

## **SAVE at ISE 2026: Strengthening Partnerships & Advancing Leadership**



SAVE delegation members: Julie Legault, Virginia Molina, Christina De Bono, Tim Alevizos, and Martyn Burton (L to R)

### **Achieving our Objectives at ISE 2026**

SAVE's principal goals for ISE 2026 were to advance SAVE's Ambassador program, further our relationships with SAVE sponsors, and to meet with key partners to solidify strategies for the coming year. We are pleased to report that we achieved our objectives on all three fronts and charted significant accomplishments in other areas. Much of that success owes to SAVE's status as the sustainability partner of ISE, which provides us a powerful platform to reach the AV industry while reinforcing our credibility as a true movement for change.

Our delegation to ISE 2026 comprised eight leadership-level volunteers, including six SAVE Ambassadors. When ISE invited SAVE to be their official sustainability partner for ISE 2023, we launched the SAVE Ambassador program. The AV industry is global and so are the 2030 Sustainable Development Goals (SDGs). The goal is for leaders in our industry to bring SAVE's mission and initiatives to their countries and regions. Since launching the SAVE Ambassador program, we have 13 Ambassadors representing 5 continents!



**Here are some of the ways ISE 2026 helped move us forward:**

## **Advancing the SAve Ambassador Program**

Throughout our week in Barcelona, SAve leadership met with several of our ambassadors – not just to “touch base” but to develop specific, actionable plans to bring SAve’s mission and initiatives to their regions.

For example, the SAve: A Second Life initiative aims to give useable AV gear a second life at the end of its first one by facilitating reuse, often through donations to non-government organizations and educational institutions that wouldn’t otherwise be able to procure such equipment. SAve: A Second Life can only succeed to the extent that it abides by the laws of each country. For example, the UK has recycling mandates that directly impact reuse efforts. Consequently, our UK Ambassador, Martyn Burton, when conducting SAve Certification workshops in the UK, provides country-specific guidance on how organizations who can donate equipment should approach that objective.

All our meetings with SAve Ambassadors addressed the specific challenges they face, and all were structured to make progress in providing the resources our ambassadors need to extend their reach and influence. Key in this regard were our efforts to identify potential partners for each Ambassador. In Martyn’s case, SAve connected him with UK-based members of Shure – a SAve Preservation sponsor – who hosted a SAve Certification workshop at their London showroom in January.

We also met with Pablo Emilio Espinosa, our Ambassador to Guatemala, about the specific challenges in Guatemala, where educational and communication technology resources are scarce in poor and rural communities, and how SAve-a-Second life can greatly benefit schools in these areas. In addition, SAve had the opportunity to connect with Carlos Dalmarco, our Ambassador to Brazil, about how he will be promoting SAve’s initiatives to his customers, business partners, and community with a focus on SDG 12. We met with SAve’s Thailand Ambassador, Piyanut Boonkhun, about his ambitious plans to advance sustainability not only in his home country but throughout southeast Asia. Julie LeGault, our Montreal-based ambassador to Canada, laid out her agenda for extending SAve’s influence across the geographic breadth of her country, and reported about a recent SAve Certification workshop she organized with Matt O’Reilly, AV Manager for University of Toronto Mississauga and SAve liaison to higher ed in Canada.

This is just a sampling of the substantive achievements that resulted from our Ambassador meetings. Without ISE providing us the opportunity to meet in person, we simply would have not accomplished so many objectives so efficiently.



## Furthering Our Relationships With SAVE Sponsors

Without support from our sponsors, SAVE would not be where it is today. They provide the support needed to cover travel and other expenses for SAVE volunteers who generously donate their time to participate in events and activities such as ISE. In addition, our sponsors' support for SAVE – like that of ISE – gives our organization the ability to establish relationships with key decision makers in AV and allied fields.

Long before traveling to Barcelona, SAVE contacted sponsors to arrange booth visits and meetings. Laying the groundwork in advance of the event allowed us to use our time efficiently and ensured our sponsors were fully focused on our shared agenda. It would be difficult to overstate just how productive these meetings were. During ISE, we met with the following sponsors:

- **Almo – Impact Sponsor.** We met with Vishal Chhatralia, global chief digital and marketing officer of Nexora about SAVE sponsorship through its Almo Professional AV unit. This resulted in a commitment from Almo to renew its Impact sponsorship.
- **Bug ID – Impact Sponsor.** Matt Lavine, CEO of Bug ID, California based integration company, joined the SAVE delegation for some of our activities including the SAVE ambassador dinner.
- **Crestron – Sustainability Sponsor.** Wendy Feldstein, Senior vice president of product design and chair of the SAVE Manufacturers Council, hosted SAVE at the Crestron booth. One result of the meeting was an invitation to participate in the upcoming Crestron Masters gathering as a Platinum-level sponsor, courtesy of Crestron.



Visiting the Crestron booth with Wendy Feldstein of Crestron and Virginia Molina, Christina De Bono and Carlos Dalmarco of SAVE



- **Shure – Preservation Sponsor.** We had an in-depth meeting with Shure CEO Christine Schyvinck, who reaffirmed her company’s commitment to its partnership with SAVE, and she agreed to host two SAVE Certification programs at Shure’s Chicago-area headquarters – one for Shure employees, and another for HETMA members including Northwestern University.
- **Fohhn AG – Impact Sponsor.** Fernando Vidal-Wagner, Regional Sales Director, met with members of the SAVE delegation and reaffirmed Fohhn’s commitment to SAVE’s mission and initiatives. This company is a sustainability leader in Europe and beyond, and our association with Fohhn is opening doors for SAVE across the continent.
- **Legrand AV – Impact Sponsor.** We met with Kathryn Gaskill, Director of Eco-Design, both about the company’s commitment to SAVE and Kathryn’s role as a member of the SAVE Manufacturers Council.
- **Panasonic – Impact Sponsor.** Jared Darensbourg, Director of Sales – Visual Systems at Panasonic Connect Americas, hosted a meeting with SAVE delegates at their booth. Jared committed to furthering the relationship with SAVE in 2026, and to engage his counterparts in other global regions.
- **Philips Professional Displays – Preservation Sponsor.** We met with Vicky Fox, Global Head of Communications, about ways we can deepen and extend our relationship throughout 2026.
- **Sony – Impact Sponsor.** We also met with Rich Ventura, VP of Professional Display Solutions who reaffirmed Sony’s commitment to maintain its SAVE sponsorship and invited us to present at the Sony AV Tech expo which was held at its North American headquarters in March.



