023/11/green-signage-how-ppds-halves-power-consumption/



Find more energy saving opportunities with Philips Professional Displays at ppds.com/displaysustainability





MOBILE PHONE RECYCLING FACTS

6,854,000,000

World population



4,180,000,000

Mobile phone population



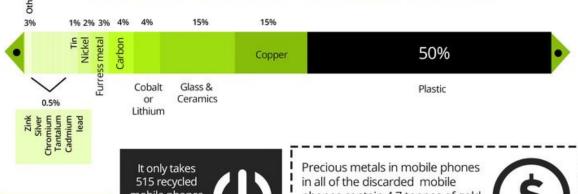
61% of earth's population Has a mobile phone

Most people keep their Mobile phone for less than One year **140,000,000** mobile phones Per year end up

in the landfill

65,000 tons of mobile phone waste is discarded each year, that's like 6.5 eiffel towers **80,000** lbs of lead goes into landfills from mobile phones each year. Other toxins like chromiur arsenic and mercury are also a threat.

Mobile phone composition



Recycling is the solution

It only takes
515 recycled
mobile phones
to power a home
for 1 year

in all of the discarded mobile phones contain 4.7 tonnes of gold and 49 tonnes of silver worth over \$60 million dollars





If nobody charges their mobile phone for one day it would save 35,000,000 LBS of greenhouse gasses

your mobile phone today



podgpenguin.com







professional displays



Resulting in a 184 ton
Tank to Wheel (TTW)
CO2 reduction



107 ton

reduction of wood consumption



Unearth a new "unboxing" experience.

The touch of mycelium can create a memorable, feel-good experience. Put your brand into the hands of your customers with velvet-soft, sustainable packaging that nurtures their gardens and leaves a lasting impression.









Why Mushroom Packaging?

Made with only two simple ingredients — hemp hurd and mycelium — our packaging protects whatever you're shipping.



Ocean Safe



Plastic Free



Chemical Free



Natural



Flame Resistant



Grown



Home Compostable



Scalable

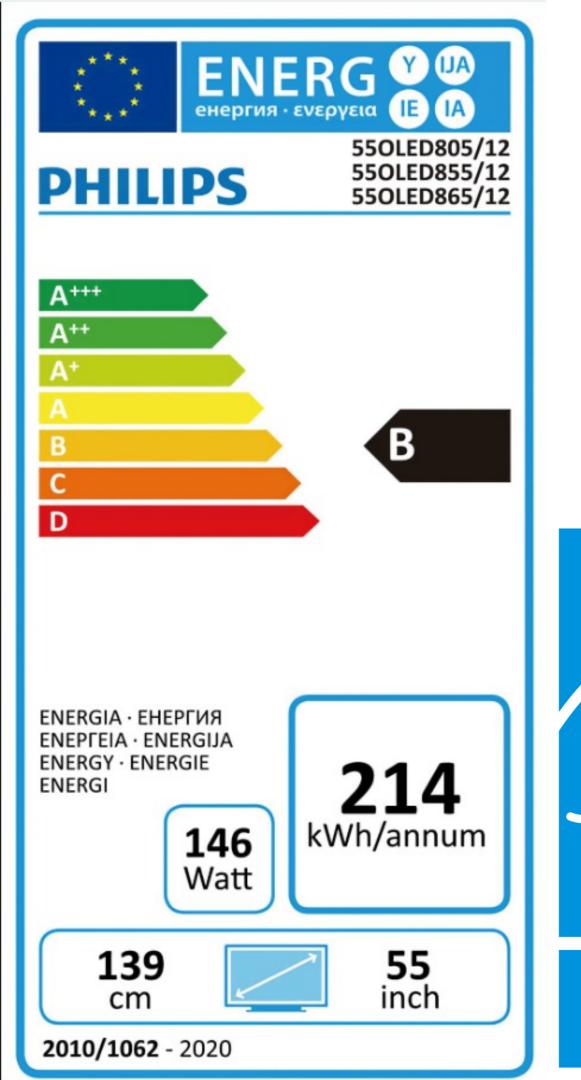


Water Resistant



Custom Design







Experience

Industries

ENERGY STAR Unique ID:

Stories

Product

Solution

Support

55UL3J-M







4K UHD Signage

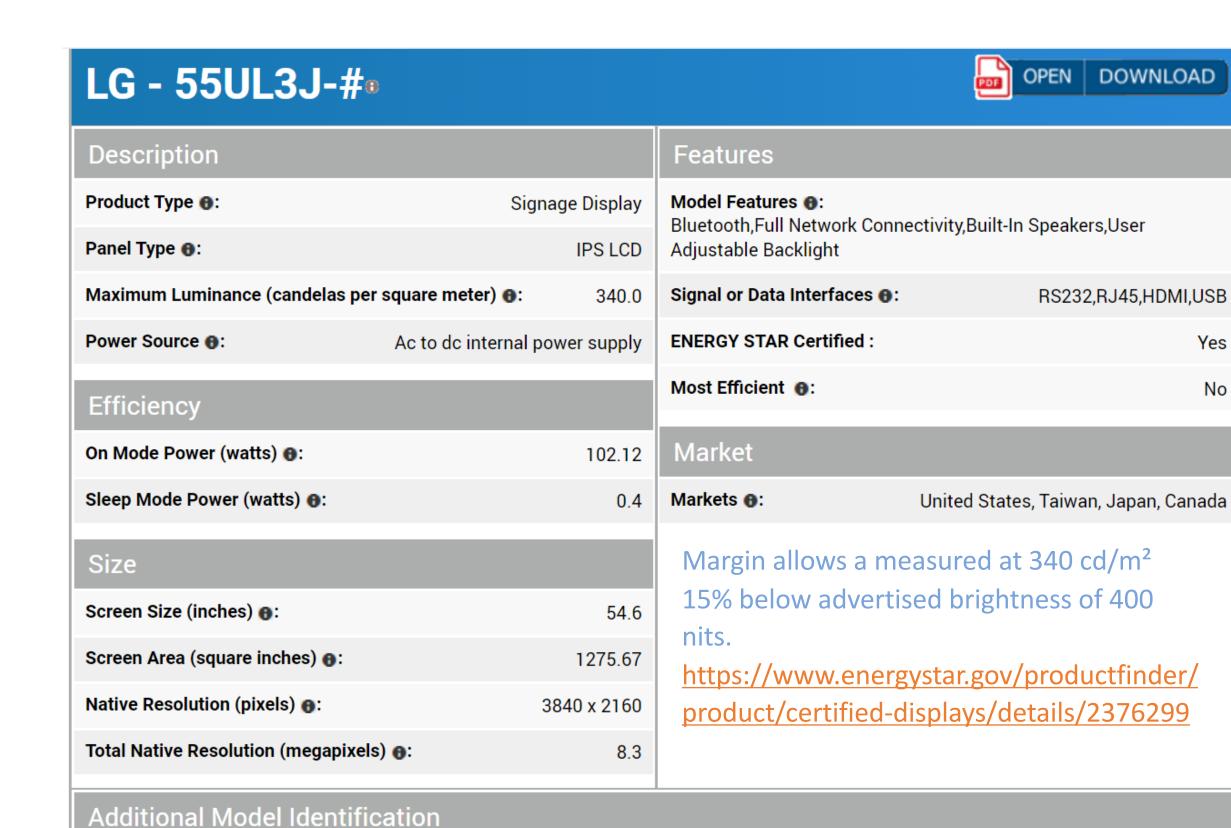
Global

Share <



Key Feature

- Brightness(Typ.): 400 nits
- Resolution: ULTRA HD (3,840 x 2,160)
- **EPEAT** Registered
- webOS-based High Performance
- Compatible with LG's One:Quick Share
- Compatible with AV Control Systems



2376299



Product Support

What are you looking for?









