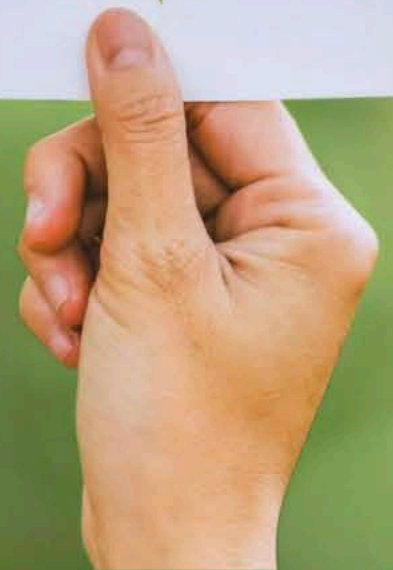
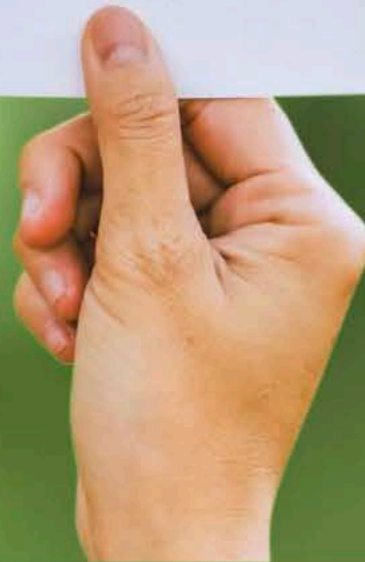
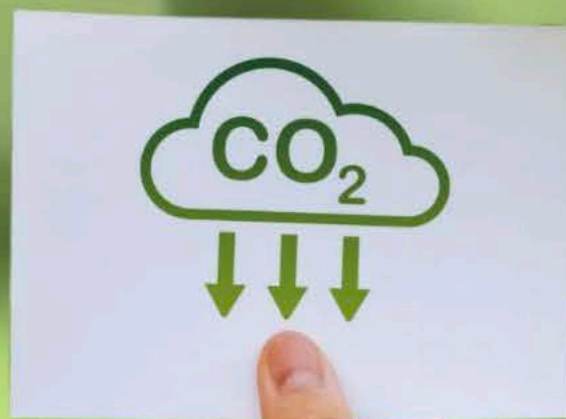
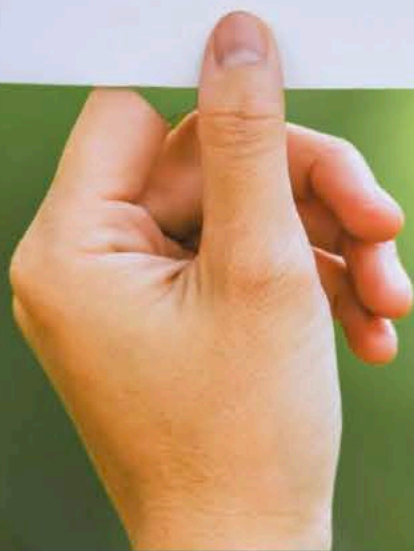
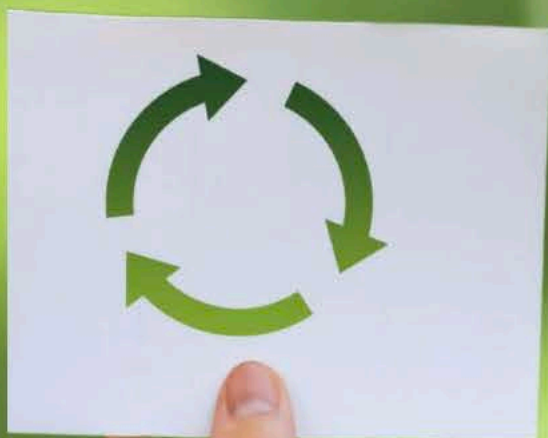


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SUSTAINABILITY: KEY TO WAY FORWARD FOR THE AV INDUSTRY



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ISE 2025: Connection
Restored in Resplendence

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Capital of K-Array, with Option to
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Sustainability: Key to Way Forward for the AV Industry

SIA MARCH 2025



The AV industry must actively embrace sustainability, from space design and solution selection to the responsible disposal of outdated technology. Leading this initiative is SAVE—Sustainability in AV—an independent, all-volunteer 501(c)(3) non-profit. As the first U.S.-based, industry-wide organization dedicated to sustainability in pro AV, SAVE unites stakeholders to drive meaningful action toward the 2030 Sustainable Development Goals (SDGs).

