

ClickShare

**Working towards
a greener future,
one meeting room
at a time**



BARCO

ClickShare's commitment to enacting real climate action



A changing climate caused by unabated carbon emissions is a significant challenge of our times—a challenge that transcends borders, businesses and billions of people.

The evidence of climate change is unequivocal and its impact, devastating. We are facing more frequent and far-reaching weather events (heatwaves, droughts and storms) that affect people's livelihoods, their water and food sources. Melting glaciers and rising sea levels threaten to submerge coasts, displacing communities and disrupting lives. Oceans are warming up. Ecosystems are being perturbed. Plant and animal species are facing extinction.

Urgent and transformative action is mandatory. Thankfully, governments and global organizations are stepping up to combat this challenge, implementing policies and strategies aimed at mitigating climate change. What's more, tackling this requires commitment and innovation from every business, every sector, and every individual.

Barco and ClickShare, through our collective efforts, are joining this combat. We are not only participating but striving to lead in the movement towards sustainability, taking decisive steps to reduce our carbon footprint—and that of our customers—on our path to a better future for everyone.

Innovation is at the heart of our approach. ClickShare is spearheading these efforts by redefining technological innovation, developing high-performance, carbon-neutral wireless collaboration devices. These devices are not just tools for premium hybrid meeting experiences. They embody our commitment to environmental responsibility.

As we continue on this path, I invite you, our partners, customers, and the global community, to join us. Explore how ClickShare's initiatives are making a difference, one meeting room at a time.



Frederick Morlion
Business Health &
Supply Chain Manager,
Barco Meeting Experience



Barco's environmental sustainability targets

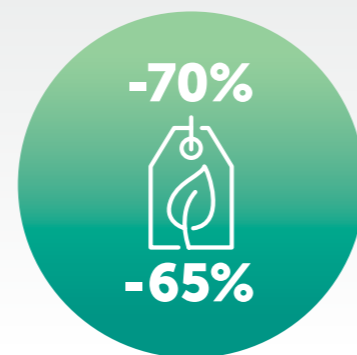
2023 targets and performance



35% carbon footprint reduction of our operations compared to 2015. We not only met but surpassed this goal, achieving a whopping **54%** reduction.



25% carbon footprint reduction of our products compared to 2015. We surpassed this target and achieved **30%**.

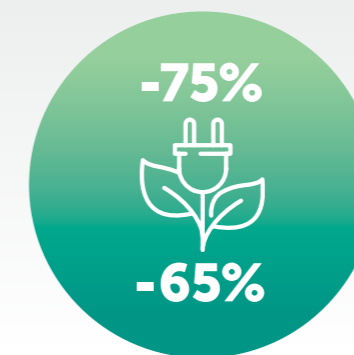


Aim to generate at least **70%** of our **revenue from Barco ECO-labeled products**. We did not reach this goal but made substantial progress, reaching **65%**.



Ensure **75%** of our **new products are eligible for the Barco ECO label**. We have outdone ourselves and reached **90%**.

2024 targets



75% of revenue earned from Barco Eco-labeled products, from **65%** in 2023.



45% reduction of total absolute carbon emissions. In 2023, we further reduced our absolute emissions by 11% in comparison to 2022. Our absolute emissions are now **63%** lower than the 2015 levels – so we are on track to not only meet but surpass the 45% target set for 2025.



It's an honour to contribute to lowering the environmental impact of our customers' meeting rooms through in-depth life-cycle assessment analysis and strict eco-design rules.

Madeleine Vandenabeele,
Environmental Sustainability Engineer, Barco Labs



[Discover more](#)

Barco ecoscoring: a comprehensive way to measure environmental impact

To measure our products' environmental footprint, we have developed our own Ecoscore which focuses on the four domains that have the highest impact: **Energy, Materials, Packaging & Logistics, and End-of-life.**

Products that are at the top of the ranking and thus have a lower environmental footprint can be marked with the Barco Eco Product label.