A > Signage Solutions > D-Line series > Signage Solutions D-Line Display

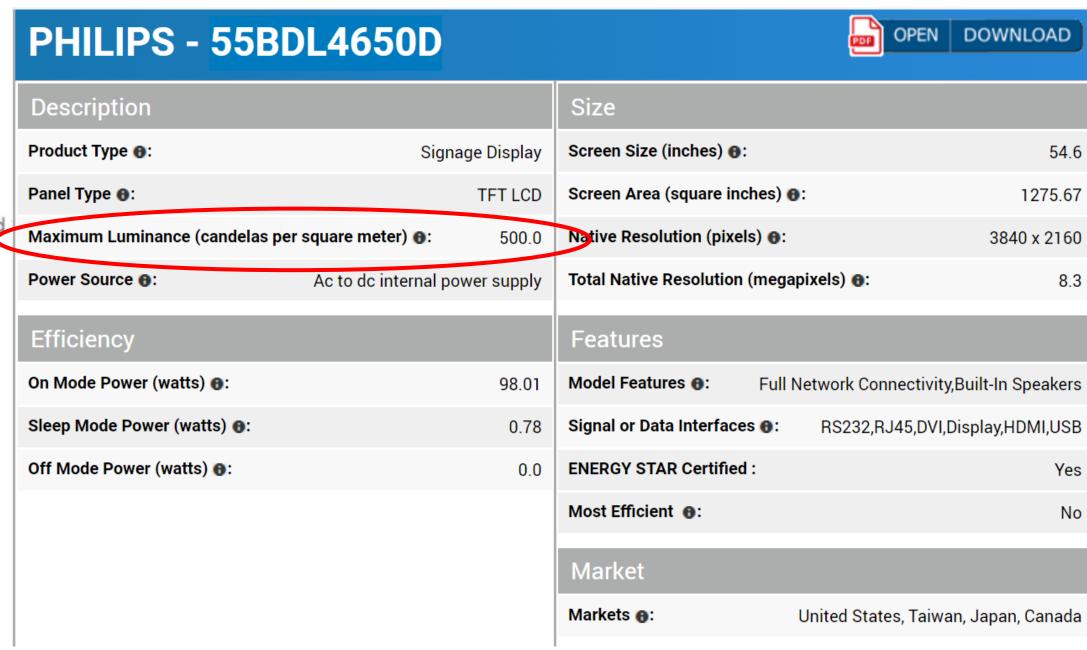
Signage Solutions D-Line Display

55BDL4650D/00

Smart and modular for an even longer lifetime

Philips D-Line is designed to engage your audience and delight customers. Powered by Android for easy software integrations, this versatile display is suitable for impact in any setting.

Picture/Display	Diagonal screen size (metric)	138.7 cm
	Diagonal screen size (inch)	54.6 inch
	Aspect ratio	16:9
	Panel resolution	3840 x 2160
	Pixel pitch	0.315 × 0.315 mm
	Optimum resolution	3840 x 2160 @ 60Hz
	Brightness	500 cd/m ²
	Display colors	1.07 Billion
	Contrast ratio (typical)	5000:1
	Dynamic contrast ratio	500,000:1
	Response time (typical)	8 ms
	Viewing angle (horizontal)	178 dearee



Measured at 500 cd/m² same as advertised brightness.

https://www.energystar.gov/productfinder/product/certifieddisplays/details/2376299

Signage Solutions D-Line Display 55BDL4650D/00 | Philips

Dieselgate, Volkswagen Emissions Scandal

September 2015 US Environmental Protection Agency (EPA) issued a notice of violation finding VW had intentionally programmed certain diesel engines to control emissions during lab testing but emitted 40 times more NOx in real-world conditions.

€32 Billion in vehicle refits, fines and legal costs















Customer overview

Customer management



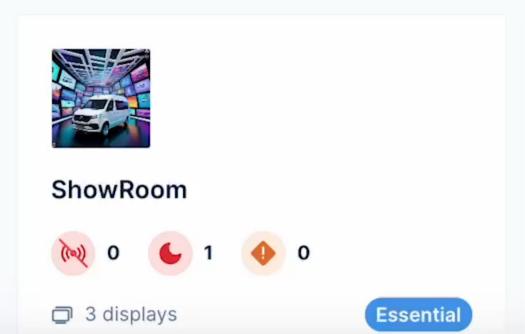
Introducing Wave Controller Lite and Essential

As of April 8th Wave Controller has additional paid subscriptions to unlock advanced features.

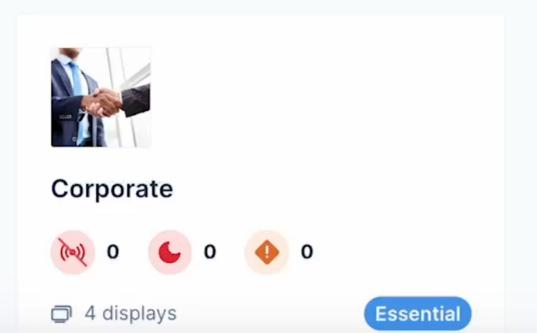
Find out what subscription best fits your business needs on the documentation portal.