Co-founder and President Christina De Bono was inspired to create SAVE out of frustration with the pro AV industry’s lack of action to advance sustainability as well as the U.S. government’s failure to take any action whatsoever to achieve the 2030 Sustainable Development Agenda, even though 193 member nations of the UN unanimously adopted the SDGs in 2015 including the United States. De Bono created SAVE to help transform pro AV from a sustainability laggard to a sustainability leader that could be part of a larger movement with the size, organization and passion to

force government and industry to meet their responsibility to address an existential threat not only to our industry but to our communities, our planet and our very future. SAVE, which was established only in 2022 has been busy with achieving their mission and now is not just focused on the USA but has expanded globally.



SI Asia chats with De Bono about the challenges, initiatives and the future with regards to SAVE and sustainability within the AV sphere.

How has the AV industry responded to SAVE’s initiatives so far? Can you share any success stories or measurable impacts?

Within days of SAVE announcing itself to the world at InfoComm in Las Vegas in 2022, ISE asked SAVE to be its official sustainability partner. We were invited to exhibit at ISE 2023

and have just concluded our third appearance in Barcelona, at ISE 2025. We have also exhibited at InfoComm, by invitation from AVIXA, and will return there later this year.

Clearly, we have struck a chord in the industry and are gratified by the way it has embraced SAve. We have gained a number of sponsorships to advance our agenda, and we have awarded SAve Certification to a number of organizations – including Crestron – that have completed our program designed to enable organizations to develop sustainability plans.

Our activities have also generated a large amount of press coverage. Our Guide to Sustainable AV Design and Installation – an industry first – has been downloaded hundreds of times since it was published in late 2024.

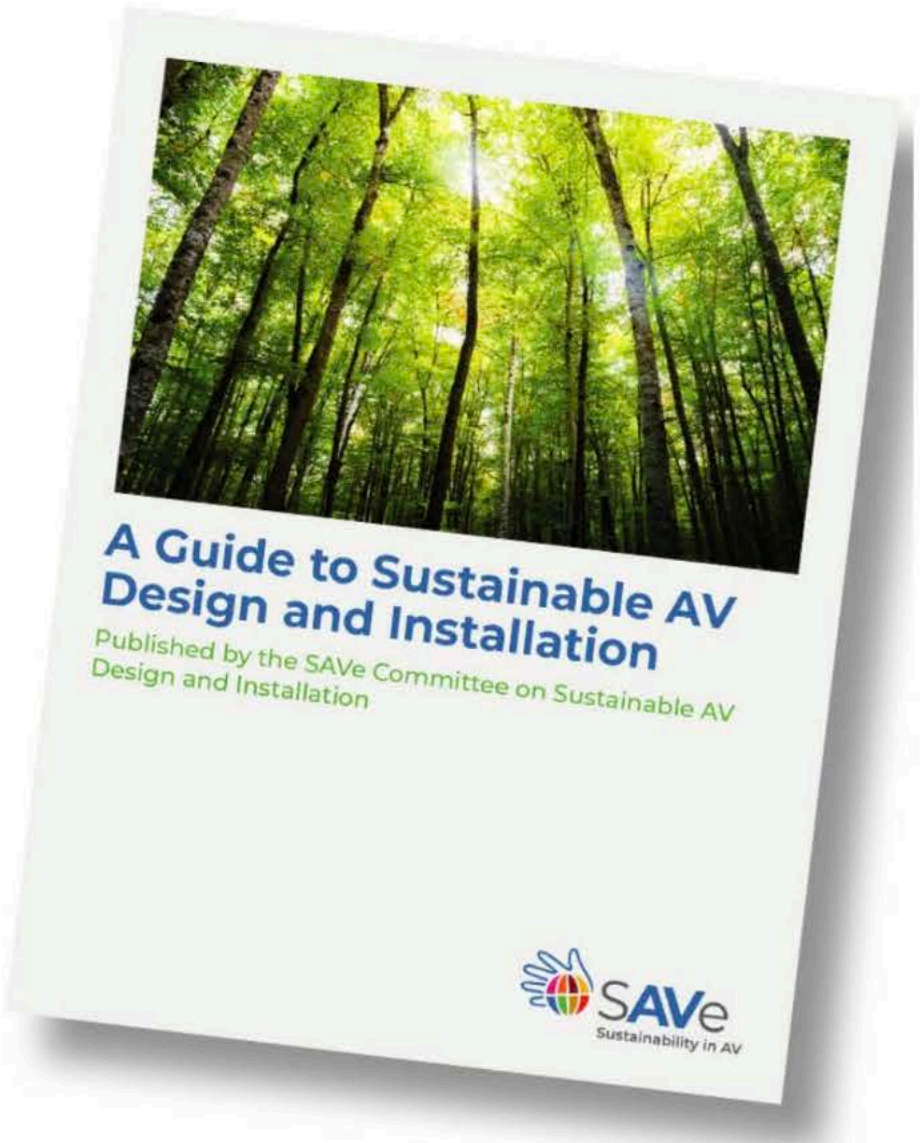
We are also gratified to report that we have steadily increased the ranks of SAve Ambassadors, our representatives in countries and regions around the world. We now have Ambassadors on five continents and in numerous countries, with more to be announced soon. The current list of Ambassadors can be found at saveav.org.