The scoring framework that has been used to validate the ecoscoring is defined in the ISO 14021 standard and the methodology was validated by Vinçotte experts.



A++

A+

A

B

C

D



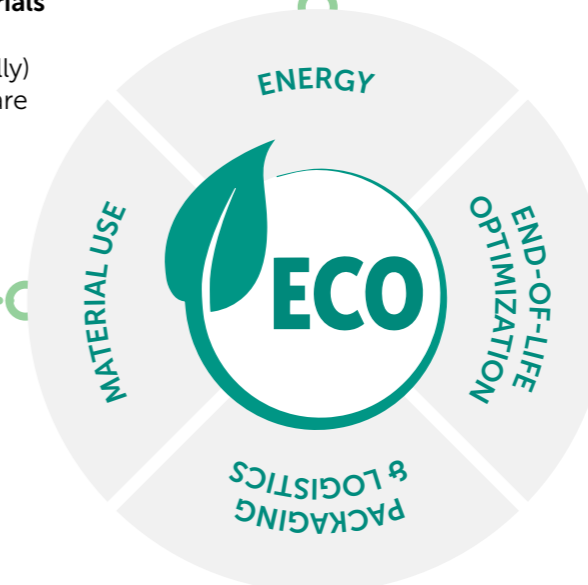
Use of chemicals and materials

Reduce the use of (potentially) hazardous substances that are restricted. Improve the use of materials that are more environmentally friendly in terms of production or sourcing.



Energy performance

Increase efficiency transforming electrical energy to the product's intended function; including standby, normal mode, off mode.



End-of-life

Improve material efficiency, avoid the product becoming early waste, and reduce the impact at end of life; reduce the amount of non-recyclable materials.



Packaging and logistics

Optimize packaging design to reduce the amount of material used and logistic footprint; improve the potential to use and recycle the packaging material afterwards.



[Find out more about Barco's ecoscoring methodology](#)

ClickShare: designed for a greener workplace

Environmental sustainability is embedded in every step of ClickShare's product lifecycle. We lower carbon emissions to the minimum by focusing on seven domains that have the highest impact: design, materials, production, packaging, transportation, usage and recycling. That is why all ClickShare products are either carbon neutral or have an A-label in the Barco ECO-score.



Materials

- All our product manuals are printed on recycled paper.
- We use 100% non-paint plastics. Due to the lack of paint, these plastics emit the least amount of volatile organic compounds (VOCs), are easier to recycle, and consume less energy during manufacturing.
- We use Halogen-Free PCB (Printed Circuit Board) which are circuit boards made without brominated or chlorinated compounds. Not using these means reduced toxic emissions, safer manufacturing and disposal, and better regulation compliance.
- All our products incorporate recycled materials; in our case PCR plastics (post-consumer resin). This is a plastic made from recycled plastics that can be safely recycled.
- The ClickShare CX-50 2nd gen incorporates 33% PCR plastic, while the ClickShare Bars, along with the ClickShare Conference CX-20 and CX-30, ClickShare Present C-5 and C-10, and the ClickShare Button, include 35% PCR plastic.

Production

We work closely together with manufacturers that undersigned the [Supplier Code of Conduct](#). Each year:

- At least 75% of our production spend is covered by suppliers undersigning Supplier Code of Conduct.
- All new production suppliers are screened on sustainability.

Design

- Right from the onset, every ClickShare product is designed with environmental responsibility in mind.
- Our design process prioritizes not only the functionality and aesthetics of our products but also the environmental impact at every stage of the lifecycle.

Transportation

- We aim to ship our products as much as possible by sea, followed by trucks and then by plane, which accounts for fewer carbon emissions.