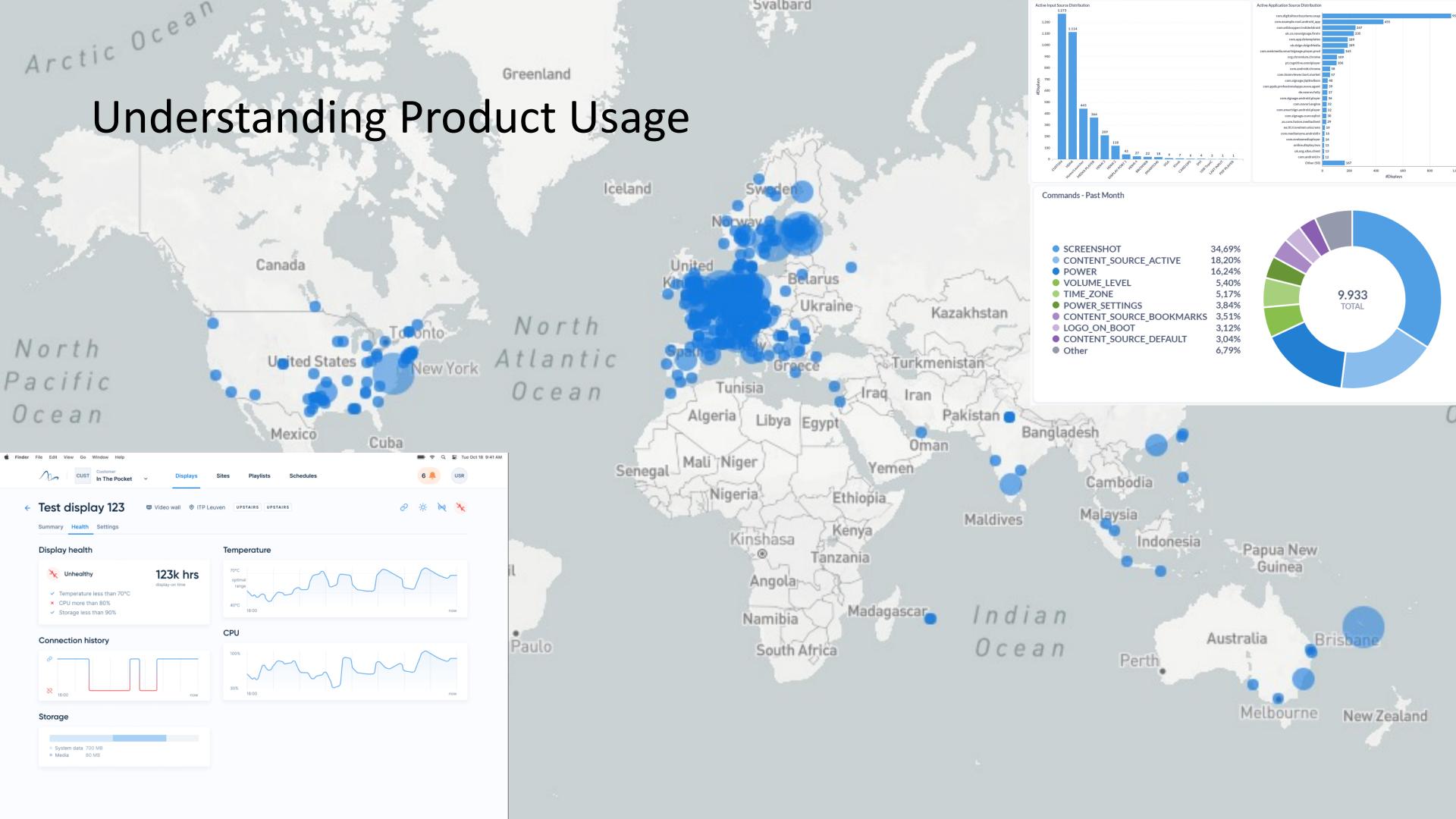
Documentation portal 🗹

Q Search



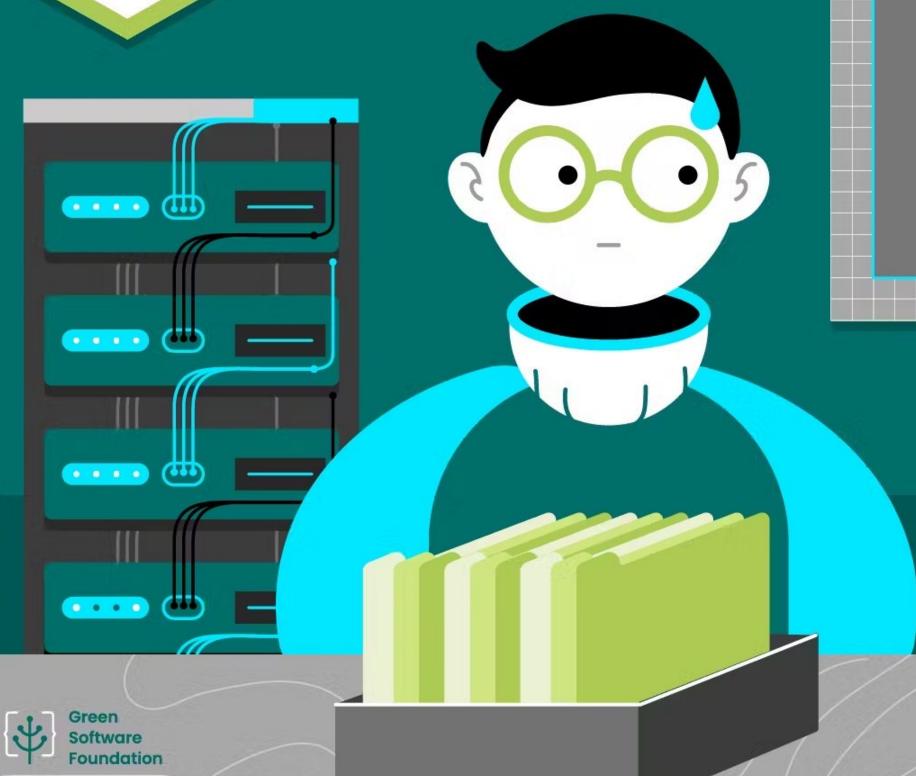


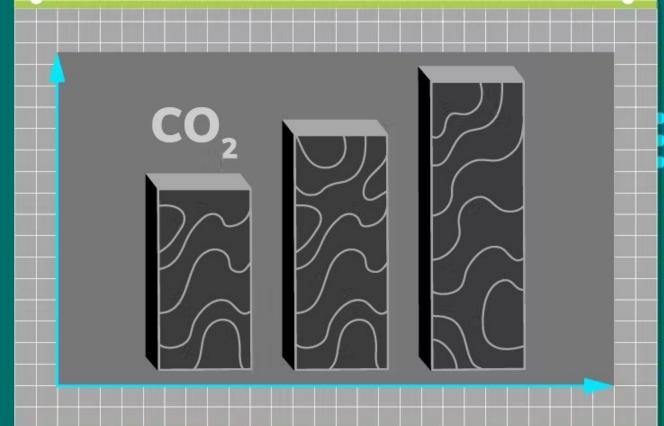






Green Software

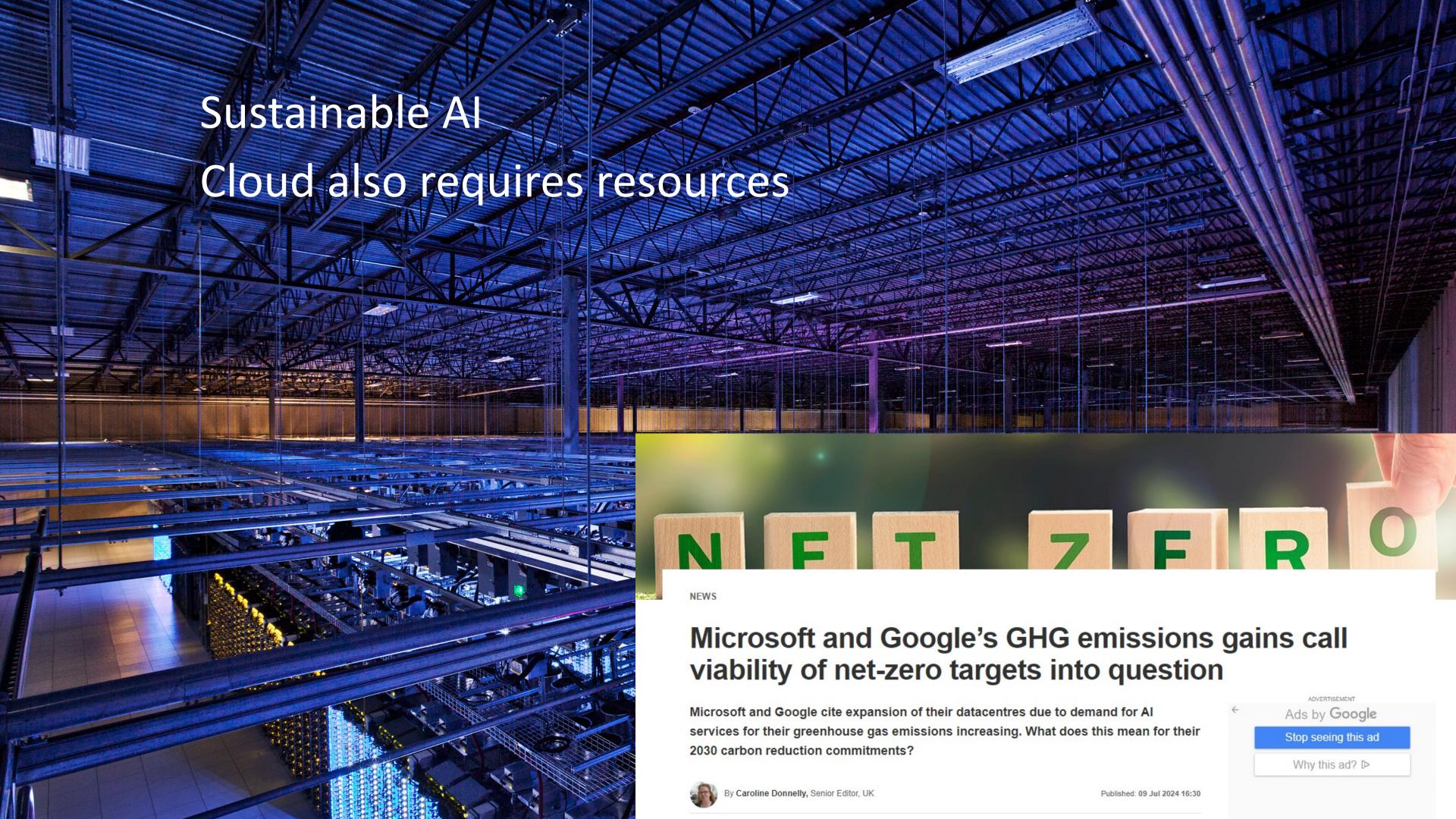






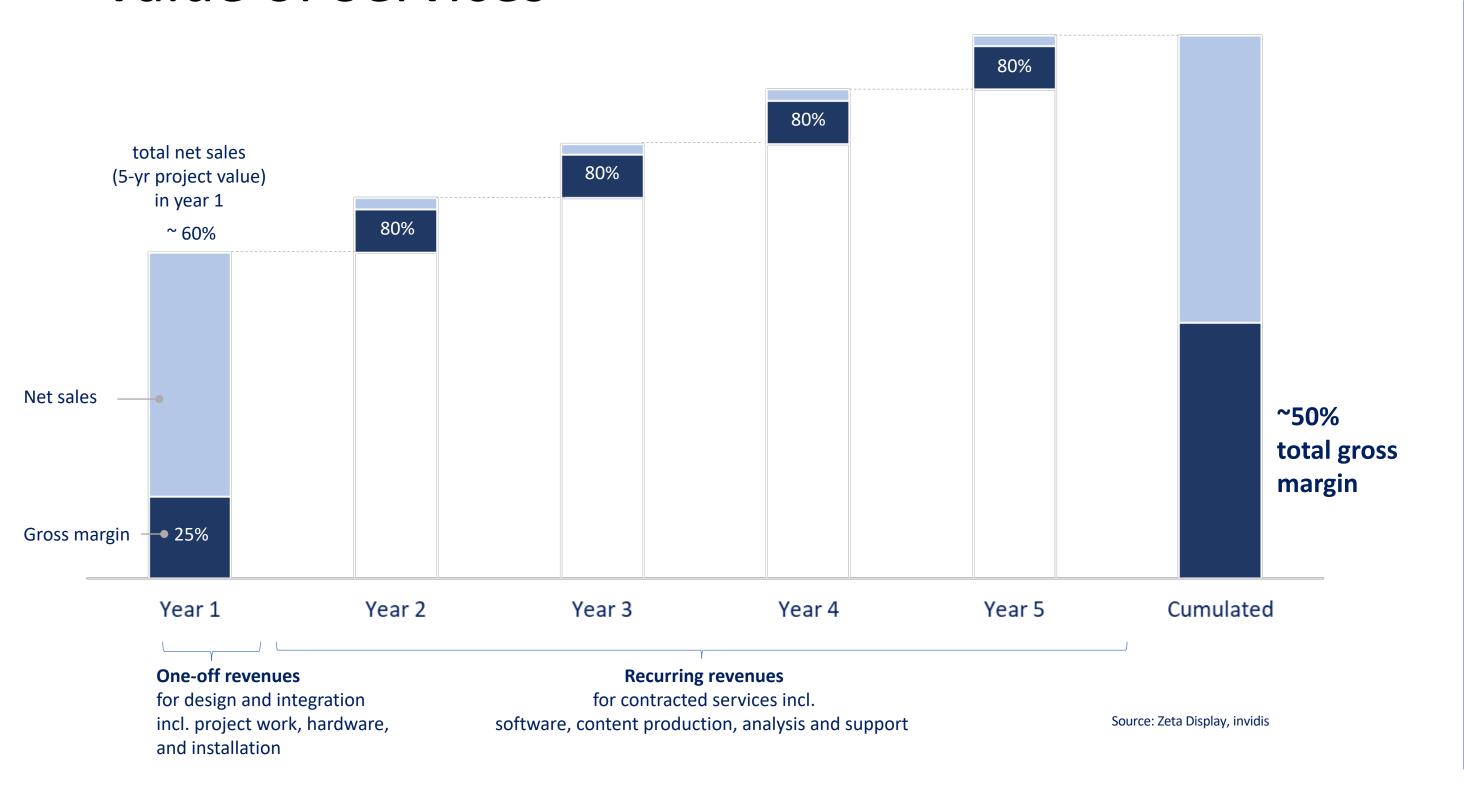








Value of Services



Recurring revenues can extend beyond 5-years

Circular economy and EOL services depend on knowing the history of the display and being able to access this information remotely

About 50% total grossmargin per project after five years

Year 1: CAPEX, installation and launch of operations accumulates approx. 60% of total project revenue at 25% GP

Recurring Revenues

3 account for 10% annually in the following years at 80% GP



Changing Consumer Habits



ENVIRONMENTAL AND SOCIAL CONCERNS



Who would pay more for sustainable products?

9%

Generation Z

51%

Millennials

25%

Generation Xers

12%

Baby Boomers





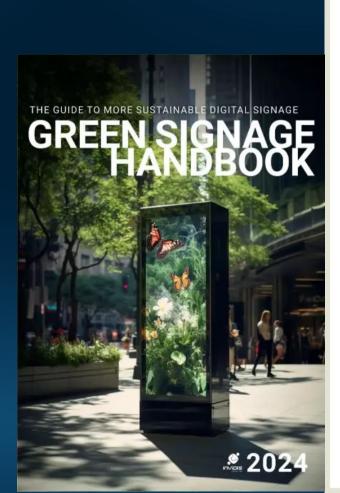
Top 10 Actions





Mind the content! LEDs consume less power with dark content however LCDs consume the same with black screens.