These are a few examples of the response we have generated.

SAve released the "Guide to Sustainable AV Design and Installation" in December 2024. What are the key takeaways, and how do you see it shaping industry practices?

It's hard to believe, but the SAve Guide to Sustainable AV Design and Installation is an industry first. As established and large as our industry is, nothing like it had ever been published (to our knowledge) until late in 2024.

The key takeaways from the guide are that sustainability can be addressed across the solution life-cycle in numerous ways. The guide



offers tips on how begin the design process with an eye to sustainability and how to carry that thinking forward through installation. Many of the recommendations in the guide will not be new to AV integrators. The value of the guide lies in the way it brings a number of recommendations together, for the first time, in a single volume.

It's important to stress that the guide is a living, breathing document that will evolve continuously. Already we are at work on a second edition that will feature more ideas reflecting the latest thing from industry experts. Our expectation is that it will become increasingly useful over time.

How would you assess the AV industry's current standing in terms of sustainability? What are the biggest obstacles preventing wider adoption of sustainable practices?

We have a lot of work to do. In some ways we are charting advances – particularly in the



Crestron earns SAVE Certification, underscoring its commitment to environmental and social responsibility.

areas of awareness and understanding – but in other ways we’re actually backsliding. E-waste generation continues to grow at an increasingly rapid rate.

The biggest obstacles to wider adoption of sustainable practices lie in lack of awareness and a paucity of governmental and industry leadership. First of all, most people (and this is especially true in the United States) have never even heard of the Sustainable Development Goals. Even within our industry, awareness of the SDGs is quite low, especially in smaller companies like the independently owned integrators that make up so much of pro AV. Larger multinational enterprises have a greater awareness of sustainability issues, but the fact is, it’s hard for them to make progress in an endeavour where those returns on investment cannot be measured in short-term financial gains. If we do not achieve sustainability, we will ALL pay a tremendous price, but in the here and now, many members of our industry do not believe that a move toward sustainability will positively impact their bottom line, so they do not make it a priority.

There are major players in our industry who have invested in sustainability, and whose commitment to sustainability is real and substantive, but we won’t see results on the scale necessary to achieve sustainability until or unless the will of the people is channeled through government action, including the institution of enforceable regulation, etc.

Despite widespread agreement that sustainability is crucial, many AV manufacturers and integrators struggle to make it a core part of their business. What are the main barriers, and how can they be overcome?

I believe we addressed this in the earlier question. But the main idea is that manufacturers and integrators need to reframe sustainability from a “nice to do” to a “we absolutely must do” activity. The main barrier is that our industry’s current economic model does not incentivise or reward sustainability, nor does it impose any cost on companies that ignore sustainability. We need to decide as a

society that sustainability must be achieved, and we need legislation, incentives, etc. that will move us in the right direction.

SAVe believes that systemic change is needed to achieve sustainability, but we also recognize that tremendous progress can be made simply by educating our industry about sustainability and providing pathways to advance it. Some of those pathways include SAvE Certification and our SAvE: A Second Life Initiative, which aims to keep usable AV gear out of the waste stream through reuse, re-purposing and responsible recycling.

