



# Mission & Momentum:

## The SAVE 2024 Progress Report



# SUSTAINABLE DEVELOPMENT GOALS



# Table of Contents

<b>Part One: Introduction to the SAVE 2024 Progress Report</b> .....	4
Why SAVE Exists .....	4
The Purpose of This Report & How It Came to Be .....	5
The Challenges We Face .....	6
<b>Part Two: The Progress SAVE Has Made</b> .....	8
<b>Organization Building</b> .....	8
<i>Gaining Volunteers</i> .....	8
<i>Growing Committee Leadership</i> .....	9
<i>Increasing the Ranks of SAVE Ambassadors</i> .....	10
<b>Education Campaign</b> .....	10
<i>Publication of “Resources” Page</i> .....	11
<i>Increasing the Size of SAVE’s Contact List</i> .....	11
<i>Initiated Creation of a SAVE Speakers Bureau</i> .....	11
<b>Marketing and Publicity</b> .....	11
<i>Building a More Robust SAVE Website</i> .....	11
<i>Focus on Social Media, Email and Press Relations</i> .....	12
<i>Participation in Trade Shows and Other Events</i> .....	12
<i>ISE 2024</i> .....	12
<i>InfoComm 2024</i> .....	12
<b>SAVE Held Its First Global Conference</b> .....	13
<b>SAVE Formed and Solidified Key Partnerships</b> .....	14
<i>Manufacturers and Integrators</i> .....	14
<i>Higher Ed Organizations</i> .....	14
<i>Trade Associations</i> .....	15
<i>Partnership with Edge</i> .....	15
<i>TERRA / Done with It and Other Donation Channels</i> .....	15
<i>rAVE Publications</i> .....	15
<i>Link Development</i> .....	16
<b>Growth of SAVE Certification</b> .....	16
<i>Crestron SAVE Certification</i> .....	16
<i>Latin American SAVE Certifications</i> .....	17
<i>SAVE Certification at InfoComm 2024</i> .....	17
<b>Growth of SAVE: A Second Life</b> .....	18
<b>Debut of the SAVE Sustainable AV Design and Installation Committee</b> .....	18
<b>Increasing Support from SAVE Sponsors</b> .....	19
<b>Part Three: Looking to 2025 and Beyond</b> .....	20
<b>The Importance of Our Mission. The Power of Our People.</b> .....	20
<b>A Call for Leaders</b> .....	21
<b>A Word of Thanks</b> .....	22
<b>Contact Us</b> .....	23

# Introduction to the SAVe 2024 Progress Report

## Why SAVe Exists

SAVe, Sustainability in AV, is the first industrywide organization to bring together stakeholders to do our part to achieve sustainability as defined by the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs). SAVe was launched in 2022 to address the unsustainable and accelerating threats to our businesses, communities, and the planet itself. They range from climate change and environmental degradation to poverty, hunger and inequality.

Let's be honest: We, the AV industry and our individual businesses, have been part of the problem. In 2022 alone, over 62.5 million metric tons of e-waste were generated globally with less than 20% of it officially recycled. This has increased 21% in less than five years.

At the same time, the AV industry is well positioned to make substantial progress in areas related to responsible waste management, life cycle emission reduction, and reduced energy usage. What's needed is leadership – and that is what SAVe provides.

To fulfill our mission, SAVe has created and implemented several critically important industry initiatives, such as SAVe Certification, SAVe: A Second Life, and – most recently – the SAVe Committee on Sustainable AV Design and Installation. We have launched a SAVe Ambassador program of leaders in our industry who have committed to bringing SAVe's mission and initiatives to their respective countries and regions. Our SAVe Ambassadors now represent five continents and nine countries. In addition, we have established partnerships with organizations both inside and outside our industry, including AVIXA, ISE, HETMA, rAVe [PUBS], Edge, TERRA, and Link Development. SAVe has also developed a series of educational programs on topics related to the SDGs and our industry's role in making the systemic changes needed to achieve sustainability.

Propelling us forward: the amazing efforts of our full-time leadership cadre, volunteers, and industry sponsors.

## The Purpose of this Report & How It Came to Be

As an independent, all-volunteer, 501(c)3 non-profit, SAVE relies on volunteers, sponsors, donors, partners and others to make our work possible. Our stakeholders deserve an accounting of where their efforts are leading. And those who are considering lending their time and resources to this endeavor need to know that we are serious about our mission and are making progress in accomplishing it. *The 2024 SAVE Progress Report* provides a snapshot of what we have achieved, while also being clear about the scope and scale of the challenges that threaten our progress.