Remote management tools are key to optimizing settings and increasing a products life-time



Top 10 Actions for Green Signage

- 1. Turn off hardware when not used
- 2. Utilize brightness sensors
- Move to energy efficient hardware for new projects, prioritize this over price!
- Choose modular hardware for better repairability and lifetime extension
- Optimize performance and lifetime of existing hardware through middleware
- Go from monolithic to microservices-based software solutions
- Eco-design for recycling (hardware and installations as such)
- Introduce remote monitoring service platforms
- Develop refurbishing and financing solutions after the end of contracted lifetime
- Finally, put it on the corporate agenda and treat it equal to sales, operations and software development

MARIE KONDO SPARKING



Extending a Products Life-Cycle



Green Signage with ChromeOS



Bring new life to existing hardware investments and use media players for longer



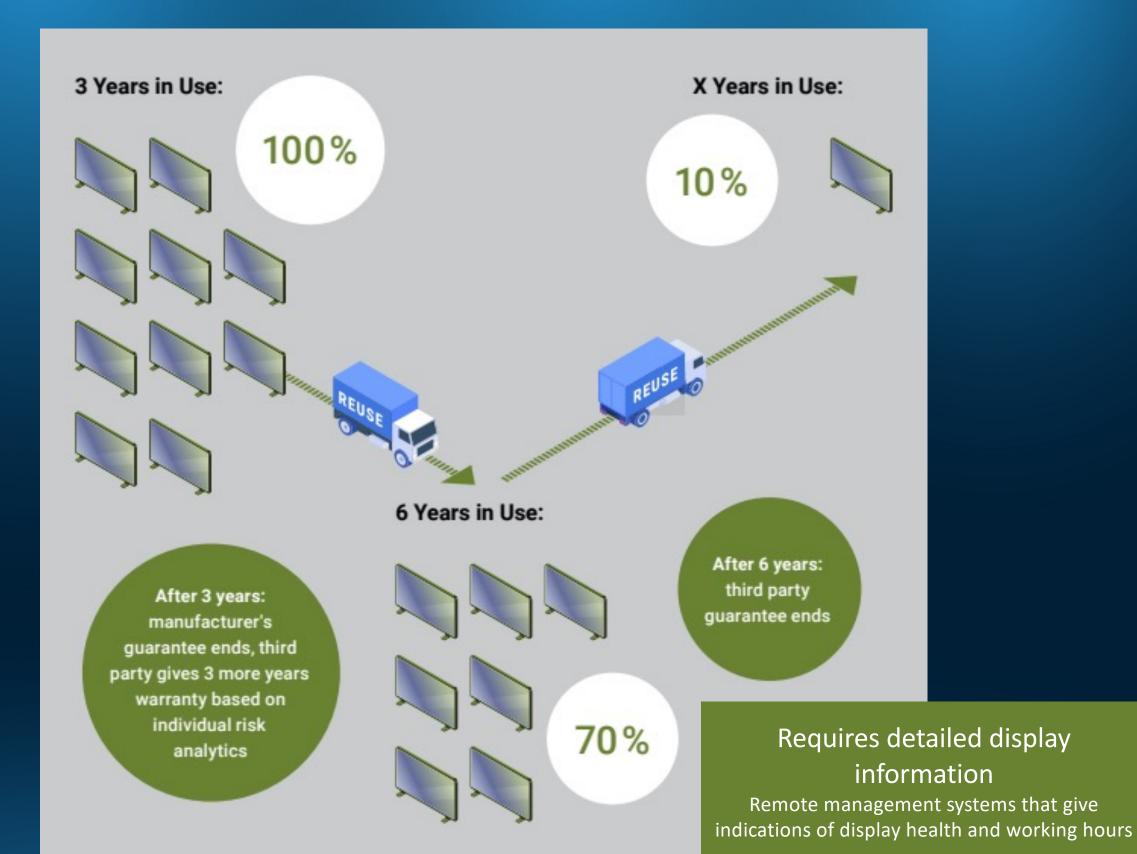
A modern reliable OS: minimal power consumption, maximum performance



Reduce maintenance with device management that minimises service calls



Secure environment: ensure system security and data safety



3+3+X years: This would be the rule of thumb for a lifecycle management with standardized warranty formulas by a third party.

Working with Sustainable Partners



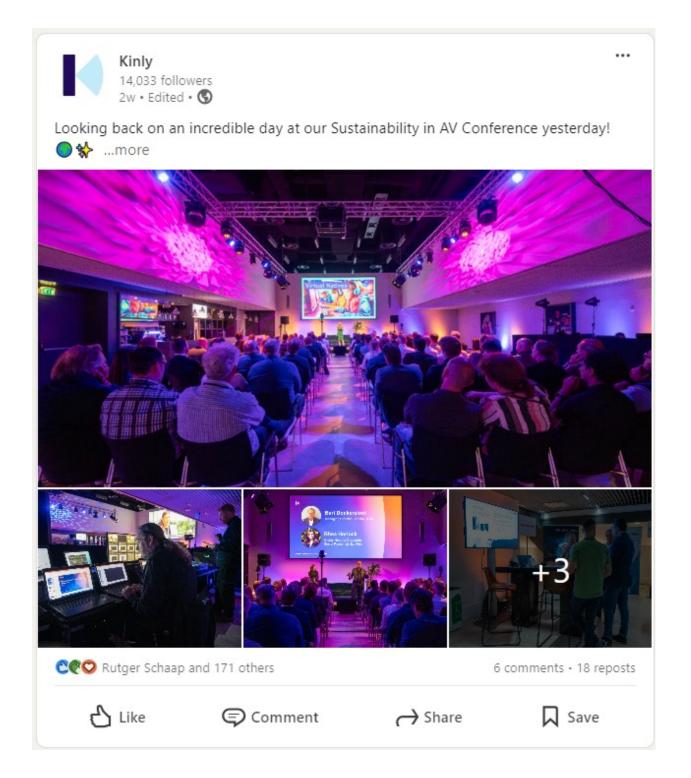






















Our memberships and sustainability ratings

PPDS is committed to supporting a range of international sustainability initiatives and measurement ratings that underpin our operations, ensure transparency, and track our progress.

Memberships



We support the United Nations SDGs and remain committed to driving progress in our chosen key areas – read more on page 30.



We are committed to the UNGC corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.



We continue to support the SBTi, driving sustainable growth by setting ambitious, sciencebased emissions reduction targets.



We support and have joined the Responsible Minerals Initiative (RMI), helping to ensure positive contributions to social economic development globally.

Sustainability ratings



Bold environmental action must begin with an accurate, transparent assessment of environmental impact and progress, which CDP scoring makes possible.











ecovadis

Our EcoVadis gold rating places us, as a part of TPV, within the top 6% of display manufacturing companies rated by EcoVadis across the World.





The RBA is a non-profit comprised of leading companies committed to supporting the rights and wellbeing of workers and communities worldwide that are affected by global supply chains, RBA members commit and are held accountable to a common Code of Conduct and utilise a range of RBA training and due diligence tools to support continual improvement in the social, environmental and ethical performance of their supply chains.



ITSCI is an award-winning multi-stakeholder programme contributing to better governance, human rights and stability. ITSCI's purpose is to create responsible mineral supply chains that avoid contributing to conflict, human rights abuses, or other risks such as bribery, currently in central Africa.

Thank you!





Raymond Kent ASTC
Assoc AIA
Global Senior Design
Leader
DLR Group
Board Member: SAVe
AVIXA Sustainability
Task Force Member

Florian Rotberg
Business Owner
Invidis Consulting



Global Business Director Solutions and Partnerships



16:15 Speaker Session

Jess James – Sustainability in FitOut



- Founder
- JAW Sustainability Consultancy





JAW Sustainability

Sustainability in Fit Out

Introduction

Jess James - JAW Sustainability

Sustainability for consultancy for construction projects:

- Energy & carbon
- Internal environments
- Materials and waste
- Sustainable accreditations
- Wellbeing





