Lenovo's Innovative ESG Commitment: Turning Waste into Educational Wonder

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At Lenovo, we're not just about launching products. We are pioneering a visionary approach that fuses education, environmental responsibility, and innovation. Our mission? To redefine what it means to be a tech company in today's world.

ESG: A Bold Stand for Environmental, Social, and Governance Principles

We're not shying away from our commitment to ESG principles. We're taking waste management to a whole new level by transforming our packaging into a powerful educational resource. But that's just the beginning. We're also on a mission to build interest in STEM careers while nurturing the innovative and creative spirit of students. Already several hundred teachers have registered for the webinar introducing this educational tool.

#Waste2Wonder: A Journey of Discovery

With the #Waste2Wonder customer experience program, unpacking a Lenovo product becomes a journey of discovery. Imagine a student opening a Lenovo device and finding more than just hardware, but an opportunity to learn the fundamentals of how electronic devices are made. A quick scan of a QR code sets them on a path of exploration, they are

directed to cut along the lines on the internal packaging to create an educational tool which teaches students about electric circuits and forces – both of which are integral within the STEM curriculum.



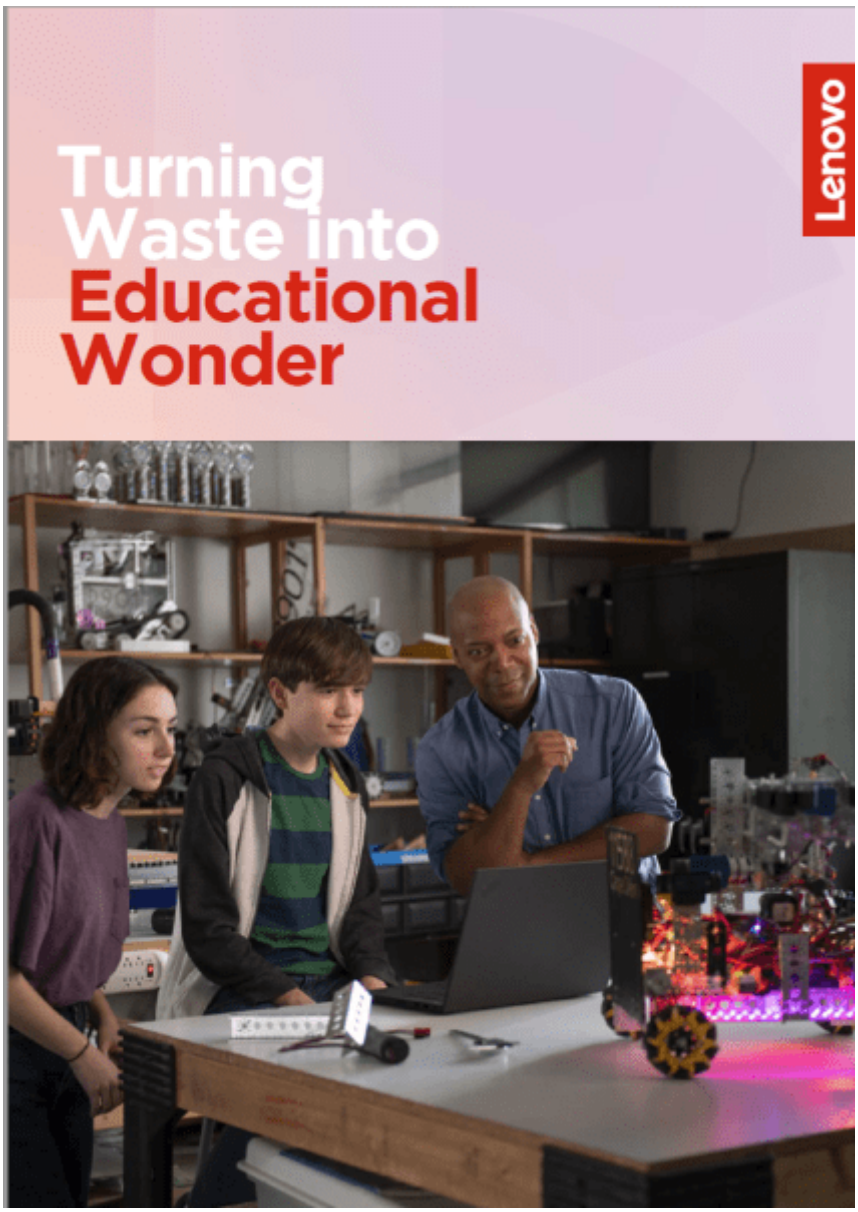
Creating a Competitive Edge in Education Technology

The aim of the project is to uncover a unique, seamless blend of sustainability and STEM development. This innovative approach sets us apart in the market and allows us to offer something truly exceptional to both educators and parents, closing the loop in a sustainable way. Our packaging is designed with educational requirements in mind, ensuring it doesn't end up in landfill but becomes a valuable resource for educational adventures. It will be available on all Chromebook and Winbook Education devices from October.

The initiative is custom-tailored for teachers, schools and parents with kids up to the age of 16. Introducing STEM concepts at a young age can instill a love for learning and curiosity about the world. It encourages lifelong learning and adaptability in an ever-changing job market.

The EMEA School Competition: Where Action Meets Commitment

Our EMEA School Competition will run from September 18th to November 30th, 2023. The winning groups will walk away with impressive prizes, including Lenovo Winbook, Intel Skill for Innovation modules, LanSchool Software, Arduino kits and the prestige of inclusion in the 2024-2025 Lenovo Digital Bookle. Plus, they'll be recognised at the renowned Bett 2024 event.



Teacher Endorsement: Backed by Educators

Our “Turning Waste into Educational Wonder” project has garnered overwhelming support from teachers. They see it as an outstanding way to impart STEM concepts and principles that are essential for students to thrive in today’s world.

Marine Rabeyrin, whose role at Lenovo is to bring smart solutions for education across EMEA said: “We have a firm commitment to enhancing technology access in schools and raising awareness about environmental and social issues. This initiative exemplifies the power of collective intelligence and dedication to fostering innovative solutions, serving as a model for ESG efforts. It all began with a roundtable discussion involving education resellers a year ago. We brought together experts in STEM pedagogy, the environment, packaging, design, and more to make it a reality. We hope teachers and students will appreciate what we have prepared for them, and we eagerly anticipate the next innovation.”

The STEM Alliance, who have co-organised the competition with Lenovo outlined why

initiatives like this are important for the education system. A spokesperson from the company said: “The STEM Alliance is glad to co-organise the Turning Waste into Educational Wonder competition with Lenovo. We aim to promote STEM education through sustainability-driven projects and inspire young students to pursue STEM careers by engaging them with hands-on and pedagogical activities, such as the creative projects proposed in Lenovo Activity Booklet.”

Looking Ahead to Further Innovation

At Lenovo, we’re not just delivering technology; we’re shaping the future by merging education, environmental stewardship, and innovation. Our commitment to ESG principles drives us to turn waste into educational wonders, empowering young minds to explore STEM concepts.

We invite you to embark on this exciting journey with us through our EMEA School Competition, where impressive prizes await those who embrace this transformative initiative. Backed by enthusiastic educators, we are confident that our vision of combining sustainability and STEM education will light up the path for the next generation.

As we look ahead, we eagerly anticipate more groundbreaking innovations that will redefine the possibilities of technology in education. Together, we’re making a lasting impact, one educational wonder at a time.