The foundation for this report is a series of interviews conducted with SAVE Board Members, Ambassadors and key partners over the weekend of December 14-16, 2024. They include:

- **Martyn Burton** – SAVE Ambassador to the UK
- **Christina De Bono** – SAVE Co-Founder, President
- **Juan Carlos Gutiérrez** – SAVE Board Member, SAVE Ambassador to Colombia, and Chair of the Sustainable AV Design and Installation Committee
- **Sarah Joyce** – Chief Global Officer, AVIXA, SAVE Partner
- **Raymond Kent** – SAVE Board Member and Sustainable AV Design and Installation Committee member
- **Julie Legault** – SAVE Ambassador to Canada and Co-Chair of the Donor Program
- **Cristiano Mazza** – SAVE Ambassador to Brazil and Co-Chair of the Sponsorship Committee
- **Juan Carlos Medina** – SAVE Board Member and SAVE Ambassador to Mexico
- **Zach Miller** – SAVE Volunteers Coordinator
- **Joe Perez** – SAVE Co-Founder, VP of Board of Directors, Chair of the SAVE: A Second Life Committee, and Co-Chair of the SAVE Sustainable AV Design and Installation Committee
- **Althea Ricketts** – Vice President of Corporate Initiatives, Shure, SAVE Preservation Sponsor
- **Mike Rogers** – Sustainability Manager, Crestron, SAVE Sustaining Sponsor
- **Carolina Sosa** – SAVE Board Member, SAVE Ambassador to Colombia, and Chair of the Events Committee
- **Thuy To-Chin** – SAVE Co-Founder, Treasurer of the Board of Directors
- **Joe Way** – HETMA Founder, SAVE Partner, Executive Director of Digital Spaces, UCLA
- **Debbie Williamson** – SAVE Board Member and Co-Chair of the Donor Program

## The Challenges We Face

In 2015, the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals were adopted by all 193 member states of the United Nations. The 17 SDGs – and the 167 targeted actions they prescribe – provide a blueprint for humankind to achieve sustainability by 2030. Now 10 years have passed and the lack of progress we have achieved portends a dire future. Threats to sustainability surround us, and many of them are worsened by our industry.

### THE CLIMATE CATASTROPHE

*The 2024 State of the Climate Report*, authored by some of the world's leading climate scientists and endorsed by 15,000 of their colleagues, begins, "We are on the brink of an irreversible climate disaster. This is a global emergency beyond any doubt. Much of the very fabric of life on Earth is imperiled." Fossil fuel emissions have increased to an all-time high, the three hottest days ever occurred in July of 2024, rising sea surface temperatures have broken all records, and once-rare extreme weather events are becoming commonplace. Of the 35 planetary vital signs the scientists track annually, 25 are at record levels. All evidence leads to the inescapable conclusion that human activity caused the crises and, every day, exacerbates it.

### THE GROWING SCOURGE OF ELECTRONIC WASTE

The business model of our industry is predicated on the constant replacement and refreshment of technology. When new equipment is installed, however, older equipment / infrastructure is removed. Very little of it is recycled. Even less is reused. Most is simply disposed of in the most expedient way possible, with little regard to the consequences of placing what is often hazardous waste into landfills, incinerators, or container ships bound for developing nations where resource-starved populations scavenge the gear in ways that endanger their health and the larger ecosystem. The scope of the problem is increasingly well understood, but regulatory efforts are grossly inadequate. There are few laws that govern the way e-waste is handled – and almost no enforcement mechanism for them. In the meantime, we keep generating more electronic waste. At the current trajectory, by 2030 – the year we are supposed to achieve the SDGs – over 90 million metric tons of e-waste will be created annually on a global basis.

### DEPLETION OF NATURAL RESOURCES

We need a new, circular vision for the production and consumption of electronics. Growing industrialization, planned obsolescence, and lack of recycling and reuse threaten to deplete the Earth of materials that are essential components of technology products. From rare earth elements to lithium, cobalt, copper, and precious metals like gold, silver, and platinum, electronics production relies heavily on various finite natural resources, many of which are being mined and depleted at unsustainable rates.

## **ABSENCE OF GOVERNMENTAL LEADERSHIP ON SUSTAINABILITY – PARTICULARLY IN THE UNITED STATES.**

When the United States adopted the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals, it promised to work tirelessly to achieve the SDGs and to report annually on the country's progress to that end. While many nations are implementing sustainability strategies, the United States is not among them. It hasn't even publicized the SDGs to its population, much less acted upon them. Hence it has nothing to report. This is why SAVE's first challenge has been on the educational and awareness front. Most people – including most businesses – have never heard of the SDGs. Members of our industry have varying levels of awareness about sustainability as an issue, but their familiarity with an actual blueprint to solve the problem is essentially non-existent.

This report is just a snapshot of the threats to sustainability. This report can't possibly catalog them in their entirety. As stated at the top of the SAVE website, "From climate change and environmental degradation to poverty and inequality, the challenges we face are profound, diverse – and getting worse."

The year 2025, however, is not a time for despair. It's a year for action. And action is SAVE's *raison d'être*. Our organization was founded to be a catalyst for positive change – primarily in our industry, but far outside it as well. While we are providing tangible leadership for pro AV to move the needle toward sustainability, we're also partnering with like-minded organizations to create a larger movement for the systemic change necessary to meet our needs without compromising the ability of future generations to meet theirs.