Usage

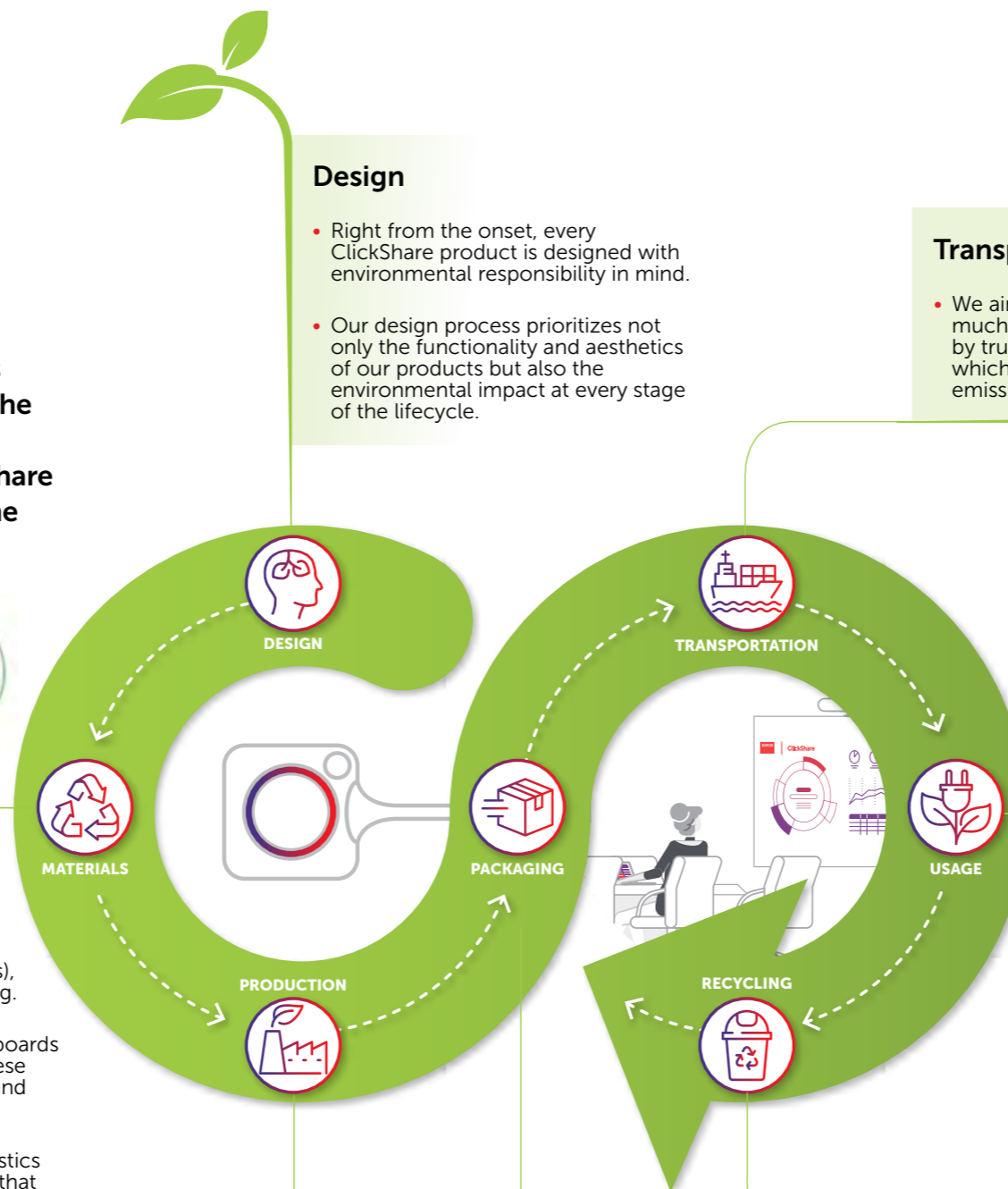
- ClickShare products not only comply with the strictest Ecodesign legislation ([The EU Ecodesign for Sustainable Products Regulation](#)) requirements for standby mode but further reduce it to half the mandated limit (*Based on power consumption test report from our lab).
- For instance, the ClickShare Bar range is 30% more energy efficient than competitive products in BYOD (Bring Your Own Device) mode.

