

## STEPS YOU CAN TAKE TODAY TO DRIVE SUSTAINABILITY

To date, most companies have been treating sustainability efforts like a cell phone case—something added for protection (in this case, protection of the firm’s reputation). Corporate leaders need to replace this mentality with an ambitious and differentiated strategy if they want to see real financial dividends.

While a sustainability-based program may deliver efficiencies and other operational improvements—maybe even some necessary for corporate survival— this effort will boost long-term financial performance only if it provides strategic differentiation from competitors.

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### Steps you can take to implement a ‘Circular Business Model’ now

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- 1 INITIATE AN ASSET MANAGEMENT PLAN TO TRACK
  - 2 MEASURE YOUR COMPANY’S CONTRIBUTIONS
  - 3 PARTNER-UP FOR SUSTAINABILITY
  - 4 MITIGATE E-WASTE

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Research, based on over 4000 businesses from 2012-2018, found that firms are increasingly engaging in the same sorts of sustainability and governance activities—but failing to differentiate themselves strategically.



**BELOW ARE A FEW SIMPLE STEPS YOUR TEAM CAN TAKE TODAY TO POSITION YOUR COMPANY AS A LEADER IN THE CIRCULAR ECONOMY.**

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**1. INITIATE AN ASSET MANAGEMENT PLAN**

Reach out to our team to explore our beginning-to-end ATM lifecycle management solutions. These solutions can help your organization better manage your ATM assets on a continuous on-going basis.

**2. PARTNER-UP FOR SUSTAINABILITY**

Form a partnership with your sustainability team and challenge them to ensure at least 75% of your retired assets go back "into the circle."

**3. MITIGATE E-WASTE**

Challenge your organization to a new approach focused on re-marketing, reuse, and reduced power consumption to decrease your total cost of ownership and unlock value for your organization.

**4. MEASURE YOUR CONTRIBUTION**

Track and measure your ATM asset-upcycling opportunities to show their direct contribution to your organization's overall sustainability goals.

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We take pride in our ability to create strategic initiatives that maximize our customers' investments by putting equipment with value back into the world as a working asset for other customers.

**WITHOUT THE FOUNDATION OF A STRONG PLAN IN PLACE NOW, IT MAY BE MORE CHALLENGING TO FIND SUCCESS DUE TO NEW MOUNTING PRESSURES.**