## **AN EXAMPLE FROM THE FRONT PAGES**

As we prepared to print this report, the southern California wildfires of January 2025 gave us a searing reminder of what we're up against. Driven by hurricane-strength winds, fueled by uncontrolled brush, and exacerbated by the negligence of those charged with maintaining public safety, multiple fires tore through the Los Angeles metropolitan area – including the neighborhood of Altadena, where SAVE is headquartered. In fact, flames came within just a few blocks of our office.

"For decades now, we have been warned of the looming consequences of human-caused threats to sustainability, and now they're coming to pass," says Christina De Bono. "The recent fires will be the costliest natural disaster in American history. SAVE exists because we can't afford to remain complacent about the future."

# The Progress SAve Has Made

The 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals comprise 17 interrelated, indivisible SDGs, ranging from ending poverty, hunger and inequalities, to achieving affordable and clean energy, good health and well-being, a stable climate, and hospitable conditions for life on land and in the water. As a member of the AV industry, SAve focuses primarily on SDG #12 – ensuring sustainable production and consumption patterns – while supporting the larger thrust of the SDGs.

On this front, we are pleased to report significant progress in advancing sustainability across our industry.

## Organization Building

We are building SAve to be a capable, resilient and independent organization with a structure that gives us the freedom to actively represent the interests of our stakeholders. Hence, we are an all-volunteer 501(c)3 non-profit organization..

Individuals in SAve receive no remuneration from the organization. As volunteers we exemplify a very serious professional endeavor and are professional organizers in every sense of the word. As a point of principle, we endeavor to provide the training in organizing skills and education to all volunteers and will ask each one to take on an assignment, carrying ongoing duties and responsibilities, with a schedule that includes participation in our series of volunteer classes. Our organizing method means SAve can survive as an entirely volunteer entity, with no paid staff, led by full-time volunteer organizers managing hundreds of part-time volunteers.

## GAINING VOLUNTEERS

As a fast-growing organization with ambitious goals, our top priority is to engage more volunteers and partners who will step up to become leadership in SAve. To this end, we have developed a comprehensive leadership development and volunteer training programs with distinct curricula and milestones for each group.

Virtually everyone who wishes to volunteer has something to offer. SAve's volunteer orientation familiarizes interested individuals with our various initiatives. Based on prospective volunteers' interests and talents, they are directed to our committees whose chairs and co-chairs match them to our needs.



## GROWING OUR COMMITTEE LEADERSHIP

SAVe committees provide the vehicle for SAvE to execute on our initiatives, but like any vehicle they require drivers, and we closed out 2024 with real experts at the wheel:

### **SAVe: A Second Life**

- Joe Perez, Chair
- John Thomas, Co-Chair

### **SAVe Certification**

- Open – Soon to be filled!

### **Sustainable AV Design and Installation Committee (new for 2024)**

- Juan Carlos Gutiérrez, Co-Chair
- Joe Perez, Co-Chair

### **Fundraising Committee (comprising sponsorship, the SAvE donor program and community outreach)**

- Christina De Bono, Fundraising Committee Chair
- Julie Legault, Donor Program Co-Chair
- Cristiano Mazza, Sponsorship Co-Chair
- Bonnie Metro, Community Outreach Coordinator
- Debbie Williamson, Donor Program Co-Chair

### **Events Committee**

- Carolina Sosa, Chair

### **Volunteers Committee**

- Zach Miller, Coordinator

### **Education Committee**

- Christina De Bono, Chair
- Tim Alevizos, Co-Chair

### **Marketing & PR**

- Tim Alevizos, Liaison
- Kelly Perkins, Liaison
- Matt Wilson, Liaison

SAVe committees meet at least monthly, and sessions are posted on our event calendar. Committee chairs attend our monthly SAvE staff meeting to report on their progress, and to solicit for volunteers and resources as needed.

## INCREASING THE RANKS OF SAVE AMBASSADORS

In 2024, SAVE also made considerable progress in growing our presence internationally through the SAVE Ambassador Program. SAVE Ambassadors are Board-level volunteers who advance our mission in their countries and regions. We closed out the year with the following Ambassadors:

- **Angel Barco** – Peru
- **Andres Bonilla** – Colombia
- **Pityanut Boonkhun** – Thailand
- **Martyn Burton** – United Kingdom
- **Carlos Dalmarco** – Brazil
- **Sarah Drysdale** – Australia
- **Nicolás Freda** – Mexico
- **Juan Carlos Gutiérrez** – Colombia
- **Julie Legault** – Canada
- **Juan Carlos Medina** – Mexico
- **Cristiano Mazza** – Brazil
- **Carolina Sosa** – Colombia

“In my view, SAVE’s biggest achievement in the past year is the growth of our Ambassador program,” says SAVE co-founder Thuy To-Chin. “Becoming a SAVE Ambassador is a large commitment, and I truly admire the perspective they bring to our organization. Sustainability is a global challenge, and our Ambassadors help to ensure that we look at all issues from a perspective broader than that of any one country.”

As 2024 drew to a close, additional candidates for Ambassador positions were undergoing training and will be named in the coming months. We are eager to speak with all who are interested in taking on this leadership position.