SAVe has appointed ambassadors to amplify its message. What specific role do they play, and what impact have they had so far?

SAVe Ambassadors are leaders in our industry who bring our initiatives to their home countries and regions where they have relationships and resources that can be leveraged to advance sustainability in pro AV. One of the things we achieved at ISE 2025 was to hold a “train the trainers” SAvE Certification workshop for our Ambassadors so that they would then be equipped to certify organisations in their home countries. Late in 2024, for example, we held our first Latin American SAvE Certification event in Bogotá, where our Ambassadors certified a number of companies from countries throughout Latin America. Not only did this event result in a number of SAvE certifications, it also prompted several new people to sign up as SAvE Ambassadors.

The impact of the Ambassadors is that of a ripple that extends farther and farther from its centre. We are continuously adding Ambassadors. We are continuously raising awareness.

Piyanut Boonkhun was recently appointed as a SAvE ambassador. What will his focus areas be, and how does his role align with SAvE’s broader global strategy?

Piyanut SIA MARCH 2025 with SAvE’s broader global strategy in precisely the same manner as that of our other SAvE Ambassadors, whether they’re from Canada, Mexico, Australia, the UK, Brazil or any other country. We’re very excited to welcome Piyanut to the ranks of SAvE Ambassadors because he is our first from Asia, and of course Asia is absolutely integral to the larger sustainability effort. He is working closely with AVIXA to raise our profile throughout that part of the world. From his home country of Thailand to China, India and every other Asian nation, there are great opportunities to ignite awareness, spur engagement, and generate action.

Looking ahead, what are the key milestones and objectives SAvE aims to achieve in the next three years? How do you plan to measure success?

We have a number of objectives for the next three years – among them, increasing the number of SAvE Certifications we perform, establishing new networks for the donation of useable AV equipment, advancing education and partnerships through our Global Conference (the second annual one will take place in Los Angeles this fall), enhancing and disseminating our Guide to Sustainable AV Design and Installation to ever-greater numbers of people, and partnering with other organizations that share our mission and can act as “force multipliers” to help us achieve the SDGs.

But to do all that, we need volunteers, including ones who will serve as full-time professional leadership to help us deliver on our commitments and expand our reach. Remember, we are an all-volunteer organisation.

We are not remunerated for our efforts. Most of us have “day jobs” in the pro AV industry. It’s critically important for SAVE to remain an all-volunteer organization. Removing financial compensation from the equation helps us remain independent and thus able to act quickly and decisively. So how can an organisation of limited economic means be effective in carrying out its mission? By organising – by attracting volunteers, harnessing their energy, and partnering with like-minded organisations to create a groundswell for change. Consequently a major aim of SAVE is to grow our ranks with more volunteers who will bring their passion, imagination, resources, relationships, and muscle to a mission that is simply too important not to pursue with everything we have.

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first-hand the growing impact of environmental challenges, I recognise the urgent need for the AV sector to take more responsibility in adopting sustainable practices. The chance to work with an organisation like SAVE, which is not only raising awareness but also providing tangible solutions, is both exciting and fulfilling. My motivation comes from the belief that we, as an industry, have a unique opportunity to lead by example in achieving the Sustainable Development Goals and creating a greener

What is your immediate task and plan as the SAVE ambassador for the region?

As the first SAVE ambassador from Asia, my immediate task is to raise awareness and drive engagement around sustainability in the AV industry across the region. I’ll be focusing on fostering partnerships with industry leaders, manufacturers, and integrators, encouraging them to take part in SAVE’s initiatives, like our Certification program and the “Second Life” initiative for re-purposing AV gear. Asia, with its vast and diverse AV market, presents unique challenges and opportunities, and I aim to create a network of like-minded professionals who can work together to advance sustainable practices in every part of the AV life-cycle. By collaborating with local organisations, sharing best practices, and leveraging SAVE’s resources, I hope to help move the region toward more sustainable business models.

SAVE



Piyanut, what are your thoughts on having taken on this role? What motivated you?

I am honoured and deeply motivated to serve as a SAVE ambassador. The opportunity to be part of an organization committed to driving sustainability within the AV industry aligns perfectly with my personal values. Having seen