IBM Storage EMEA

IBM Flash4Good

What was it?

In 4Q 2022, IBM actively engaged with their ecosystem of Business Partners in EMEA to embrace sustainability as a core aspect of the IBM Storage portfolio. IBM committed to planting 100 trees for every FlashSystem array sold by IBM Business Partners (*).

Through the total sales of FlashSystem arrays in 4Q 2022,

- **114,550 trees** have been planted responsibly with Ecologi
- Trees planted across projects in: Morocco, Madagascar, Kenya, Tanzania, Ethiopia and Uganda

Why now?

Environmental sustainability and energy savings are no longer just a corporate social responsibility objective; sustainability is becoming business imperative and therefore an important aspect of technology decisions.

Thanks to IBM's support, the trees planted by Ecologi will help to tackle the climate crisis by reducing global emissions and keeping our temperatures from rising above 1.5 °c.

What's next?

→ Learn more about Ecologi and how you can get involved to support their mission. Click here to view the IBM Forest and see what projects you have supported.

→ Discover sustainability solutions from IBM.

→ Find out more about how the latest and best IBM FlashSystem solutions help businesses get more out of their storage investment and reduce their data carbon footprint to help them grow in a sustainable way.

→ Visit www.flash4good.com to explore additional resources and content.

* IBM have planted 100 trees for every IBM FlashSystem FS5200/FS5100, FS7300/FS7200 or FS9500/FS9200 sold by IBM Business Partners. IBM have planted 50 trees for every IBM FlashSystem FS5015/FS5035 sold by IBM Business Partners.

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