

**A**  **PLIFY**

— IMPACT —

HP PARTNER PROGRAM



# Amplify Impact Catalyst Recognition Badge Guide

For HP Amplify Impact Catalyst partners

Version 1.0

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## Amplify Impact Program overview

HP has long been committed to sustainability and advancing climate action, human rights, and digital equity through our robust and comprehensive Sustainable Impact strategy and goals. We want to empower our partners to make equally meaningful commitments and to work with us towards a circular, low-carbon economy, while accelerating the focus on diversity and inclusion and helping bridge the digital divide.

HP's industry leading Amplify Impact program aims to educate, excite, and empower partners to drive lasting positive change and maximize business opportunities by extending HP's Sustainable Impact strategy.\*

We are delighted to come with you on your sustainability journey and have created a recognition program to support you.



\*We trust our own sustainability resources and tools may provide you with useful guidance for your own self-assessment, efforts and plans. These are provided for your convenience only and no assurance is given as to meeting relevant legal or regulatory requirements.





# What is the Catalyst Recognition Badge?

The Catalyst Recognition Badges are a powerful way to demonstrate your sustainability commitment to customers and employees who increasingly care about sustainable business practices.

This recognition program will support you as you progress through your Amplify Impact journey by allowing you to earn 3-star, 4-star, and 5-star badges.

The requirements to obtain each Catalyst Recognition Badge are outlined in detail below. You can track your progress on the requirements by accessing the Amplify Impact Catalyst Recognition page on the HP Partner Portal.



## Catalyst 3 star

- Pledge signed
- Self-Assessment completed
- 30% of employees complete Sustainability Basics training
- 30% salesforce complete Sustainability Sales Fundamentals training



## Catalyst 4 star

- Pledge signed
- Self-Assessment completed
- 30% of employees complete Sustainability Basics training
- 30% salesforce complete Sustainability Sales Fundamentals training



## Catalyst 5 star

- Pledge signed
- Self-Assessment completed
- 30% of employees complete Sustainability Basics training
- 30% salesforce complete Sustainability Sales Fundamentals training

|  |  |  |
|--|--|--|
| +  | +  | +  |
| <p><b>Sustainability as a business opportunity</b></p> <p>4 deals influenced sustainability reported per HP fiscal year</p>  | <p><b>Sustainability as a business opportunity</b></p> <p>6 deals influenced sustainability reported per HP fiscal year</p> <p><b>+ 1 of the following:</b></p> <ul style="list-style-type: none"> <li>2 customer print fleet energy assessments completed implementation of syndicated content</li> <li>1 HP customer case study</li> </ul> | <p><b>Sustainability as a business opportunity</b></p> <p>8 deals influenced sustainability reported per HP fiscal year</p> <p><b>+ 2 of the following:</b></p> <ul style="list-style-type: none"> <li>2 customer print fleet energy assessments completed implementation of syndicated content</li> <li>1 HP customer case study</li> </ul> |
| +  | +  | +  |
| <p><b>Planet</b></p> <p><b>1 of the following:</b></p> <ul style="list-style-type: none"> <li>10% of supplies recycled through HP Planet Partners Supplies Recycling Program</li> <li>Completion of carbon footprint analysis and Action Plan</li> </ul> | <p><b>Planet</b></p> <p><b>1 of the following:</b></p> <ul style="list-style-type: none"> <li>20% of supplies recycled through HP Planet Partners Supplies Recycling Program</li> <li>Completion of carbon footprint analysis and Action Plan</li> </ul>   |  |
| +  | +  | +  |
| <p><b>People</b></p> <p>10% of employees take Empower People Fundamentals Training</p>   | <p><b>People</b></p> <p>10% of employees take Empower People Fundamentals Training</p> <p>DE&amp;I strategy implemented</p>  |  |
| +  | +  | +  |
| <p><b>Community</b></p> <p>40 HP LIFE course completions</p>   | <p><b>Community</b></p> <p>60 HP LIFE course completions</p> <p>1 Community partnership/event</p>  |  |



