

May 14, 2024

## **Barco ClickShare reaffirms commitment to climate action with the carbon-neutral certification for the ClickShare Bar range**

**Kortrijk, Belgium, 14 May 2024 – Barco, a global leader in meeting room technology, announces it has taken a significant next step in ClickShare’s path towards a full carbon-neutral offering for meeting collaboration. The ClickShare Bar has been granted the carbon-neutral label by leading climate advisory organization CO2logic, a South Pole company and is the second ClickShare product to receive the carbon-neutral label, after the ClickShare Conference CX-50 2<sup>nd</sup> generation. With this recognition, Barco reinforces its commitment to design with sustainability in mind, as the ClickShare Bar is the first carbon-neutral video bar for wireless conferencing on the market.**

86% of IT managers indicate sustainability practices are crucial to achieve their business goals, according to a recent [survey by analyst firm Frost & Sullivan](#). ClickShare helps customers to equip meeting rooms with reliable technology and achieve sustainability goals at the same time.

Reducing the environmental footprint of its products has always been part of Barco’s DNA. The [Barco Eco scoring](#) is a transparent methodology to grade its products' ecodesign performance based on material use, energy efficiency, packaging and logistics, and lifecycle. Throughout the entire product lifecycle of the ClickShare devices, Barco substantially reduces CO2 emissions. ClickShare takes its sustainability endeavors a step further with the carbon-neutral certification for the [ClickShare Bar range](#), which implies the remaining amount of CO2 is offset to guarantee real climate action.



- The ClickShare Bar contains 35% next-life, recycled plastics.
- Packaging is made of 86% recycled and 98% recyclable materials.
- 100% waste reduction between suppliers: packaging is completely re-used for shipments to and from main suppliers.
- Power savings outperform the strictest Extended Producer Responsibility (ERP) legislation requirements for standby mode by two times. In addition, it is 30% more energy efficient than competition in BYOD mode.
- Efficient waste management and recycling commitment with ClickShare's [Trade-in](#) program.
- The ClickShare Bar emits 299,2 kg of CO2 in a 5-year lifecycle. That same 299,2 kg of CO2 is neutralized in the Huadu Afforestation project by planting 2,4 trees per ClickShare Bar.

The [Huadu Afforestation Project](#) offsets the remaining carbon emissions associated with the production and use of the video bars by strategically planting trees to transform wasteland into a thriving forest in the Guizhou province in South China. Next to protecting the biodiversity of the region, the project creates jobs and education opportunities for communities and improves the local economy.



“We recognize businesses must fundamentally reassess their environmental footprint. ClickShare takes a proactive, innovative approach and helps customers achieve their carbon-neutral targets for a greener future in the meeting room,” said Jan van Houtte, EVP Meeting Experience at Barco. “With the first carbon-neutral video bar for wireless conferencing, we solidify our position as green pioneer in the collaboration market.”

[Read more about ClickShare's carbon-neutral label](#)

### **About Barco**

Barco, headquartered in Kortrijk (Belgium), is a global company leading in visualization, networking, and collaboration technology. Its innovative solutions drive advancements in the healthcare, enterprise, and entertainment markets. At the heart of Barco’s success are over 3,000 dedicated ‘visioneers’, each passionately contributing to driving change through technology.

Listed on Euronext (BAR), Reuters (BARbt.BR), and Bloomberg (BAR BB), Barco realized sales of 1,050 million euro in 2023. For further insights, please visit [www.barco.com](http://www.barco.com) or connect on X, LinkedIn, YouTube, Instagram, and Facebook.

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### **About CO2logic, a South Pole company**

CO2logic joined the South Pole Group in 2021, forming the world's largest climate solutions provider and carbon project developer.

Together, they advise and support companies and institutions worldwide in defining and implementing ambitious and integrated sustainability strategies, to meet the climate challenge.

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