



Dell Technologies



PROGRESS MADE
REAL

How Dell Technologies established its social impact **vision and moonshot goals** for 2030



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Introduction

In 2019, when we saw that we were on track to achieve many of our social impact goals for 2020 even before the deadline, we began working on our new plan with goals for 2030. We maintain our focus on advancing sustainability, cultivating inclusion and transforming lives. As part of the 2030 plan, we added a new program to act on our commitment to upholding ethics and privacy.

Dell Technologies' 2030 plan for social impact is called Progress Made Real. It includes highly challenging objectives, the moonshot goals, in addition to a set of audacious goals in each of the four initiatives. In this paper, we share our thoughts and ideas for Progress Made Real and tell you how we defined the moonshot goals.



The next stage of social impact at Dell Technologies

Our 2020 plan was a unified, companywide initiative for maintaining leadership in sustainability and inclusion, and for making a positive impact on people's lives around the globe. The ambitious goals for 2020 aligned with and extended many existing programs in the company's global strategy. Starting in 2013, when we began working to realize the 2020 plan, initiative leaders regularly assessed and reported on its progress. In 2019, it became clear that in most cases Dell Technologies was on track to reach or surpass its goals. When teams began designing a new set of goals to help structure the organization's journey toward 2030, they could do so in confidence and with a heightened sense of possibilities.

Chief Corporate Affairs Officer JJ Davis leads Progress Made Real with Brian K. Reaves, chief diversity and inclusion officer, and Mike McLaughlin, chief ethics and compliance officer. Davis says, "Our work at Dell is to drive returns for all stakeholders. We must deliver on our purpose to drive human progress in everything we do. And we have a unique opportunity to accomplish both our purpose and profit goals."

Foreshadowing the right outcomes

Progress Made Real emerged as the tag for the 2030 social impact plan when the project team realized that it was necessary to show tangible, measurable progress year over year and keep the importance of the effort alive in everybody's mind. "Our social impact agenda is how we make our greatest impact and increase value for all stakeholders," says Davis. "Our core values have always driven us as a company, and our customers expect to see us live out those values. The description of our goals and social impact plan make it clear we are committed to driving real progress."

When the team began preparing the 2030 goals, they aimed to include as many voices as possible. They reviewed feedback and ideas from customers, partners and other external agencies. An all-employee poll gave everyone a chance to weigh in. In-depth interviews with close to 80 Dell Technologies executives documented their perspectives.

Because the business units would need to own the goals that impacted them, they created a first draft with the specific milestones and targets they would aim for. Dozens of groups based in business units worked on their 2030 goals, following a synchronized schedule.

Deep commitment to audacious goals

Input from customers and partners revealed high expectations for Dell Technologies' ambition and its ability to deliver on it. Michael Dell asked for audacious goals that would stretch even beyond the hard-to-achieve objectives for each area. As a response to these expectations and requests, the moonshot goals reflect the peak of what people in the company feel they can achieve in any given area.

Dell Technologies pursues the moonshot goals in the context of other objectives that may be less obviously challenging, but which are nonetheless transformative and ambitious. "Making measurable progress each year is critical to achieving our aggressive goals," says Davis. "Transparency will continue to be a guiding principle in tracking our progress. You can expect we will proactively share the results of our social impact efforts and any key learnings along the way."

When it was time to approve the goals for Progress Made Real, the entire, decentralized effort flowed back from the business groups to Dell Technologies' executive leadership. All executives reviewed and approved the moonshots and other goals, knowing that they would be accountable for them. Based on their input and intense, challenging conversations, the team revised several goals before they met with approval.

Telling the social impact story to customers

The four pillars of the social impact program take advantage of proven, successful practices at Dell Technologies for communications, marketing, sales, innovation and other disciplines. Account executives and other customer-facing team members play a key role in sharing Progress Made Real with customers and prospects and in communicating their feedback to the company. More and more companies consider vendors' social impact and sustainability initiatives and their outcomes in requests for proposal. In fact, some customers will not consider a company that is weak in this area. Davis says, "Our customers value the comprehensiveness of our goal set. On top of the depth and breadth of our portfolio, this is a true competitive differentiator for sales makers who talk to customers, especially when other vendors lack the range of Progress Made Real."