Sustainability in Fit Out

Construction phase

- Use of resources
- Generation and disposal of waste

Operational phase

- Energy use
- Healthy environments



Reducing Resource Use

Reuse Existing Materials in Situ

Reduce Replacement Material Use

Use Reclaimed Materials

Low Environmental Impact
Materials

Reduce Waste

Circular Economy



Re-use in Situ

Ceiling systems

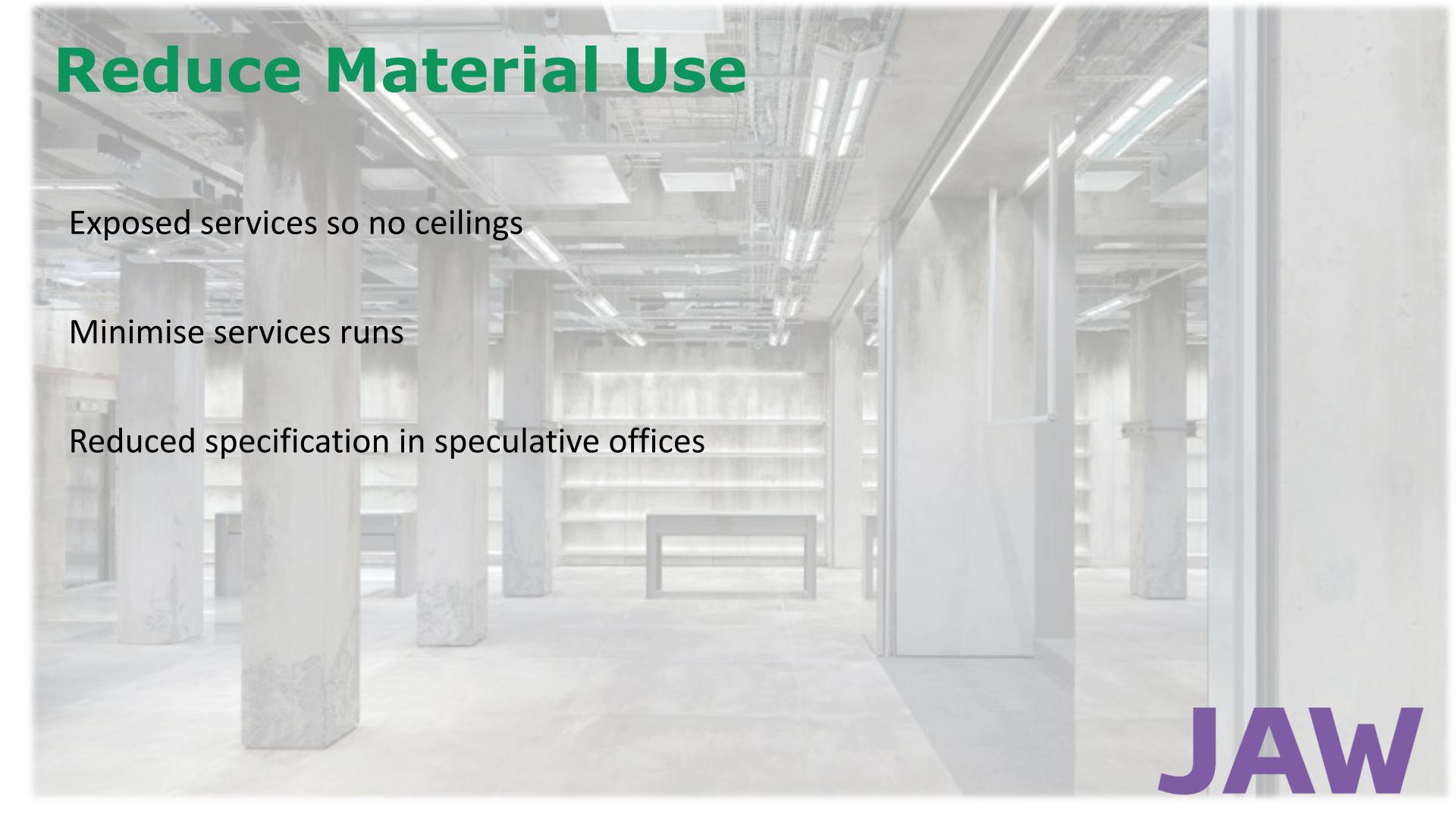
Raised Access Floor

Partitions (e.g. glass)

Furniture & equipment







Comparison of RICS replacement rates to potential tenant fit out-rip out pattern for Substantial fit out, with lease size up to 10,000 square feet

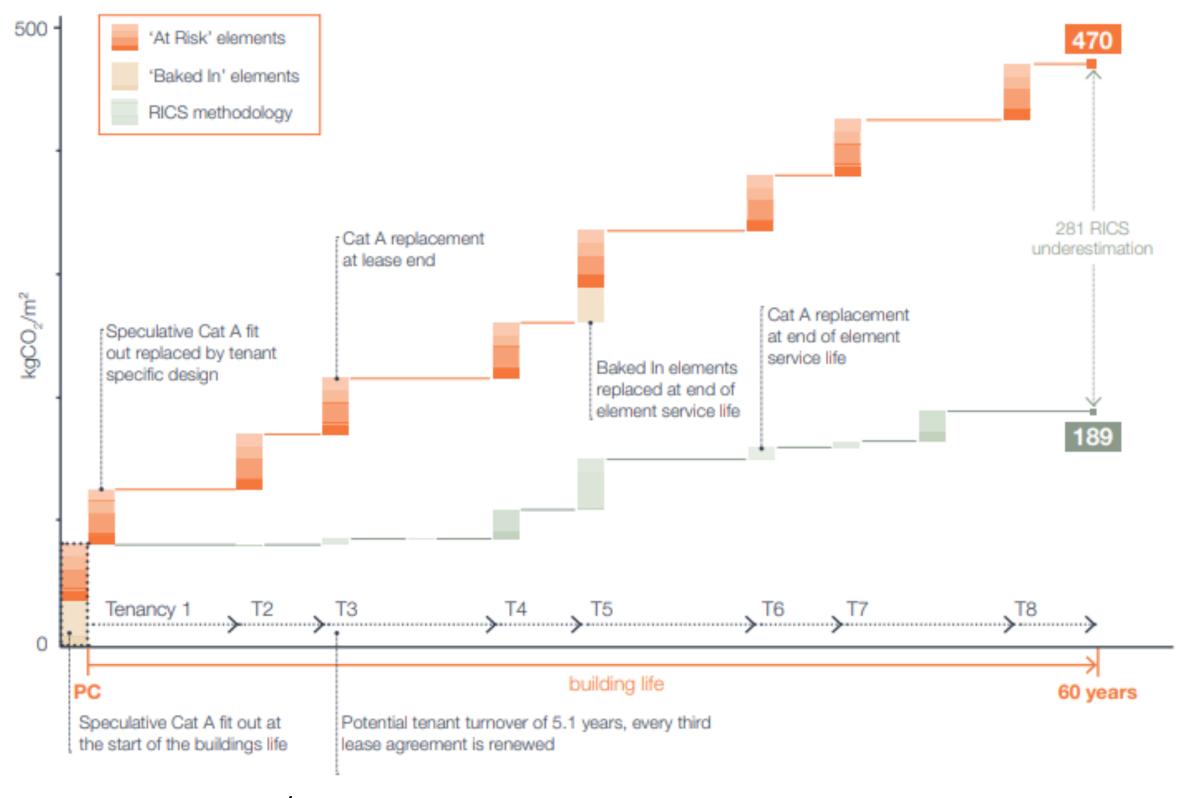


Figure 1 - Fit Out/Rip Out AHMM 2024



Use reclaimed & lower impact materials

Re-claimed RAF

Reclaimed & repurposed furniture

Natural materials & timber

Recycled content

Healthy low VOC materials

Demountable & recyclable



Reduce waste

Pre-demo audits

Takeback schemes

Community Re-use

Dismantle to reduce damage

Reduce packaging

Ordering & Logistics







Tenant Level Fit-Out & AV

CAT B Fit-Out of new offices

General re-fits/ upgrades in existing offices

Significant over-replacement and disposal of useable equipment

WEEE recycling is very challenging



How do we promote re-use?