Recycling

- ClickShare parts can be easily disassembled, making recycling also easier.
- We offer the [ClickShare Trade in Program](#) so you can return your old wireless system in exchange for a significant discount on a new device. No need to worry about recycling, we'll take care of that!

Packaging

- ClickShare CX-50 2nd gen: 90% of the cardboard packaging is made of recycled materials, 94% of packaging can be recycled.
- ClickShare Bars: 86% of the cardboard packaging is made of recycled materials, 98% of packaging can be recycled.
- Packaging is reused between our suppliers as much as possible which drastically reduces waste at this step.



ClickShare's journey to environmental sustainability

We only have one Mother Earth and at ClickShare, we understand the importance of caring for it! It's fulfilling to know that our meeting room technology and the sustainable choices we make as a team reduce the environmental footprint of our business.

Kristof Maes, NPI Project Manager

ClickShare's journey toward environmental stability has advanced steadily year after year. This progress has required unwavering commitment and diligent effort, supported by a team of dedicated product experts and innovative engineers who are committed to sustainability.



5 more reasons to invest in green technology for your workplace



1. Guaranteed legal compliance

Climate action is a priority for governments worldwide, enacted through legislation and treaties such as the 2019 EU Green Deal, the 2016 Paris Agreement and many more, that aim to lower carbon emissions and achieve net zero.

What does that mean for you? All technology will soon have to comply with increasingly rigorous standards regarding carbon emissions, including meeting room technology.

Investing now in green technology will ensure your tech stack is future proof and meets upcoming requirements.



2. Enhanced efficiency and cost saving

Investing in green technology for the meeting room is not only an eco-friendly choice but also a smart financial decision.

Sustainable technologies, known for their durability and reliability, often come with longer lifecycles, minimizing the need for replacement, reducing maintenance costs and operational costs associated with power consumption.

Collectively, these attributes contribute not only to a reduced environmental footprint but a lower Total Cost of Ownership and long-term cost saving.



3. Enhanced reputation for your organization

Being sustainability driven will not only help tackle one of the key challenges of our century; it will establish your organization as a leading force for positive change, enhancing its reputation as a forward-thinking company and an attractive employer for bright, similarly-minded talent.



4. Improve meeting experiences

Green meeting technology solutions are generally top of the line in their range. Along with a lowered carbon footprint and low energy consumption, you get to enjoy added benefits: better performance, more ease of use and enhanced features that will help you ensure a best-in-class meeting experience.



5. Show your impact

Adopting green technology will also allow you to visibly contribute to your organization's sustainability goals, earn recognition and appreciation from stakeholders and peers. Through these initiatives, you can be sure to inspire a culture of innovation and commitment to environmental responsibility.



As a developer of the ClickShare family, creating eco-friendly meeting solutions gives me a sense of connection to a greater purpose. It's not only about reducing emissions; it's about making a meaningful impact and fostering a culture of responsibility for the environment.

Mark Chao,
Hardware Team Manager, Barco Meeting Experience



Carbon neutrality and the ClickShare carbon-neutral range

What is a carbon-neutral product?

A product is considered carbon neutral when the net carbon emissions released throughout its entire lifecycle – from production to disposal – are reduced to zero. This process generally entails reducing emissions as much as possible and then balancing out the remaining ones by investing in carbon offset activities.

Here's how it works, broken down into clear steps:



Step 1

Measure carbon emissions

The first step is to accurately measure all the carbon dioxide emissions produced during the lifecycle of the product. This includes emissions from raw material extraction, manufacturing, transportation, usage, and disposal or recycling.



Step 2

Reduce emissions to minimum

This can include changing materials to more sustainable alternatives, improving energy efficiency in production processes, using renewable energy sources, and enhancing product design to minimize energy consumption during use.



Step 3

Offset any remaining emissions

After reducing emissions as much as feasibly possible, any remaining emissions are offset.

This is typically done by investing in projects that either reduce emissions elsewhere, such as renewable energy projects, reforestation or afforestation, restoring coastal and marine ecosystems, regenerative agriculture or other carbon capture and storage methods.