To monitor alignment, Dell Technologies maps customer and prospect accounts to document how and to what extent they share social impact values and measures. "It is impossible for a single company to solve the world's problems alone. Partnerships continue to be critical to scaling our impact," Davis says.



"Making measurable progress each year is critical to achieving our aggressive goals."

JJ DAVIS

Chief Corporate Affairs Officer

New customer conversations and tangible progress

Reporting on the synergies between Dell Technologies and customers combines formal processes—with data captured from requests for proposal and other documents and communications—and anecdotal evidence. This process helps streamline the responses to many inquiries about Dell Technologies' social impact programs and provide in-depth information to companies that want to know more before making a decision.

Just as important, detailed reporting also documents how much revenue is directly connected to Progress Made Real. When Dell Technologies executives meet with sales teams, account executives share first-hand experiences with prospects and customers who prioritize social impact. Davis notes, "Progress Made Real opens opportunities for C-level conversations that might not happen otherwise."

By communicating our social impact programs, we are finding new ways to serve our customers and make the biggest impact through our global reach and technology solutions."

Advancing Sustainability: How we developed our Advancing Sustainability 2030 goals

In 1996, Dell was one of the first technology companies to offer recycling to customers, while other industry leaders were still cautious to adopt sustainable practices.

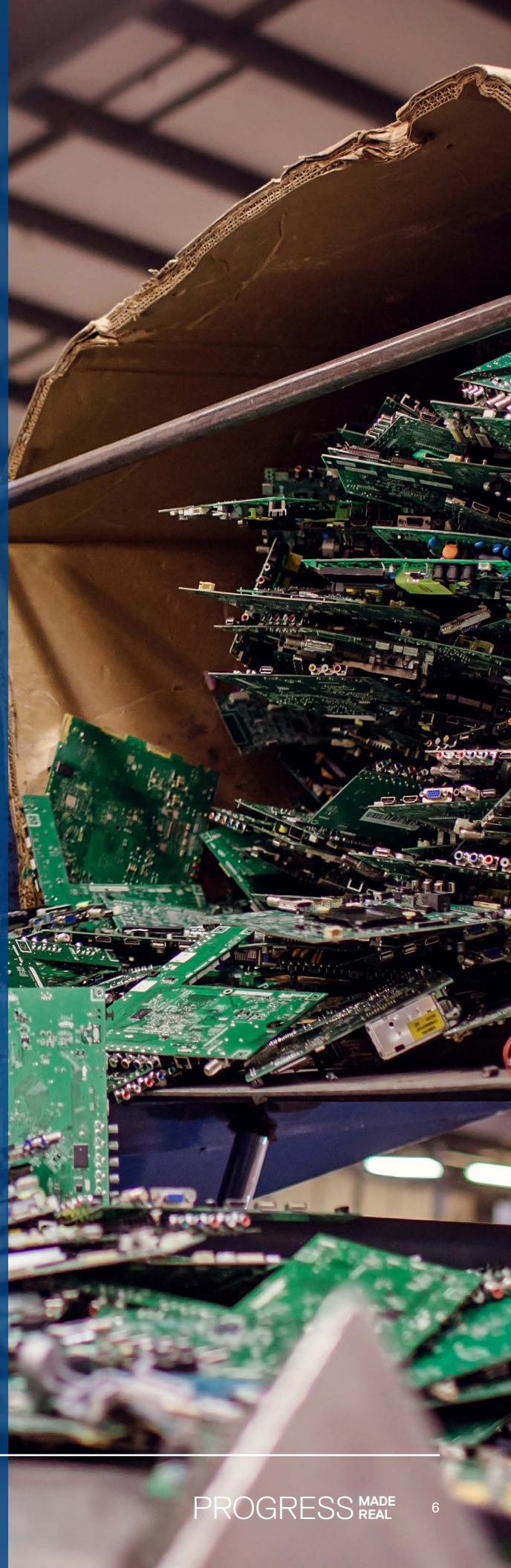
Since then, we have prioritized designing for recyclability and evolving a global sustainability practice. Our goals are driven by the idea of a circular economy in which waste becomes obsolete.

