

ROADMAP

4 steps to leading the way
with your AV installations

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The blind spot in climate action

You strive for sustainability in your organisation. You recycle, save energy and make conscious choices. But have you ever looked at your AV installations?

Many AV solutions are not designed for reuse and have a limited lifespan. As a result, they remain a blind spot in your sustainability strategy.

But how do you lead the way with your AV installations when you don't know exactly what is needed? Technology is changing fast, and the wrong choices could be outdated as soon as next year.

You don't want to invest time and money in solutions that will soon fail to meet ever-stricter standards. Yet you cannot afford to do nothing either. And one thing keeps nagging at you: how do you get a clear overview of everything that truly sustainable AV installations involve? And how does this support your sustainable AV strategy?



THE PATH TO GREENER AV SOLUTIONS MADE SIMPLE

We understand how complex it is to strike the right balance. Years of experience with sustainability and AV solutions mean we know the pitfalls and the solutions.

What do we often see? Organisations want to become more sustainable but don't know where to start. They get stuck in vague promises and never get concrete answers.

So we are happy to share this roadmap with the 4 essential elements you need to understand and master to truly lead the way with your AV installations:

STEP 1: LOWER EMISSIONS, EXTENDED USE

How do you reduce the emissions of your AV installations?

Not only during use, but across their entire lifespan. We walk you through the concrete steps you can take.

STEP 2: CIRCULAR AV

How do you develop a plan to make your AV installations circular? Which choices do you need to make at purchase, during use, at end-of-life and when repurposing materials to truly close the loop?

STEP 3: TRANSPARENT REPORTING

How do you gain insight into your sustainable impact with reliable data that prevents greenwashing and convinces your stakeholders?

STEP 4: VALUE CHAIN STEWARDSHIP

How do you tackle Scope 3 (indirect) emissions? We show how you can collaborate across the entire chain, from supplier to waste processor, for truly sustainable solutions.

The time for postponing is over. As a specialist you may hesitate because the world is changing fast, but that is exactly why it matters to make the right choices now.

Because if you are going to take sustainable steps, you might as well do it right. A well-considered approach avoids paying twice and creates a future-proof solution.

Time to take the lead? This document shows you how, step by step.

The sustainability paradox: Uncertainty in a changing landscape

Turning doubt into AV insight

You know the feeling. You are taking big steps in your sustainability policy, and still that uncertainty keeps nagging. Are you missing something essential? Are there blind spots in your approach?

And then there are your AV installations. Essential to your core processes and running smoothly, but how sustainable are they really? Everyone is asking for more transparency, while you are still in the dark about the real impact of your equipment.

As a professional you ought to know this, but the data simply is not available yet.

And the risk is real: investing now in 'almost sustainable' solutions means reinvesting sooner than you would like, because not every aspect was taken into account. Costly, frustrating and avoidable.



It gets even more complex as the rules for sustainability reporting and green claims become stricter. Any claim has to be backed by reliable, verifiable data. As a result, investors, customers and employees look more critically at your full ecological footprint. If you cannot back up your claims, they risk being seen as misleading.



And do not forget the indirect costs: younger generations such as Gen Y, Gen Z and Gen Alpha prefer employers where sustainability plays a major role in the business. Without a well-founded, measurable sustainability policy you will not attract this talent, and you risk reputational damage that weakens your market position.

The solution: a roadmap to greener AV

Luckily, we help you overcome these challenges with a structured approach. By combining the 4 steps described earlier into one concrete roadmap, you get a clearer view of the full sustainability score of your AV installations.

THE FIRST STEPS YOU CAN TAKE IN THE SHORT TERM:

1

Start with a baseline of current CO₂ emissions

Measure not only energy use during operation, but also emissions from production, transport and recycling. Only full transparency gives you a realistic picture.

2

Draw up a circular plan

Choose modular systems that you can upgrade instead of replace. Look for suppliers who guarantee refurbishment and reuse of components. Doing so extends the lifespan and reduces waste.

3

Ensure transparent reporting

Only use verified data in your sustainability reports to determine actual emissions. Ask about international reporting tools such as GSES, and do not be misled by vague promises.

4

Work together with chain partners

Scope 3 emissions can only be tackled together. Look for partners who are willing to work on more sustainable production methods and who offer transparency across the entire chain.

By following this roadmap, you avoid the costly trap of half-sustainable solutions. You build a solid foundation for your AV sustainability strategy, confident that you are not overlooking anything important.

And the best part? You do not need to become an expert in every technical detail. By asking your suppliers the right questions and using this roadmap as a guide, you make well-informed decisions that truly move your organisation forward.

Time to take the next steps?

In the rest of this document we explore how each of these elements can be applied in practice within your organisation.



The solution: 4x5 practical steps to sustainable AV installations

Now that you understand the challenges and risks of unsustainable AV installations, it is time for action. Below you will find 5 concrete sub-steps per step to help you lead the way in sustainable AV.

STEP 1: LOWER EMISSIONS, EXTENDED USE

How do you reduce the emissions of your AV installations across their entire lifespan?

MEASURE YOUR CURRENT FOOTPRINT

Map the power consumption of all your current AV installations. Use smart meters or energy monitors to collect accurate data and establish a baseline.

CHOOSE CONSCIOUSLY WHEN REPLACING

Only replace equipment when upgrading or repairing is no longer possible. When you do, compare the actual energy use of different devices in your specific situation, paying particular attention to standby consumption.

INVEST IN SMART AUTOMATION

Implement systems that switch equipment off automatically when it is not in use. Motion sensors or schedules can significantly reduce energy consumption.

EXTEND THE LIFESPAN

A large share of the emissions of AV equipment is already generated during production. Every extra year of use counts. So make agreements on maintenance, repair and upgrades.