Change perception of quality

Attitude to investment in tech

Create a better cultural approach to repair

Address planned obsolesce





JAW Sustainability

Thank you for listening

16:35 Speaker Session

Stella Pasalidou – The Business Approach



Senior Energy and Sustainability
 Consultant and Team Manager







THE BUSINESS APPROACH

How to do AV sustainably and responsibly!

18 JULY 2024



AGENDA

- Why Net Zero Carbon?
- What do I need to know to approach Net Zero Carbon?
- What does it mean for my business?
- A holistic approach



carbonxgen

Why Net Zero Carbon?



Economic Benefits

Cost savings through energy reductions.

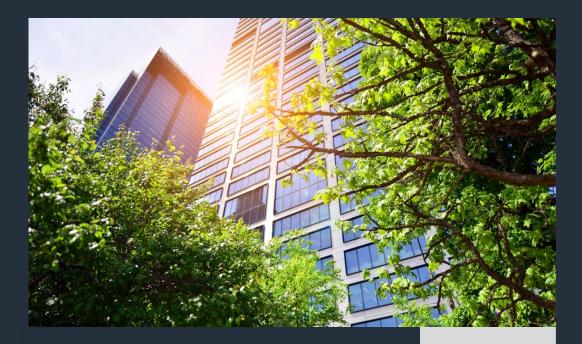
Re-investment of savings towards new projects.



Commercial Benefits

Clients and investors seek certainty that business models will continue to be relevant in a net-zero economy.

Reputational and brand benefits.



Business Evolution

Evolution of business model to remain competitive in low carbon economy.

Mitigation of climate-related business risks.

C carbon xgen



Climate Change Transition Risks

Transition Risks:

"the financial or reputational risks that organisations face due to the policy, legal, technology, and market changes that occur as a result of societal efforts to mitigate and adapt to climate change."

Taskforce on Climate-Related Financial Disclosures (TCFD)



KEY BUSINESS AREAS TOWARDS NET ZERO CARBON









Commercial

- Remain competitive in a low carbon economy.
- Keep on top of mandatory sustainability frameworks.

Operational

- Circular economy.
- Energy and emission reductions targeting scope 1, 2, and 3 emissions.

Procurement

- Integrate Net Zero Carbon in procurement policies.
- Reduce and minimize emissions through effective partnerships.

Supply Chain

- Engage with supply Chain.
- Influence suppliers
 by providing
 guidance on targets
 setting to encourage
 and support their
 NZC journeys.

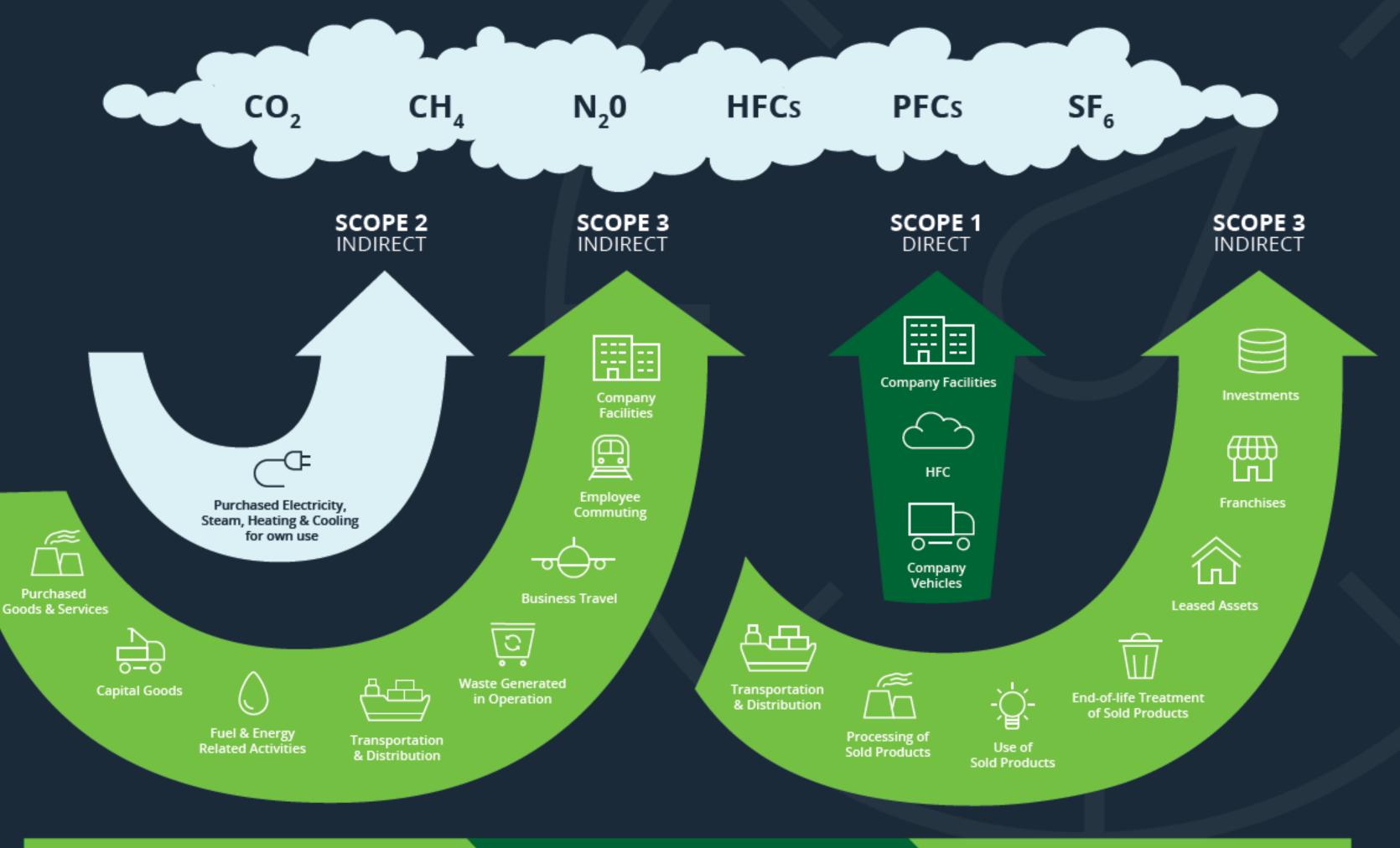
Offsets

 Offset residual emissions by investing in projects that remove carbon dioxide from the atmosphere.



THE FIVE PRINCIPLES





carbonxgen

How to Measure?