“We want to be realistic and build on our strengths. We have an amazing supply chain, outstanding teams of innovative engineers and deep relationships with our customers. The momentum for the circular economy is emerging from many different stakeholders,” says David Lear, vice president of corporate sustainability at Dell Technologies.

As part of the 2020 social impact plan, Dell recovered 2 billion pounds of used electronics and used 100 million pounds of recycled material in new products.

Moonshot goals:

- By 2030, for every product a customer buys, we will reuse or recycle an equivalent product.
- 100% of our packaging will be made from recycled or renewable material.
- More than half of our product content will be made from recycled or renewable material.



Recycling and reuse at parity with new production

To learn what's most important to customers when it comes to recycling, Lear's team data-mined requests for proposal.

"We had already integrated a lot of recycled content into our products over the last 15 years," Lear says. "We knew we were effective at managing the supply chain and materials. What would happen if we started completely designing our products with the idea of getting them back?"

The team interviewed some of the most progressive companies, which asked Dell Technologies for breakthroughs in such areas as recycling or energy use. They also solicited input from interest groups and non-governmental organizations like Amnesty International, Greenpeace and the Nature Conservancy, some of which have long-standing relationships with Dell Technologies. They combined these findings with a materiality assessment to define what's critical for the company when it comes to sustainability.

The Advancing Sustainability focus area already had good momentum through the recent work on the 2020 goals; however, achieving 100 percent product recycling or reuse for every new product purchased also requires the support of customers and partners around the globe.

"Everybody needs to own their piece of this, our employees as well as our customers and partners. The circular process requires systemic management and reporting across the entire value chain," says Lear.

Ensuring transparency and building trust

Dell was a founding member of the Responsible Business Alliance in 2004 and worked to drive continuous-improvement standards for worker protections and sustainability through the layers of the supply chain.

Since then, supply chain management at Dell Technologies has been highly transparent for customers and will become more so with Progress Made Real. To enable transparency, the sustainability team

developed a comprehensive data collection and reporting mechanism for the moonshot and other goals and the various contributing activities.

Every business unit has custom-designed scorecards to track progress between now and 2030, and the executive team receives in-depth reports twice a year. In collaboration with Dell Technologies' risk management experts, sustainability team members ensured that their documentation and reporting could withstand any challenge or audit from customers or investors.

The people who manage customer accounts and partner relationships are at the forefront of communicating the sustainability goals with external stakeholders. For both direct sales and partner channels, marketers are creating materials with sustainability goal messages that are easy to communicate and remember.



"Some of our customers rely on us to help them reach their own goals for a net-zero carbon footprint, especially in their data centers,"

DAVID LEAR

Vice President of Corporate Sustainability

Extending the value chain for social impact

Ambitious objectives—for example, for reducing power use or drawing more on renewable sources—round out the moonshot goals. Dell maintains a balanced portfolio with goals that matter to all our customers and most communities and governments.

The sustainability strategies and expectations of Dell Technologies' partners and customers drive a high priority for goals that reach across the supply chain instead of just focusing on internal processes.

"Some of our customers rely on us to help them reach their own goals for a net-zero carbon footprint, especially in their data centers," Lear says.

Some Dell Technologies suppliers have their own complementary sustainability offerings. For example, Dell's supplier Carbon Conversions provides recycled carbon fiber from the aerospace industry; they worked with Dell to develop a process for using the material in laptops.

Cross-industry collaborations for sustainability

The concept of a circular economy involves more than today's partners and providers: it extends across the industries that create and distribute the many materials that go into the company's products.

"Our bigger vision is not just this idea of closed-loop recycling, where we're taking Dell Technologies waste and putting it back into our products," Lear says. "To get materials flowing to the right place at the right time, we need to feed into other global supply chains outside of the computer or even the electronics industry. As we connect to these industries, eventually we may no longer have to ship materials around the world."

During the next 10 years, Lear expects a vast effort in developing external collaborations and in understanding and documenting production and distribution conditions in global industries and societies.

Employee innovation paves the way toward 2020

The sustainability initiative also offers several ways for Dell Technologies employees to pursue their environmental and social impact inspirations. The team has created an innovation incubator, which gives employees a structure to create and submit a business case for innovations that can advance environmentally sound business practices.