## Education Campaign

On the education front, our mission is twofold: We need to drive awareness and engagement industrywide about sustainability and the SDGs as a vehicle to achieve it; and we need to establish and raise SAVE’s profile as a change agent in Pro AV.

Speaking to the importance of education, SAVE Board Member Raymond Kent says, “Awareness is essential to creating the political will needed to drive our leaders to bring about real change. Federal-level change can be like trying to change the course of the *Titanic*, so we’re also working on bottom-up grassroots organizing, which can have a powerful impact.” The good news is that, in a very short time, SAVE has achieved significant awareness in our industry.

## **PUBLICATION OF “RESOURCES” PAGE ON THE SAVE WEBSITE**

In 2024, the SAVE website debuted a new “Resources” section that houses important educational content and tools in one, easily surveyed page. Here site visitors can find details about core initiatives, organization leadership, and past and present events. In addition, it provides access to a portal where the *SAVE Guide to Sustainable AV Design and Installation* can be downloaded.

## **INCREASING THE SIZE OF SAVE’s CONTACT LIST**

Throughout 2024 we grew our contact database. Moreover, we improved site functionality and organizational processes surrounding our ability to respond in a timely manner to new contacts, route inquiries to the appropriate committees, and onboard new volunteers.

## **INITIATING CREATION OF A SAVE SPEAKERS BUREAU**

From the organization’s leadership to our growing ranks of volunteers, SAVE members are regularly asked to participate on industry panels. In some cases, they represent SAVE generally. In other cases, they advance dialogue on specific issues of interest to our industry. Later in 2025, we plan to formalize creation of a SAVE Speakers Bureau, and in so doing we’ll help to establish SAVE further as a thought leader and catalyst for change in pro AV and the sustainability movement in general.

## **Marketing and Publicity**

Without an effective marketing and publicity strategy, our mission would be much harder. The SAVE Marketing and PR Committee executes our strategy on several fronts, and in 2024 it added to a substantial record of achievement.

## **BUILDING A MORE ROBUST WEBSITE**

Right out of the gate, the SAVE website ([saveav.org](http://saveav.org)) conveyed the seriousness of our mission and the breadth of our initiatives to a global audience. In 2024, it became an even more robust awareness builder and tool of engagement. In addition to providing essential information about what SAVE is and what our organization does, the website has become increasingly useful to a wider array of site visitors.

As mentioned above, we are particularly proud of the new “Resources” section on the SAVE website. In addition to housing a wide variety of educational and other informational resources, it also provides a place where media resources, including SAVE and SAVE Certified logos, can be obtained.

In 2024, we also updated the SAVE site’s Sponsorship and Donate pages and added a raft of content to the Blog page. Visitors to the SAVE Blog will find articles, notices of future events and summaries of past ones, press releases, and links to articles and other resources relevant to our stakeholders.

Lastly, we performed important backend work to improve site functionality in accord with the medium's best practices. SAVE is grateful to have a dedicated web team of writers and designers who keep our site relevant and agile.

## **FOCUS ON SOCIAL MEDIA, EMAIL AND PRESS RELATIONS**

SAVE Marketing and PR Committee members are active on the major social platforms, reinforce our principal initiatives via email, and partner with industry press entities to further amplify our messaging.

SAVE is fortunate to have a number of writers within our ranks, including Tim Alevizos, Raymond Kent, Kelly Perkins, and John Thomas. In addition to writing press releases and articles, they help to create the educational content we rely on to inform diverse audiences. In 2024, they provided invaluable assistance in getting the word out about SAVE participation in events such as ISE 2024, InfoComm 2024, SAVE Certification workshops, various panels, and other gatherings.

## **PARTICIPATION IN TRADE SHOWS AND OTHER INDUSTRY EVENTS**

One of the ways SAVE reaches industry members is by participating in trade shows and other industry events. As our organization has become more prominent, SAVE has received numerous invitations to such gatherings. Notable for 2024:

### **ISE 2024**

In 2022, Integrated Systems Europe (ISE) – the world's leading event for professional audiovisual and systems integration – asked SAVE to become its official sustainability partner. As such, our organization was invited to exhibit at ISE 2023 in Barcelona. We returned in 2024 with an even larger presence and more ambitious agenda. In addition to being granted exhibit space in a



highly prominent location, SAVE was asked to participate in several panels, receptions and other events where we initiated partnerships with industry organizations, solidified other relationships, established contacts with various manufacturers, and met many of the people who would go on to become SAVE Ambassadors.

We are pleased to report that ISE has renewed its partnership with SAVE and has sponsored our return to Barcelona for a third consecutive year at ISE 2025.

### **InfoComm 2024**

On June 12-14, 2024, under the auspices of AVIXA, SAVE participated in North America's premier pro AV and systems integration show, InfoComm 2024 in Las Vegas.

“Our partnership with AVIXA made it possible to host our SAVE Certification Program at InfoComm 2024,” says Christina De Bono, Co-Founder and President of SAVE. “As the largest event of its kind in North America, InfoComm provided an ideal platform to educate and raise awareness about sustainability in AV.”