Martyn Burton, Christina De Bono, and Mohannad Mousa with Panasonic Connect Director of Sales, Jared Darensbourg.



## Meetings With SAVE Partners

SAVE met with several existing and potential new partners during ISE 2026, including **HETMA**, the Higher Educational Technology Managers Alliance, a SAVE partner since our inception in 2022. Among the topics discussed was our collaboration on the 3rd annual SAVE 2026 Global Conference taking place at UCLA in Los Angeles on October 13 - 14, with Joe Way, HETMA co-founder as emcee. Beyond meeting with HETMA, SAVE president Christina De Bono participated in a HETMA podcast interview and was featured in a February 6 article about HETMA and sustainability. We also discussed our upcoming SAVE Certification event organized by HETMA Vice Chair, Troy Powers of Northwestern University, which will take place in May 2026 at Shure headquarters in Chicago.

SAVE and partner **Edge** held a joint reception at which numerous contacts were made. This event was highly effective both in reaffirming our four-year relationship with Edge and in providing a venue for us to connect with new AV industry leaders who expressed interest in getting involved with SAVE.

We are especially enthusiastic about our budding relationship with the **Global Partner Alliance (GPA)**, a provider of unified professional AV and UC services through its regional business units in over 50 countries. SAVE's LATAM Ambassador lead, Virginia Molina, is a member of GPA leadership and has been instrumental in laying a foundation for us to reach a new audience of industry leaders. One upshot: SAVE president and co-founder Christina De Bono met with GPA CEO James Shanks and with GPA board member Marjolein Koens-Schaddelee, managing director of AVEX NL, as well as Maru Gaitan, CEO of Grupo Niza, about how we can partner together in 2026.



Martyn Burton and Christina De Bono with Phillips Professional Displays Head of Global Communications, Vicky Fox.



## Other Achievements At Ise 2026

Among the most notable of SAVE's accomplishments at ISE was our very successful SAVE Certification workshop, made possible by ISE's donation of a venue for this half-day event, which was attended by a diverse array of industry professionals from 9 countries. The session was co-hosted by SAVE Certification Committee chair Camilo Acosta, UK Ambassador Martyn Burton, and Canada Ambassador, Julie Legault. Not only did Camilo lead the SAVE Certification workshop, but he also established a relationship with students studying sustainability who have committed to helping SAVE develop a software platform to assist organizations who have undergone SAVE Certification in their efforts to implement and track their action plans.

SAVE also met with Mohannad Mousa of Maktabi Tech, based in Saudi Arabia. An AVIXA member who has been a speaker at InfoComm Asia and India and was nominated as AV Professional of the Year in London, Mohannad writes regularly on sustainability and has expressed his desire to bring SAVE's initiatives to the Middle East. Moreover, he volunteered to help lead SAVE's ongoing efforts in sustainable AV design and integration, write articles for SAVE, and possibly represent SAVE at an upcoming AV technology trade show in Dubai.

SAVE also increased its visibility through participation in several media events, including an AVIXA TV panel on sustainability, featuring SAVE Ambassador Virginia Molina, who also appeared on a panel discussion at the GPA lunch on sustainability. Moreover, Christina De Bono presented on bringing the SDGs to pro AV at the GPA booth.



Julie Legault, Martyn Burton, and Christina De Bono with Shure CEO Christine Schyvinck



## Conclusion

Some achievements are quantifiable; others fall on the more qualitative end of the spectrum. We would like to highlight some of the insights about our accomplishments at ISE 2026 by our highly dedicated team of volunteer professionals. Here are a few memorable quotes from our Friday afternoon debriefing at Fira, held just before we packed up our booth and prepared to head back to our respective homes:

- “It was valuable to meet with our ambassadors, getting a clear sense of their level of commitment, and willingness to take on increased leadership roles. One-on-one meetings will help us move forward with confidence.”
- “We established more structure to our initiatives, validated our new approach to SAVE Certification, formed relationships with current and potential sponsors, and met students who have the passion and technical skills to keep us on the leading edge.”
- “ISE 2026 was integral in strengthening existing relationships and forming new ones, especially on creating the conditions for people to realize their leadership potential. There’s no substitute for face-to-face meetings in providing a foundation for a geographically diverse organization to thrive.”

SAVE is grateful to be ISE’s official sustainability partner, and we are excited to deepen and extend our relationship going forward. Indeed, we are already planning for 2027!

Contact SAVE by visiting [saveav.org/contact](https://saveav.org/contact)



SAVE delegation members Fernando Vidal Wagner of Fohhn Audio, Christina De Bono, Tim Alevizos, Virginia Molina, Julie Legault, Piyanut Boonkhun and Camilo Acosta (L to R)

## Help bring SAVe Certification to your organization

[Contact SAVe](#) to learn more about the SAVe Certification program and how you, as an individual, can advance the SDGs by becoming a SAVe volunteer.

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