"The innovation incubator gives our talented, creative people a forum for presenting their great ideas, which people from across the business units will review. If a concept merits development, they can move it forward and present it to decision makers who can authorize funding for it," Lear explains.

Dell also tapped into the power of employee innovation summits to drive sustainability. A recent example comes from an internal hackathon to support partner CDP (formerly known as the Carbon Disclosure Project). More than 600 employees in 150 teams collaborated to apply data science techniques to identify new insights and opportunities with CDP's data.



"The innovation incubator gives our talented, creative people a forum for presenting a great idea."

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Vice President of Corporate Sustainability



Cultivating Inclusion: Building the workforce of the future

At Dell Technologies, fostering diversity and inclusion among the workforce and serving highly diverse communities and markets have been part of the business imperative for many years. Dell has participated in the National Minority Supplier Development Council since 2000, and Michael Dell chairs the company's Global Diversity Council.

Building a diverse global workforce remains business-critical for the company, especially since research shows that the technology industry will see a global talent shortage of 4.3 million people by 2030.¹ In addition to its global moonshot goal, the Cultivating Inclusion initiative of Progress Made Real has a complementary 2030 aim that 25 percent of Dell's U.S. workforce and 15 percent of people leaders will be self-identified Black and Hispanic/Latino minorities.

Moonshot goals:

By 2030, 50% of our global workforce and 40% of our global people leaders will be those who identify as women.

1. See <https://www.techrepublic.com/article/dell-tech-summit-want-to-help-the-environment-start-with-your-company-culture/>.

The right evidence to motivate people

“If I were to describe my job, it is to create strategies and tactics that ultimately will result in Dell Technologies being an employer of choice for all,” says chief diversity and inclusion officer, Brian K. Reaves .

Reaves, who is in his third year of leading Dell Technologies’ diversity and inclusion (D&I) programs, emphasizes the importance of meaningful metrics and benchmarks in tracking the success of diversity programs. “I believe that what gets measured, gets done,” he says. “And that’s also in the DNA of this company.”

In researching the business case for diversity and inclusion, McKinsey recently reported that companies in the top quartile for diversity outperform those in the fourth quartile by 36 percent in profitability.² The most gender-diverse companies outperform the least gender-diverse organizations by 48 percent.



“I believe that what gets measured, gets done.”

BRIAN REAVES

Chief Diversity and Inclusion Officer

Reaves isn’t focused on the people who don’t support diversity or those who are already active allies. He and his team aim to use data to help the people who know that diversity and inclusion are important but are looking for guidance about how to take action.

“We need to educate what I call ‘the frozen middle,’ the people who lean toward inclusion but just don’t know what to do about it. Given the right education, they will participate. Achieving that will be key to reaching our moonshot goals,” Reaves says.

Fostering diversity across workforce and talent management

Dell Technologies had already realized great D&I momentum and progress when it was time to make the 2030 moonshot goal. That didn’t stop Reaves.

“Without audacious moonshot goals, there would be a great chance that we might not maintain our trajectory,” he says. “They are clearly rooted in realistic possibilities and activities, but we also have to accelerate our efforts.”

Working toward the moonshot goals and several other objectives involves more than simply achieving the numbers for a diverse workforce or leadership team. The Cultivating Inclusion initiative also encompasses talent identification, recruiting and hiring, onboarding, talent development, and succession plans.

“We need to make sure people stay at Dell and that they have ample opportunities for advancement, Reaves explains. “Currently, we are in the process of deconstructing every point of that entire continuum to figure out how to invite and retain the best talent.”

An ambitious goal of the diversity and inclusion initiative aims to have 90 percent of the company’s employees rate their jobs as meaningful—every year, not just by 2030. Dell Technologies also measures employees’ Net Promoter Scores (NPS) to assess how people feel about the organization.

Education for a culture of diversity

Creating awareness and training Dell Technologies team members is a foundational component of Cultivating Inclusion. Microaggression and intersectionality are two current focus areas for learning. By 2030, the goal is that 95 percent of the company’s employees will participate in annual learning on topics like microaggression, privilege, unconscious bias and harassment.