USE RENEWABLE ENERGY

Link the energy consumption of your AV installations to green electricity. Consider additional solar panels or wind energy specifically for your AV infrastructure. Or find a partner who can support you in this.

STEP 2: CIRCULAR AV

How to develop a plan to make AV installations circular?

PLAN THE FULL LIFE CYCLE

Work with chain partners to draw up a plan for every phase: purchase, use, maintenance, reuse and final recycling. Make sure there are no gaps.

SELECT MODULAR SYSTEMS

Invest in AV systems you can upgrade rather than replace entirely. Modular systems make it possible to replace only outdated components.

CHOOSE A PRODUCT-AS-A-SERVICE MODEL

Move away from ownership and opt for an as-a-service model in which the supplier remains responsible for the hardware, even after use.

CREATE A TRANSPARENT PRODUCT PASSPORT

Gather detailed information on the materials used, their origin, and the reparability and recyclability of all components. This documentation enables informed choices and lets you assess the real impact of your hardware.

AGREE ON REFURBISHMENT

Record how hardware will be refurbished and reused after its initial period of use. Ask for concrete examples of successful redeployment.



STEP 3: TRANSPARENT REPORTING

How to get a clear picture of sustainable efforts and create transparent reports?

IMPLEMENT A SUSTAINABILITY DASHBOARD

Gain insight into the energy use, CO₂ reduction and circular performance of your AV hardware through one central dashboard.

ASK FOR VERIFIED DATA

Work with independently verified data, for example via GSES or comparable parties.

INTEGRATE AV DATA INTO YOUR REPORTING

Link your AV data seamlessly to your organisation-wide sustainability reporting. This avoids duplicate work and inconsistencies.

MAKE RESULTS VISIBLE INTERNALLY

Share successes and challenges with your organisation via information screens or the intranet. Transparency creates awareness and support.

SCHEDULE PERIODIC AUDITS

Plan regular independent checks to verify that your sustainability claims are actually accurate.

STEP 4:

VALUE CHAIN STEWARDSHIP

How to tackle Scope 3 (indirect) emissions?

SELECT SUPPLIERS WITH TRANSPARENT SUPPLY CHAINS

Choose partners who provide full insight into their own suppliers and the impact of production and transport.

SET MINIMUM SUSTAINABILITY CRITERIA

Define concrete standards that suppliers must meet in terms of working conditions, environmental impact and the use of raw materials.

COLLABORATE ON INNOVATION

Actively enter into partnerships to jointly develop new, more sustainable methods and materials for the next generation of AV solutions.

CLOSE THE LOOP WITH A CIRCULAR PLATFORM

Join a cross-chain circular platform that tracks all components, including their origin, use and destination after the use phase. This means one party oversees the whole chain and takes responsibility for its impact, without you having to organise it yourself.

FACILITATE KNOWLEDGE SHARING IN THE CHAIN

Organise regular sessions where suppliers, manufacturers and customers share best practices and tackle shared challenges together.



GET STARTED!

Together, these 4 concrete steps form a practical roadmap for making your AV installations more sustainable. Whether you work with your current supplier or are looking for a new partner, this overview helps you make targeted, well-informed choices.

Making your AV infrastructure more sustainable need not be complicated, as long as you have a clear plan. By working through these elements systematically, you work towards lower emissions, make sure AV is no longer a blind spot and position your department and your organisation as a frontrunner in an increasingly sustainable world.

And remember: **each step counts.**
Start small if needed, but start **now.**

The moment for sustainable AV: looking ahead pays off

Balancing waiting and acting



If you take no action, your AV infrastructure remains a blind spot that stands in the way of your sustainability ambitions. It means your organisation falls behind on ever-stricter regulation, misses valuable sustainability goals, and faces investors and customers who are increasingly critical of your real impact. Ultimately, you risk not only financial penalties but also reputational damage and missed opportunities to be recognised as a sustainability frontrunner.

But if you do take action, you take a decisive step towards full control over your sustainable impact, and you transform your AV infrastructure from a blind spot into a circular and measurable part of your sustainability strategy. As a result, you are better aligned with reporting requirements, you reduce your ecological footprint and you become more attractive as a forward-looking organisation.

Luckily, this 4-element roadmap offers a practical route. By working step by step on lower emissions, circular processes, reliable reporting and value chain stewardship, you build a solid foundation for the AV infrastructure of the future. Organisations that follow this approach benefit, for example, directly from lower energy costs, a stronger position in tenders where sustainability is a criterion, and a working environment that matches the values of new generations of employees.

STEP ONE TOWARDS SUSTAINABLE AV

Our roadmap offers an overview of the possibilities.

But every organisation is unique, with its own challenges and opportunities.

A good starting point is to evaluate your current situation. How do you score on each of the 4 steps right now? Where are the biggest opportunities for improvement?

Such an evaluation gives you a clear picture of the steps you can take, from quick wins to long-term strategic investments.

Want to know more and get started? We invite you to a no-obligation conversation with one of our experts to discuss the 4 steps in the context of your organisation.

We can explore together which aspects of sustainable AV are most relevant to your situation, and how to get started with them in practice.

With this knowledge you can make well-informed choices, whether you want to optimise your current AV infrastructure or are looking for a completely new, sustainable solution.

In a world where sustainability is becoming ever more important, it pays to have a clear plan. With the right knowledge and support, you can prepare your organisation for a sustainable future!

WE ARE HERE TO HELP

Still in doubt, or want to discuss the next step for your organisation? Schedule a no-obligation conversation with one of our BRIX zero experts. We are happy to help you find the best route for your business, even if that means waiting a little longer before implementing BRIX zero.

Book a no-obligation meeting to discover **what comes next.**



Kjeld Veenhuis
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MEET KJELD

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