Step 4

Third-party certification and verification

For a product to be officially recognized as carbon neutral, the process involves third-party certification by independent organizations. This will guarantee that the carbon footprint was accurately measured, reduction efforts were maximized and offset projects were implemented.

Certifications will provide credibility and transparency, reassuring consumers and stakeholders that the product is truly carbon-neutral and guarantees real climate action.

Our ClickShare carbon-neutral products, the Video Bar range and the ClickShare CX-50 2nd gen are certified by the climate advisory organization [CO2logic](#), a [South Pole](#) company,

and validated by the accredited and independent certification body [Vincotte](#). This label certifies that our products' carbon footprint is calculated, reduced, and offset on a yearly basis.

Huadu Afforestation Project in China

The Huadu Afforestation Project preserves the biodiversity of the Guizhou province in South China by protecting the area's thriving forests; it creates jobs and education opportunities for communities and boosts the local economy.

Discover more
about the project



Key project facts based on the UN SDGs



702,000 tonnes of CO2 mitigated through project activities



43,000 hectares of land as part of the project activities



25,000 temporary and 75 long-term workers, from planting and technicians for the project



15,369 temporary and 35 long-term jobs for women, of the jobs created by the project



Training and upskilling for technicians to improve professional experience

Carbon neutrality and the ClickShare carbon-neutral range

ClickShare A++ eco score wireless conferencing and wireless presentation systems



ClickShare Bar Pro

Premium video bar for engaging, effortless wireless conferencing in medium-sized meeting rooms.

[Discover ClickShare Bar Pro](#)



ClickShare Bar Core

Video bar for engaging, effortless wireless conferencing in small and medium-sized meeting rooms.

[Discover ClickShare Bar Core](#)



ClickShare CX-50 2nd gen

Premium wireless video conferencing solution for high-impact meeting rooms.

[Discover ClickShare CX-50](#)



ClickShare CX-20

Easy wireless conferencing for small meeting rooms and huddle spaces

[Discover ClickShare CX-20](#)



ClickShare CX-30

Seamless wireless conferencing for medium-sized conference rooms

[Discover ClickShare CX-30](#)



ClickShare CX-50

High-end wireless conferencing for large meeting spaces

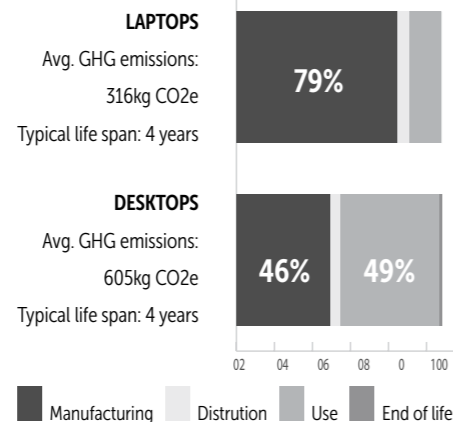
[Discover ClickShare CX-50](#)

FACT:

Did you know that a ClickShare Bar emits less than an average air conditioner or laptop across its entire lifecycle?



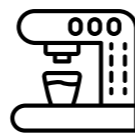
Device emissions footprint



Source: Gartner
Note: Based on a macro analysis of LCA studies across several organizations. Total does not equal 100% due to rounding

FACT:

Did you know that a ClickShare CX-50 2nd gen emits less carbon than your average coffee machine throughout its 5-year lifecycle?



ClickShare C-5

Simple, one-click wireless presentation for huddle spaces.

[Discover ClickShare C-5](#)



ClickShare C-10

Interactive wireless presentation for any meeting space

[Discover ClickShare C-10](#)



ClickShare

ClickShare is an award-winning wireless meeting room system for easy video conferencing, collaboration and presentation. ClickShare comes in three ranges: wireless conferencing solutions for effortless hybrid collaboration, all-in-one video bars for sharp views and clear audio in hybrid meetings, and wireless presentation solutions for content sharing in face-to-face meetings.



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