So far, 93 percent of Dell Technologies’ people leaders have participated in our Many Advocating Real Change (MARC) sessions, which deliver experiential learning to inspire individuals to become advocates for equity. “MARC is excellent, because it is immersive and not exclusively compliance-based,” Reaves says. “MARC encourages deep engagement.”

2. See <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>



How employees drive D&I progress

Dell Technologies employees can support Cultivating Inclusion through formal, organized channels and individually. Many team members participate in employee resource groups (ERGs) like the Black Networking Alliance, Women in Action, the Latino Connection, GenNext and TrueAbility.

Dell's ERGs are an essential component in realizing the goals of Cultivating Inclusion between now and 2030. One of the Cultivating Inclusion goals aims for 50 percent employee ERG participation by 2030.

These networks contribute to a heightened sense of professional belonging and reinforce the importance of understanding intersectionality and keeping diversity alive. The NPS of employees participating in ERGs tends to be roughly 19 percent higher than that reported by people who do not join one of the groups.

In addition to ERGs, many employees volunteer and donate to programs that make the biggest difference in the most critical issues we face today – like racial injustice. The social impact team has identified causes with a proven track record of measurable change. These include 100 Black Men of America, the NAACP Legal Defense Fund, Black Lives Matter, the National Urban League and Amnesty International.



“You have to lean into the unknown, like we do every day when we innovate. The diverse, high-caliber talented people are out there. You just need to create a path to reach and empower them.”

BRIAN K. REAVES

Chief Diversity and Inclusion Officer

Building on innovation experience

As with Dell Technologies' other social impact initiatives, the account executives and sales teams working with customers and prospects are in an influential position when it comes to communicating the company's goals for diversity and inclusion. The D&I team has prepared playbooks to help them address the concerns they are most likely to hear, so they can be empowered to have meaningful conversations.

Reaves is realistically confident that Dell Technologies can accomplish its moonshot and surrounding goals for D&I, and that other organizations can have their own D&I breakthroughs. He says, “You have to lean into the unknown, like we do every day when we innovate. The diverse, high-caliber talented people are out there. You just need to create a path to reach and empower them.”



Transforming Lives: Closing equity gaps to digital access worldwide

“The first core foundational value for our Transforming Lives initiative is that technology can make a difference. After that, it comes to the question of how we can best scale,” says Jeremy Ford, vice president of giving and social innovation.

At the center of the Transforming Lives moonshot goal are the approximately 47 million people who are directly or indirectly touched by Dell’s strategic corporate giving and social innovation programs.

Moonshot goals:

With our technology and scale, we will advance health, education and economic opportunity initiatives to deliver enduring results for 1 billion people by 2030.

Confluence of societal benefits, technology adoption and business outcomes

The Transforming Lives initiative incorporates research that demonstrates a correlation between improved digital access, increased technology adoption and the achievement of sustainable development goals.

“Wider digital access is not necessarily the reason why poverty declines, but with better access we see improvements in areas like education, health and economic opportunity,” Ford explains.

Of 169 sustainable development goals defined by analysts at Deloitte working with the Global Enabling Sustainability Initiative (GeSI),³ more than 100 of the goals to help accelerate human progress are directly influenced by digital technologies.

The emphasis of Transforming Lives over the coming years will expand on what has been accomplished so far. For one thing, the team recognizes that a company’s social impact is far more than the donations or support it may offer to nonprofit organizations. “The more we can integrate our social impact initiatives and innovations into our business, both will become stronger,” says Ford. “When programs generate revenue and also achieve tangible social impacts, they help us scale Transforming Lives.”



“The benefits are exponential when we integrate our social impact measures and innovations within our business model.”

JEREMY FORD

Vice President of Giving and Social Innovation.

Translating the product innovation model to social impact

As we pursue our 2030 moonshot goal, the approach of Transforming Lives is transforming as well. Whereas corporate philanthropy and social impact programs tend to be event- or project-driven, Transforming Lives is structurally aligned with Dell Technologies’ practices for creating solutions.