Activity Based



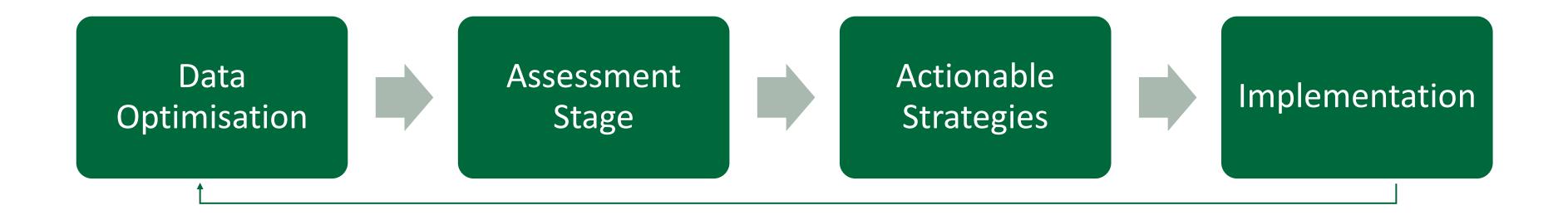
Financial Based

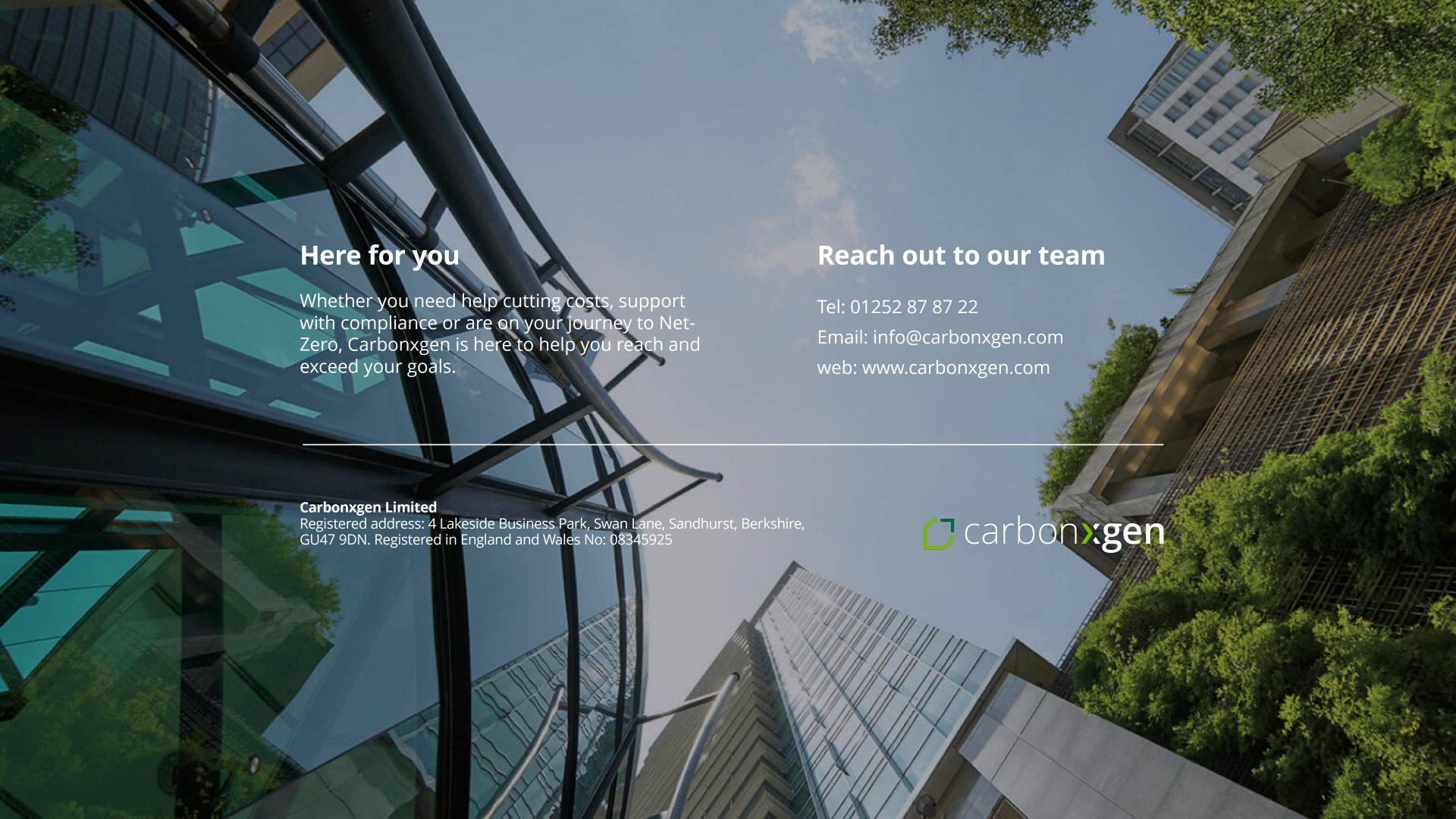


Hybrid Methods



A Holistic Approach





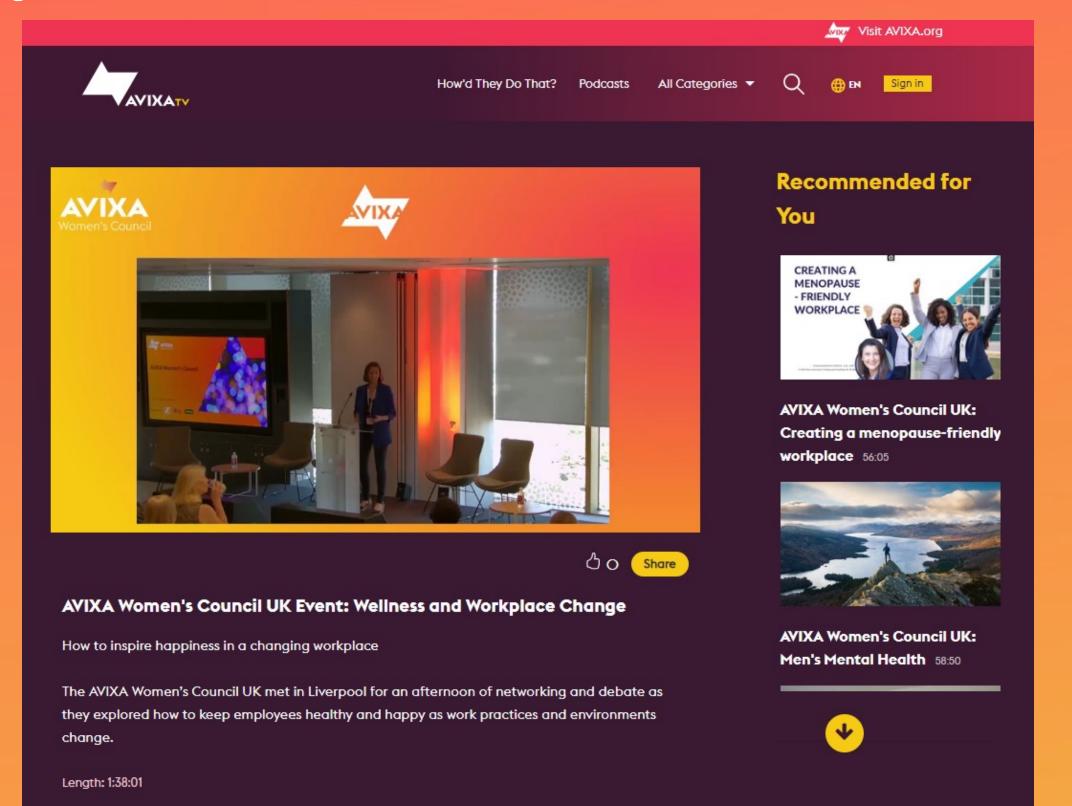
Thank you for some great sessions

Any questions?



Online Resources

Visit AVIXA.org and search for "Women's Council"





Upcoming AWC events:



Keep your eyes peeled for more info - #AVIXA



UCX, ExCel, London



2 & 3 October 2024



Midwich Tech Xposed, Ascot



23 & 24 October 2024



AWC Christmas with Samsung



Nov/Dec 2024



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Scan for more details on AWC activities

AVIXA.org

AVIXA Women's Council

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