InfoComm was a milestone event for SAVE in that it featured a full-day SAVE Certification program that helped attendees identify the SDGs and targets they were best positioned to address, and concluded with a planning session to turn their ideas into actionable plans.



Moreover, a variety of additional activities were held throughout the show, including SAVE’s participation in the Exertis|Almo InfoComm party at Drai’s Rooftop Nightclub on Tuesday, June 11, as well as a happy hour and networking reception at the Philips Professional Displays Booth on Wednesday, June 12.

“Being at InfoComm was important for SAVE and for the AV industry,” said De Bono. “We are in perilous territory when it comes to sustainability, and urgent action is required. But that will only come from truly understanding what we’re up against. Today there’s much greater awareness that we’re on an unsustainable trajectory. Our presence at events like InfoComm – where we have an opportunity to provide the education people need and provide companies with guidelines on how they can adopt reuse, repurposing and recycling programs – will help to create a more circular economy within our industry.”

## SAVE Held Its First Global Conference

On March 14-15, 2024, SAVE held its first global conference at the UCLA Luskin Conference Center in Los Angeles. SAVE 2024 was an unprecedented, history-making event in the AV industry – one that’s all the more impressive considering that it was an entirely volunteer effort.



The theme of the conference, “A Call for Leaders,” reflected our need for people who are ready to step up to help advance our initiatives, foster partnerships, and do the work to move the AV industry from being a sustainability laggard to becoming a sustainability leader. To that end, SAVE 2024 was a milestone in generating awareness, engagement, and action among those who will drive us forward.

Of the 130 registrants for SAVE 2024, we had attendees from across the United States and as far away as the UK and Egypt. The event was made possible by the support of 18 sponsors. Moreover, the conference featured seven education sessions and workshops with a total of 20 speakers.

Sessions included: “Bringing Sustainability to AV;” “Controlling AV Electronic Waste: There Is No ‘Away’ When You Throw it Away;” “The Invisible Footprint of Audiovisual Systems: Measuring the True Carbon Footprint;” “SAVe Certification Workshop;” “Sustainability Is the Future – Our Role in Achieving the SDGs;” “Partnership For the Goals;” and “Global Change Makers – A SAvE Ambassadors Discussion.”

A fundraising dinner and auction, made possible by donations from an array of individuals and organizations, rounded out the conference.

“SAVe 2024 really was a remarkable achievement,” says SAvE Board Member and Canadian Ambassador Julie Legault. “From the number of people who attended, to the support provided by speakers and sponsors, to the quality of discussions and relationships that were formed, the conference raised our profile as a global organization. That helps us garner more attention and resources in other areas and helps to build momentum for change.”

*Note: Plans are well underway for the SAvE 2025 Global Conference, which will be held in the fall, again at the UCLA Luskin Center.*

## SAVe Formed and Solidified Key Partnerships

Partnerships are integral to the success of SAvE’s mission. They are not just additive in nature; they are force multipliers that extend and amplify our ability to generate awareness, spark engagement, and activate our universe of stakeholders in a true movement for change. In 2024 we made progress on multiple fronts:

### MANUFACTURERS AND INTEGRATORS

In 2024, SAvE formed and solidified partnerships with leading industry businesses, including: Crestron (our Sustaining Sponsor) and Shure (our Preservation Sponsor), as well as Impact Sponsors Exertis|Almo, Legrand AV, Liberty AV, QSC, Sony and Visionary Network Audio Video. General Sponsors included AV Design Labs, Digital Labor Solutions, ARUP, BugID, ClearTech, Lightwerks, Meyer Sound, Pittwater and Tempest Technologies.

### HIGHER ED ORGANIZATIONS

In 2024, SAvE strengthened our ties with HETMA, the Higher Educational Technology Managers Alliance, a 501(c)3 advocacy organization focused on growing the influence and elevating the profile of the higher education audiovisual vertical. With a membership of more than 600 colleges and universities across North America, HETMA provides an essential avenue to reach a receptive audience of technology professionals and thought leaders.

## TRADE ASSOCIATIONS

SAVE has been welcomed by two of the pro AV industry's largest associations: ISE and its parent organization, AVIXA. While ISE serves as the premier platform for AVIXA's network of professionals to showcase products, services and innovations, AVIXA as an organization provides industry leadership, certification and educational programming for ISE. SAVE's close partnership with both organizations has dramatically elevated our visibility and served as a kind of imprimatur for SAVE, testifying to the substantiveness of our organization and importance of our mission.

## PARTNERSHIP WITH EDGE

SAVE enjoys a fruitful ongoing relationship with Edge (formerly USAV), the pro AV collective that champions low voltage systems integrators' operations on a global scale. In addition to sharing our insights and expertise, the two organizations have partnered to make sustainability a priority in pro AV. Moreover, Edge sponsors an important SAVE networking event at ISE. "Edge creates unparalleled partnerships across the AV industry, and we are proud to support the important work that SAVE is leading to draw down our industry's impact and help create a more sustainable future for our planet," said Michael Boettcher, president of Edge. "Our industry is positioned to make significant impact and Edge wants to play a role in our progress."