“One of the most powerful vehicles for innovation at Dell Technologies is our product development engine, which creates services, products, experiences and high-quality engagement for millions of people around the globe. Now we apply that same product development methodology to our social innovation and Transforming Lives programs. This approach helps us scale programs across entire nations or multiple countries.”

“In addition to our technology portfolio, what’s unique about Dell Technologies is our people, so we want to look more closely at all our volunteering and team member engagements and include them in our 1 billion lives goal. Our challenge is in documenting and measuring how these individual actions can be transformative and how they can deepen their impact,” says Ford.

Although philanthropic metrics often assess volunteer hours, money donated, or other easily measured activities, the Transforming Lives initiative will also be focused on ways to validate its outcomes and incorporate the many activities of individual employees.

3. GeSI and Deloitte, “Digital with Purpose: Delivering a SMARTer 2030.” <https://gesi.org/platforms/digital-with-a-purpose-delivering-a-smarter2030>



“We’re aiming to align our investments, so they have a greater impact in benefiting communities more broadly.”

JEREMY FORD

Vice President of Giving and Social Innovation.

Healthcare and educational services for millions more

Transforming Lives will continue to support healthcare initiatives such as Digital LifeCare, which provides preventive healthcare to more than 60 million people in India. LifeCare enrolls close to 1.5 million individuals every month and is on track to assist 350 million by 2030.

We’re also excited about the opportunities created through Solar Learning Labs. With our partners, Dell Technologies has built 21 solar-powered classrooms equipped with solar panels and learning devices across seven countries in Africa and Latin America. The goal is to have 100 Solar Labs in operation by 2030.

These labs provide more than 17,000 students in underserved communities an opportunity to learn. Once the solar-powered facilities exist, they’re available as space for the local community to use in other ways.

“We’re aiming to align our social impact investments, so they have a greater impact in benefiting communities more broadly,” says Ford. “For instance, the Solar Learning Labs could also be a conduit for delivering telehealth or banking and financial services.”

Empowerment for more equitable societies

In addition to complementary uses for Solar Learning Labs or other programs, the Transforming Lives team aims to provide ways for individuals to empower themselves.

“Imagine we deliver basic financial inclusion services to individuals who used to lack them,” Ford explains. “We can expand that program by offering financial literacy education and by assisting individuals in taking a step toward entrepreneurship. That would also help us approach our goals for more minority or women-owned businesses.”

As Transforming Lives boosts its global scale, the capabilities of Dell’s customers and partners will play an increasingly important role. One such partner is Kiva, a financial nonprofit that provides microloans to people in developing countries. It aims to deliver basic financial services to more than 100 million currently underserved people, who would access them through verifiable, digital identities. Dell Technologies is collaborating with Kiva to create an infrastructure for this purpose using SecureWorks security solutions.

While conditions such as the global pandemic put pressure on companies and organizations to accomplish more with technology, we are mindful of the digital divide. In this era, populations who already lack access to services or broadband connectivity could be more adversely impacted. We will continue to look for ways to solve these complex problems.

“Technological transformation is quickly accelerating in healthcare, education and other fields,” says Ford. “We need to be mindful of the disparities in access to technologies and services, or we could inadvertently make things worse for marginalized groups.”



Upholding Ethics & Privacy: Making it easier for our customers to control their data

Dell Technologies' passionate commitment to upholding ethics and privacy is shared with our customers, employees, partners and investors. As we enter the Data Decade in a world where technology will be driving human progress, upholding ethics and privacy is foundational to achieve Dell Technologies Progress Made Real 2030 vision.

We believe privacy is a fundamental right. Therefore, it is important that we continue strengthening customer-centric transparency by making it easier for our customers to fully control their personal data.

Our ethical culture has always been rooted in integrity. Dell Technologies employees know and strongly believe in this. In an all-company survey to determine our leading principles, employees named integrity as one of the top-five values at Dell Technologies.

Moonshot goals:

By 2030, we will fully automate our data control processes, making it easy for our customers to control their personal data.

Our leadership in privacy

“Privacy is always the star when we speak to customers and communities,” says Mike McLaughlin, senior vice president and chief ethics and compliance officer. “It’s what customers want to hear about the most. We’ve already taken great steps in this area by using digital tools to give customers great transparency and full control over their data. We’re excited about the opportunity for ethics and compliance management to become fully digital.”

