

# Gameplan 2030 – a pioneering project

Gameplan 2030 is a unique collaboration project that aims to accelerate the transition to a circular and net-zero IT industry by 2050. It consists of five actions that will be implemented in the sourcing of IT. The actions are:

1. Reward a net-zero Science Based Target
2. Increase the share of purchased products with ecolabels
3. Increase the share of refurbished products
4. Reward extended OS and security updates
5. Aim for a 100 percent recovery rate of used IT

The actions have been crafted in close cooperation with the industry and are expected to drive change in the short term, thus the project name Gameplan 2030. Ten progressive members of Leadership for Change have agreed to implement at least two of the five actions and will monitor progress using two overarching and five action-specific KPIs. Results and learnings will be shared continuously with the ambition to develop best practices that can provide guidance to IT-buying organizations worldwide and – when widely adopted – accelerate change.

## Monitor progress

Progress will be monitored through seven KPIs: two main that will give an indication of overall progress, and five action-specific that will provide insight into the effectiveness of each action.

### Main KPIs

1. Scope 3 Category 1 emissions – avoided emissions from recovered IT products
2. [Technology Sustainability Index](#) score

### Action-specific

1. % suppliers with net-zero Science Based Targets
2. % of ecolabelled products purchased
3. % of refurbished products purchased
4. % of suppliers offering extended OS and security upgrades
5. Ratio of recovered units/purchased units

Progress will be reported annually, and the focus of the project is to establish trends and get an idea of the effectiveness of each action. Reporting will therefore be in the form of change in % compared to baseline and last point of measure.

## Background

Gameplan 2030 was initiated in the report [Faster Together](#) from Atea Sustainability Focus (ASF). In the report, the group of IT-buying organizations represented in the ASF

Advisory Board invited the IT industry to create a joint roadmap for a circular and net-zero sector by 2050. Roundtable discussions with a wide range of actors resulted in this first step called Gameplan 2030.

As a next step, the specific actions were crafted in working groups with representatives from both IT-buying organizations and the industry. One group focused on developing the reporting framework, including the KPIs.

### **Status early 2025**

During 2024 the participating organizations have calculated their baselines. 2025 will be the first year in which we will measure trends. There will also be a status meeting with the representatives from the industry.

### **Participating organizations**

Adda, Axess Group, Chalmers, Ikea, Scania, Svenska Kyrkan, StormGeo, Systembolaget, Södra, Vattenfall

### Industry representatives that have been involved

Apple, Cisco, Dell, HP, HPE, Lenovo, Microsoft, Samsung, The Responsible Business Alliance, TCO Certified