## TERRA / DONE WITH IT AND OTHER DONATION CHANNELS

TERRA (The Electronics Reuse & Recycling Alliance) is an industry-leading organization dedicated to addressing the growing challenge of e-waste through responsible reuse and recycling practices. One of its hallmark initiatives is its "Done with It" program, which offers mail-in e-waste recycling to consumers and businesses in a manner that emphasizes the convenience and safety of responsible recycling, ensures data security and prevents environmental harm. SAVE: A Second Life, our initiative aimed at giving useable AV gear a second life at the end of its first one via reuse, has partnered with TERRA and Done with It to match donors to recipients.

Additionally, SAVE partners with community-based organizations that share our vision for achieving the Sustainable Development Goals. In so doing, we help to reduce e-waste while working toward the creation of a groundswell to push for systemic change.

## rAVE PUBLICATIONS

Founded in 1998, rAVE is the leading media organization that covers the commercial (pro AV) and residential (homeAV) audiovisual trade industries via e-newsletters, blogs, video, social media and a variety of other mediums. SAVE collaborates with rAVE publications to raise awareness about the Sustainable Development Goals and our industry's role in achieving them. One example of our collaboration: rAVE's close coverage of the SAVE 2024 Global Conference.

## LINK DEVELOPMENT

In 2024, SAVE announced a new partnership with global technology solutions provider Link Development to support the management, monitoring, and reporting on the SDGs for SAVE's member organizations and the broader AV community through the company's innovative Strategy360 for Sustainability platform.

Through this partnership, SAVE and Link Development will work together to offer free educational webinars and presentations, empowering SAVE members to understand SDG requirements and reporting. Member companies will also have the option to subscribe to Strategy360 for a streamlined approach to managing SDG initiatives and meeting global sustainability standards.

"This partnership allows us to equip the AV industry with the tools and knowledge needed to make real, measurable progress toward the Sustainable Development Goals," says SAVE President Christina De Bono. "Together, we are confident we can create meaningful change and inspire our members to lead the way in sustainability."

## The Growth of SAVE Certification

One of SAVE's charter initiatives, SAVE Certification provides industry organizations a process to develop actionable sustainability plans as well as a credential they can use to let the world know that they're committed to being part of the solution. In 2024, SAVE expanded this initiative significantly and passed some key milestones.



### CRESTRON BECAME THE FIRST MAJOR MANUFACTURER TO EARN SAVE CERTIFICATION

SAVE and Crestron entered into a formal partnership in January of 2024 when the company became a Sustaining Sponsor of SAVE and, two months later, sent a delegation led by Crestron's senior sustainability program specialist Michael Rogers to the SAVE 2024 Global Conference on Sustainability in Los Angeles.

On April 10, 2024, Crestron formally announced its sponsorship of SAVE, but plans were already in the works for the two organizations to hold a SAVE Certification workshop at Crestron's headquarters in New Jersey. The SAVE Certification workshop, which took place on July 17-18, 2024, brought together members of Crestron's leadership team, representing all areas of the company, as well as five SAVE volunteers – among them SAVE founder and president Christina De Bono – who served as workshop facilitators.



In addition to conducting the SAVE Certification workshop, the SAVE delegation held meetings with Crestron's senior leadership, toured the Crestron Experience Center and the company's New Jersey engineering and manufacturing facility, and conducted / participated in three educational presentations.

"We want to leave the world a better place than when we found it. The SDGs both inspire and ground our aspirations to advance sustainability," says Mike Rogers, Senior Sustainability Program Specialist at Crestron.

## **GROWING NUMBER OF LATIN AMERICAN SAVE CERTIFICATIONS**

In September of 2024, SAVE hosted its first SAVE Certification event in Bogotá, Colombia. The workshop was sponsored by AVIXA and co-hosted by SAVE Board Members Carolina Sosa and Juan Carlos Gutiérrez, who are also SAVE Ambassadors from Colombia. SAVE Ambassadors Angel Barco (Peru) and Andres Bonilla (Colombia) attended as participants.

Twenty-seven participants – from Colombia, Costa Rica, Ecuador, Mexico, Panama and Peru – attended the event. They included AV industry integrators, manufacturers, distributors, end users and industry associations. The SAVE Certification workshop is the first part of a multi-step process leading to SAVE Certification. The 2024 inaugural LATAM SAVE Certification event provided attendees the opportunity to become SAVE Certified. It also served as a training vehicle for new SAVE Ambassadors so that they can return to their home countries/regions and conduct Certifications for local organizations.

Following the September 27th event, 11 of the 16 companies represented there had submitted sustainability plans to SAVE for review. Seven of those companies had earned SAVE Certification as of December 31, 2024, while the remaining four were expected to gain Certification shortly thereafter.