Sooji Seo, vice president and chief privacy officer, is also an executive champion for Dell’s Upholding Ethics & Privacy initiative. Both Seo and McLaughlin frequently speak at industry events and publish articles about ethics and privacy. They also participate on nonprofit boards of organizations like the Asia Pacific International Association of Privacy Professionals (IAPP), the Conference Board Chief Privacy Officers Council, the Future of Privacy Forum Advisory Board and the Business Ethics Leadership Alliance in Asia and South America.



“We want to help other companies understand that privacy is a business enabler and a competitive differentiator—not just in the eyes of customers and employees, but also in our communities.”

SOOJI SEO

Vice President and Chief Privacy Officer

Evolving the program portfolio with digital capabilities

A multitude of activities power the Upholding Ethics & Privacy initiative’s goals. Its portfolio comprises 26 discrete programs, each of them already including at least some digital components. Many programs, such as compliance trainings, are designed to build awareness and provide just-in-time learning. By using a cloud-based tool created by WalkMe, we can quickly guide employees to make ethical choices in a variety of activities, for example, interactions and events that include public-sector prospects or customers.

A new resource under development will rely on advanced analytics and artificial intelligence to enforce the right standards proactively—before someone inadvertently compromises compliance. For example, the tool will use automated analytics to review contracts and transactions, drawing attention to any variances that might require additional review.





Extending best privacy and ethical practices across the partner channel

Members of the Dell Technologies Partner Program share our commitment to a culture of compliance and ethical values. To support that commitment, we are piloting a digital solution that will validate the effectiveness and scalability of partners' codes of conduct, training documents, process descriptions and other ethics-related materials.

The tool also compares partners' files to industry-best standards to help them achieve a high standard of ethics and compliance. Partners are required to strengthen their business and compliance practices if gaps are identified.

Data ownership and control in My Account

We know our customers care deeply about data privacy. With that in mind, we have enhanced the functionality of Dell My Account, which is a unique account created by customers to save all their transactional information and communication preferences. By launching this new automated data control feature, it is possible for our customers to temporarily deactivate their My Account data and reactivate it later by a single click—as many times as they like.

This new feature has garnered a lot of customer attention.



By creating a digital trust center in My Account, we enabled customers to review what information they have shared with us.”

SOOJI SEO

Vice President and Chief Privacy Officer
Dell Technologies

“By creating a Privacy Digital Trust Center in My Account, we enabled customers to review what information they have shared with us. As soon as we launched it in 27 countries, we had a huge spike in customers seeking access to their personal data, but very few requests for personal data deletion. Most customers simply wanted to learn more about Dell Technologies' personal data management practice. We felt that was a strong, basic indicator of their trust,” Seo says.

Joining forces to drive progress worldwide

Dell Technologies and AT&T collaborate on a number of initiatives, including open-source edge computing and container solutions. The two organizations also share a deep commitment to protecting the privacy and integrity of customer data.

“The chief privacy officer at AT&T and I have been very vocal in the IAPP,” says Seo. “We want to help other companies understand that privacy is a business enabler and a competitive differentiator—not just in the eyes of customers and employees, but also in our communities.”

Both organizations feel that together their efforts can be more powerful in accomplishing transformative change than one company spearheading privacy initiatives on its own.

“We are trying to drive more collaboration with other companies to advance data privacy and ethical business practices. I think that is going to be critical for the success of our work,” Seo notes.

Taking the next steps together

We have shared the back-story on why and how we developed Progress Made Real because we feel collaboration is key to supporting our customers, communities, industry peers and stakeholders in their own social impact journeys. By offering a view into the thinking and planning of our plan, we're inviting conversation on how social impact planning can help plot the right steps forward for our societies and the environment. So many of our customers and partners create innovative solutions, have exceptional talent, and already make the world a better place by addressing the problems we face. We would encourage you to contact your sales representatives about how together we can make a positive social impact.



Contact the Progress Made Real Team at SocialImpact@Dell.com



Learn more about Dell Technologies' social impact activities and outcomes.



See updates on our progress toward moonshots and other goals.



Download the Progress Made Real Plan.