



## The 2030 Sustainable Development Goals: A Platform for Progress

*The status quo cannot continue. From climate change and environmental degradation to poverty and inequality, the challenges we face are profound, diverse and are getting worse. We must address them as nations, as individuals, and as businesses. That's why Tempest Technologies enthusiastically embraces the UN's 2030 Sustainable Development Goals. We invite you to learn more about the SDGs, and how we're working to advance them.*



In recognition of the importance of taking immediate action to achieve a better, more sustainable future for our planet and all who inhabit it, the 2030 Agenda for Sustainable Development, which contains 17 Sustainable Development Goals (SDGs) with 169 specific targets, was adopted by all 193 member nations of the UN, including the United States. Signatories pledged to achieve these indivisible and universal goals by 2030 in order to build a sustainable world for all.

It's not enough, however, merely to endorse these goals. We must act on them – as nations, and as industries and businesses. Understanding the need for both public and private sector participation, the Tempest Technologies leadership team studied the Agenda, identified the goals and targets that most apply to our business, and are now incorporating them into our strategic planning. Our commitment will be integrated into every aspect of our business, including our business plan, strategic planning, marketing, and branding.

Doing so isn't just the right thing to do for our planet and our communities. It's the smart thing to do for our business. Our customers and team members want to be associated with responsible entities. Moreover, environmental-oriented environment has passed the tipping point, with investors putting \$3 billion a day into initiatives focused on taking us beyond a fossil fuel economy. In just the next decade, there will be upwards of \$12 trillion in business opportunities for companies that align themselves with sustainable development, reports the *Wall Street Journal*.

The fact is threats to sustainability have been ignored and minimized for too long. But that is no longer possible. We can no longer treat "sustainability" as an option for how we run our businesses. Developing ways to do business that are consistent with the full meaning of sustainability for people and the planet, must become an integral characteristic of doing business. The good news is that the 2030 SDGs provide a detailed roadmap for moving forward. By acting now, our businesses, industry and planet not only can survive, but will thrive.





## WHERE TEMPEST TECHNOLOGIES CAN MAKE A DIFFERENCE

*In June of 2022 the Tempest Technologies team went through SAve Certification, becoming the first AV integration firm to become SAve Certified. This effort was a huge commitment made at the ownership level to bring our team together for an intensive 2-day workshop that educated everyone on the UN's 2030 Agenda for Sustainable Development and ultimately led to the implementation of Tempest's strategic sustainability plan. During the process Tempest identified 5 of the 2030 Sustainable Development Goals (SDGs) that most align with our business model. By focusing our efforts in areas that leverage our strengths as a small business, we can make meaningful progress toward achieving the following SDGs.*



### GOAL 2:

**End hunger, achieve food security and improved nutrition and promote sustainable agriculture.**

- Tempest will support local food banks and outreach programs through fundraising, volunteering, and other community efforts.
- Nearly 50% of the student population in our school district faces food insecurity and rely on in-school food programs every day. During holiday periods and summer breaks other programs must fill the gap. We will seek opportunities to partner with these programs to donate food and offer volunteer support.
- We will provide our team members with Volunteer Time Off (VTO) so that they can support events during normal work hours.
- We will reduce food waste at home and in the office.
- We will support local farmers and farmers markets, especially those who demonstrate sustainable practices. Buying in-season foods helps sustain native crops and plants.





#### **GOAL 4:**

**Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.**

- Tempest will offer our team educational opportunities, scholarships, professional training programs, and leadership training designed to support career advancement in the industry.
- We will provide company internship opportunities to high school and college students. The internships will offer comprehensive training in a variety of areas including engineering, programming, field installation, project management, and sales.
- Tempest will incorporate the 2030 SDGs into our training programs and branding to promote awareness.
- We will offer SAVe Certification workshops to partners in the industry and adjacent industries to advance the Agenda, placing special emphasis on Goal 12, ensuring sustainable consumption and production patterns.



#### **GOAL 5:**

**Achieve gender equality and empower all women and girls.**

- Tempest ensures equality of compensation and opportunity for all employees regardless of their gender.
- Tempest will partner with local STEM programs, vocational schools, and technical colleges to offer internship opportunities to their female students involved in programming, coding, engineering, certification, and technical associate degree programs.
- Tempest Technologies Principle, President, and SAVe Board member Debbie Williamson provides guidance and mentorship to woman in the AV industry, encouraging them by example to be empowered to take on leadership roles.