## **SAVE CERTIFICATION AT INFOCOMM 2024**

During our time at InfoComm 2024, SAVE hosted its inaugural SAVE Certification workshop at an industry trade show. The event was sponsored by AVIXA and facilitated by members of the SAVE team. Our SAVE Ambassadors from Mexico, Brazil, Colombia, and Canada played a crucial role in the certification process by assisting in presentations, discussions, and brainstorming. The workshop itself comprised distributors, manufacturers, integrators, and end users from corporate, government, and higher education. The diverse set of participants created a dynamic workflow and fostered multilateral ideas and plans by which the SDGs could be introduced to all sectors of the AV industry.

## The Growth of SAve: A Second Life

While planned obsolescence is a reality in the design and manufacturing of the technologies that form the basis of our industry, so is forced obsolescence. Some manufacturers require customers to destroy useable older equipment in order to secure new equipment on favorable financial terms. These practices reflect a mindset that is antithetical to our mission. Nevertheless, SAve: A Second Life continues to chart progress in offering AV industry members an alternative to disposing of useable gear when reuse is a viable alternative.

In 2024, the SAve: A Second Life Committee published its QuickStart Guidelines for AV reuse, repurposing and the responsible recycling and disposal of AV equipment and peripherals. In addition, we expanded our partnership with TERRA and its Done with It initiative. Moreover, SAve: A Second Life Committee members continued to lay the foundation for the creation of an online tool, housed on the SAve website, to facilitate equipment donation.

Several community-based, SDG-supporting organizations have benefited from donations of AV equipment and installation labor through partnerships that SAve has established through its network of AV integration companies.

## Debut of the SAve Sustainable AV Design and Installation Committee

In 2024, following months of planning, SAve added the Committee on Sustainable Design and Installation to its roster of initiatives. Driving the creation of this committee: our recognition that sustainability efforts are needed both at the end of the product life cycle and at the beginning – when product materials are sourced, equipment is chosen, and AV solutions are designed and installed.

A centerpiece of the Committee's work was the publication in late 2024 of a first-of-its-kind resource: *The SAve Guide to Sustainable Design and Installation*, co-authored by committee co-chairs Juan Carlos Gutiérrez and Joe Perez.

“As sustainability takes center stage globally, the AV industry has a pivotal role to play in driving responsible consumption and production,” says Joe Perez. “This guide empowers technology integrators with best practices that align with SDG No. 12: Responsible Consumption and Production.” It emphasizes principles such as selecting environmentally responsible brands and products, reusing and repurposing existing AV equipment, prioritizing energy efficiency and multifunctional solutions, minimizing the use of excess cables and components and implementing automated shutdown and preventative maintenance protocols.

The release of the guide struck a chord in our industry. It was downloaded hundreds of times within days of its release.

## Increasing Support from SAVE Sponsors

The progress SAVE made in 2024 is owed in no small part to support from our sponsors, including Crestron (our Sustaining Sponsor) and Shure (our Preservation Sponsor), as well as Impact Sponsors Exertis|Almo, Legrand AV, Liberty AV, QSC, Sony, and Visionary Network Audio Video. General Sponsors included AV Design Labs, Digital Labor Solutions, ARUP, BugID, ClearTech, Lightwerks, Meyer Sound, Pittwater and Tempest Technologies.

We are grateful beyond description not only for the monetary support provided by our sponsors, but the consultative expertise, inspiration and other resources they have generously committed to our mission.



SUSTAINING SPONSOR



PRESERVATION SPONSOR



IMPACT SPONSORS



# Looking to 2025 and Beyond

## The Importance of Our Mission. The Power of Our People.

It's not just the future of our industry that's at stake. It's the future of our families and communities, our nations, and our planet itself. If we do not take concerted action to achieve sustainability, a bleak future awaits us. The good news is that in the Sustainable Development Goals we have the tools, resources and a plan to reverse course. But achieving them will require systemic change, and that is the ultimate mission of SAVE. Yes, we work daily to bring the SDGs to pro AV, but we are also part of a larger movement for change. And the only way change can be achieved on the scale necessary to ensure a sustainable future is through organization and partnerships that transform our desire for action into a groundswell that the status quo cannot disregard.

Some will say that our ambitions are too grand to be achieved. *The SAVE 2024 Progress Report* responds by saying, "Look at what we have achieved already!"

In just a few years, SAVE has become our industry's leading voice for Sustainability. We have spurred awareness, engagement and action at all levels of our industry. And we are just getting started.