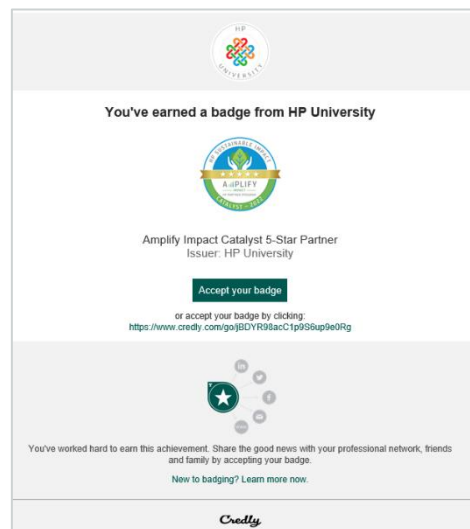


# Accessing the Catalyst Recognition Badge

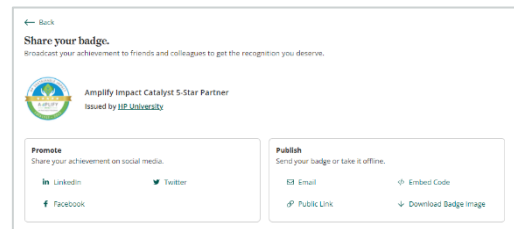
## Option 1: Badge sent to HP Amplify primary contact

After completing the Catalyst Badge Requirements, the HP Amplify primary contact at your company will receive an email with instructions on how to access the badge through Acclaim.

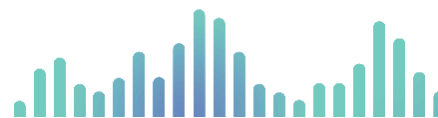
This person must register (or sign in, if already registered) via the Acclaim platform by following the link provided in the above email. It is also possible to automatically accept future badges from the issuing organization via Badge Settings.



Email received by primary contact at HP Amplify Impact Catalyst Partner



Steps primary contact at HP Amplify Impact Catalyst company will take to accept and access the Catalyst badge





# Accessing the Catalyst Recognition Badge

## Option 2: Download from the Amplify Impact Partner Portal Page

The Catalyst Recognition Badge is available to anyone in a company that has completed the badge requirements. Any employee with access to the HP Partner Portal can access your company's Catalyst Recognition Badge from the HP Partner Portal following these steps:

- Log into the HP Partner Portal at [partner.hp.com](http://partner.hp.com).
- From the home page, click "Programs" from the menu at the top.
- Select "Amplify Impact" from beneath the header "HP Amplify" at the left.
- At the top of the Amplify Impact page, you will see a banner to download the Catalyst Recognition Badge.

**For Partners who do not have access to the HP Partner Portal, follow the steps below to secure access:**

- Access the HP Partner Portal at [partner.hp.com/login](http://partner.hp.com/login).
- Scroll down on the page and click the "Register" button. If you need to change the autosensed language, choose your language in the top right corner.
- On the 'Create your HP account page' fill out the required fields.
- Select the 'I'm not a robot' toggle. Click the "Sign up" button.
- Enter the verification code sent to the email address you used to register. Click the 'Submit' button.
- You will then be forwarded to the Partner Portal registration page. As a new user you will then need to provide user details and contact information including consent preferences for communications from HP, and your company name and location. At this point, the form will be ready to be submitted to the HP Partner Portal Administrator (PPA) for approval. Click 'Submit' to submit your registration to the PPA and await approval to gain access to the HP Partner Portal
- For more information about how to register click the 'Get support' icon on the right side of any portal page, including the login screen where you can access a range of options to contact your local HP Partner support team, including: live chat, create a ticket, and phone support.
- Once you have gained access to the HP Partner Portal, follow the steps above to access the Badge.



Catalyst Recognition Badge on portal



HP Partner Portal new user log in screen





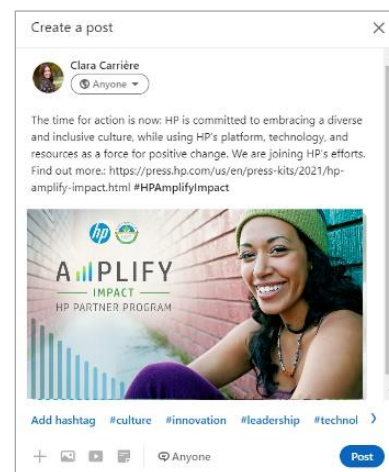
## Guidelines for use

- Do not modify the HP Amplify Impact Catalyst Recognition Badge in any way—including color or proportion—from the original artwork supplied by HP.
- Do not reproduce the HP Amplify Impact Catalyst badge any smaller than the minimum size of 130px high.
- Place the HP Amplify Impact Catalyst badge on a background where there is clear contrast and the badge can be easily read.
- Keep the badge clear of other copy or visual elements.
- The badge can be displayed on the same page as the HP logo or insignia.
- As a partner with HP, adhere to your partner agreement and do not misrepresent yourself.

### Sample



Execution on marketing materials



LinkedIn

## Resources

Amplify Impact Partner Portal Page

[partner.hp.com](https://partner.hp.com)