## GOAL 12:

### Ensure sustainable consumption and production patterns.

- For Tempest, this involves substantially reducing waste generation through prevention, reduction, recycling, and reuse; and encouraging our clients, our families, and our manufacturers to follow suit and where applicable publicly report their efforts.
- Tempest will subject products to a Life Cycle Analysis to quantify the CO2 impact of the entire life cycle. When recommending products for AV integration projects, we will focus on the entire life cycle, giving preference to:
  - Products that can be produced with less energy and are produced by manufacturers that use renewable energy.
  - Products made from materials whose procurement and processing do not tax the environment.
  - Products from manufacturers that minimize the CO2 impact of packaging materials and transportation.
  - Products with energy-efficient operation. When components are energy efficient by design, total cost of ownership decreases, and disposal rates decrease in correspondence to increased durability.
  - Products that can be reused or repurposed.
  - Products whose components and materials can be recycled.
  - Products that are designed to be updated. For example: We will favor products that are modular in design so that hardware can be upgraded via modules, extending the useful life of each product.
- Tempest will participate in programs that provide schools, community organizations and NGOs with AV equipment that can be repurposed upon reaching their first end of life cycle.
- Tempest will help clients choose more sustainable options when integrating new technologies.
- Tempest will advocate for increased automation and device monitoring. Through centralized control of AV solutions and thorough data collection, facility managers and integrators can evaluate and improve the efficiency of solutions over time.





- Tempest will choose partners who demonstrate sustainability initiatives through their production and delivery cycles.
- Tempest is committed to fully vetting all recycling partners to ensure that they maintain proper certifications and truly follow best practices at each step in the process. The vetting process will include site inspections and the requirement to provide us and our clients with acceptable certification in relation to all e-waste. They should have formal programs to reuse and repurpose components whenever possible.



## **GOAL 17:**

### **Partnerships for the Goals.**

- Tempest Technologies actively seeks partnering opportunities with organizations whose services, focus, and mission are consistent with providing solutions to the economic, social, and environmental issues addressed in the 2030 SDGs.
- We offer all team members Volunteer Time Off (VTO) so they can support nonprofit organizations, community outreach programs, and environmental groups who are working to further the concerns outlined in the 2030 SDGs.
- Tempest actively participates in an educational campaign by doing presentations about the SDGs to community organizations, businesses and associations, manufacturers and other organizations who wish to adopt policies that will effectively contribute to furthering the 2030 SDGs.
- As a SAVE Board Member, Tempest Technologies President Debbie Williamson has been involved with planning, organizing, and implementing the SAVE Global Conference in partnership with UCLA and the Higher Education Technology Managers Association (HETMA) each year. This conference attracts industry members, manufacturers, engineers, architects, and educators from around the world who want to become educated on the 2030 SDGs and wish to implement practices to support these critical initiatives.
- Tempest is a sponsor of *INVEST YOURSELF: A Guide to Action*, a catalogue of volunteer opportunities, which features the 2030 SDGs and highlights the role of member organizations who are represented in the catalog. Tempest also sponsored the 2023 US People's Report on the 2030 Agenda for Sustainable Development, a comprehensive report that was distributed in 2023 and 2024 at the United Nations





High Level Political Forum on Sustainable Development to UN agency representatives, individuals from NGOs, and diplomats from countries around the world. The report outlines programs and progress on achieving the 2030 SDGs through actions taken by grassroots organizations.

## **THE BIGGER PICTURE: Tempest Technologies and the AV industry**

Every sector of industry has a responsibility to advance sustainability – especially in the absence of any meaningful, coordinated action by the US government. The AV industry is no exception. By its very nature, our industry is well-positioned to make substantial progress in areas related to responsible waste management, life cycle carbon emission reduction, and reduced energy usage.

It is especially important that our industry acts now because the demand for AV solutions is growing, and the accelerating pace of technological development means that products are replaced in increasingly shorter cycles, leading to a number of associated environmental consequences. It's therefore essential that we focus on responsible manufacturing, as well as reuse, repurposing, recycling, and reduction at every stage of the product life cycle, beginning with how materials are sourced for manufacturing, and concluding with how we dispose of the products at the end of their useful life.

Focusing on sustainability isn't just essential for the health of our planet. It directly benefits the health of our businesses and our industry by better positioning us to address burgeoning market activities; reduce our exposure to a variety of business risks; and strengthening the very foundations of the economy: planet, people, prosperity, peace, and partnership.