SAVE enters 2025 with a powerful clarity of vision and a growing body of volunteers, sponsors, partners and other stakeholders who have dedicated themselves to achieving sustainability. Among our goals for 2025:

- **Building an ever-more robust organization with the people and resources necessary to execute our strategies.** This requires a concerted effort to attract more volunteers and direct their energies where they can be used to maximum impact. Most importantly, we need to cultivate full-time professional leadership – volunteers – who dedicate themselves to the cause of making the systemic changes needed to achieve the SDGs.
- **Building our SAVE Certification program.** We receive more requests for SAVE Certification than we can follow through on. Hence, we will work assiduously to "train the trainers" with the intent of building a corps of SAVE Certification facilitators who can empower interested organizations to create and adopt workable, effective sustainability plans.
- **Cultivate our sponsorship and donor programs.** None of us receives remuneration for the work we do with SAVE. Nevertheless, we need financial support to pay for the expenses surrounding web maintenance, travel, collateral creation, resource procurement, and the many other things required to maintain and grow this endeavor.
- **Establish additional partnerships.** It's crucial that we connect with like-minded entities within our industry and outside of it. Partnerships are nothing less than force multipliers – essential to creating the groundswell of support we need to effect real and lasting change.

## A Call for Leaders

If you're already a volunteer or partner, first and foremost we want to thank you. But we also want to deepen that partnership by providing you additional opportunities to act on your desire for change. If you would like to engage in new activities, progress on our leadership track, or simply do more of what you're already doing, talk to us. We welcome any further contributions you can make.

If you are not currently involved with SAVE, we hope that *The 2024 Progress Report* will convince you of the seriousness of our mission, the substantiveness of our accomplishments to date, and the scope of what SAVE can achieve if you add your talent and dedication to ours.

Again: Talk to us! There's a place for you in our movement for change, particularly if you find yourself despairing over the current trajectory of the U.S. public and private sectors.

As Board member Thuy To-Chin said, "Prior to helping to create SAVE, I found myself feeling increasingly hopeless about the future, but meeting people who are just as iron-willed about it as I am helped to restore my hope. There are more people for systemic change than I had imagined, and it's gratifying to be part of the leadership that's working to make that happen."

We invite you to join SAVE. We guarantee you will find the experience meaningful – and maybe even transformative.

## A Word of Thanks

We want to express our gratitude to all who contributed to the work of this report, including the interviewees; the report's principal author, SAVe Board Member Tim Alevizos; and the team at our web / branding / marketing / creative partner, Supervox Agency, who donated their labor to creating *The SAVe 2024 Progress Report*.

Finally, SAVe extends thanks to the remarkable volunteers who made this report possible. During a three-day leadership training event held in December, 2024 at the SAVe headquarters in Altadena, California, interviews were conducted by the following students and teachers from the Science Academy STEM Magnet in North Hollywood:

- **Brittany Huyler** – Teacher
- **Harry Kim** – Student
- **Russell Kislik** – Student
- **Zach Miller** – Student, SAVe volunteer coordinator
- **Jose Salamanca** – Student
- **Clarence Tran** – Teacher

## Contact Us

### CO-FOUNDERS AND BOARD MEMBERS

Tim Alevizos – Board member  
[tim@saveav.org](mailto:tim@saveav.org)

Christina De Bono – president and co-founder  
[christina@saveav.org](mailto:christina@saveav.org)

Juan Carlos Gutiérrez – Colombia  
[jgutierrez@saveav.org](mailto:jgutierrez@saveav.org)

Ray Kent – Board member  
[rkent@dlrgroup.com](mailto:rkent@dlrgroup.com)

Cristiano Mazza – Brazil  
[cristiano@saveav.org](mailto:cristiano@saveav.org)

Carolina Sosa Ortiz – Board member  
[caro@saveav.org](mailto:caro@saveav.org)

Joe Perez – Board member and co-founder  
[joe@saveav.org](mailto:joe@saveav.org)

Kelly Perkins – Board member  
[kelly@saveav.org](mailto:kelly@saveav.org)

John Thomas – Board member  
[john@saveav.org](mailto:john@saveav.org)

Thuy To-Chin – Board member and co-founder  
[thuy@saveav.org](mailto:thuy@saveav.org)

Debbie Williamson – Board member  
[debbie@saveav.org](mailto:debbie@saveav.org)

Matt Wilson – Board member  
[matt@saveav.org](mailto:matt@saveav.org)

### SAVE AMBASSADORS

Angel Barco – Peru  
[angel@saveav.org](mailto:angel@saveav.org)

Andres Bonilla – Colombia  
[andres@saveav.org](mailto:andres@saveav.org)

Piyanut Boonkhun – Thailand  
[piyanut@saveav.org](mailto:piyanut@saveav.org)

Martyn Burton – United Kingdom  
[martyn@saveav.org](mailto:martyn@saveav.org)

Carlos Dalmarco – Brazil  
[carlos@saveav.org](mailto:carlos@saveav.org)

Sarah Drysdale – Australia  
[sarah@saveav.org](mailto:sarah@saveav.org)

Nicolás Freda – Mexico  
[nicolas@saveav.org](mailto:nicolas@saveav.org)

Julie Legault – Canada  
[juliel@technicontact.com](mailto:juliel@technicontact.com)

Juan Carlos Medina – Mexico  
[jmedina@saveav.org](mailto:jmedina@saveav.org)

Carolina Sosa Ortiz – Colombia  
[caro@saveav.org](mailto:caro@saveav.org)



[saveav.org](http://saveav.org) • 626-737-6555 • [info@saveav.org](mailto:info@saveav.org)