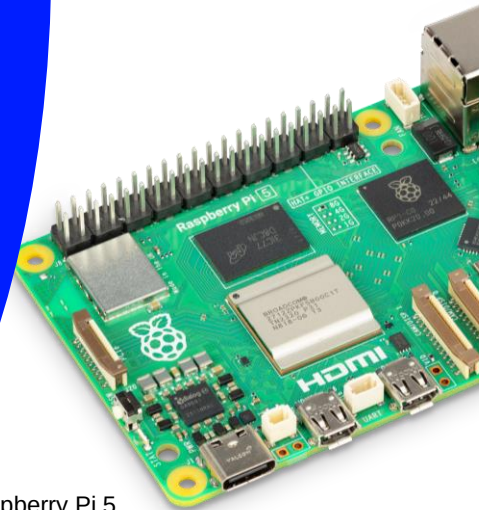


Raspberry Pi and the Green Economy Mark



Raspberry Pi 5

Raspberry Pi is a tale of two organisations: the Raspberry Pi Foundation, a charity which was established in Cambridge in 2008 with the goal of promoting interest in computer science among young people and a mission to democratise computing; and Raspberry Pi plc, a commercial company which has been transforming the global computing landscape since its first product was launched in 2012.

Raspberry Pi's recent admission to the Main Market of the London Stock Exchange is a milestone in the evolution of both organisations.

The majority of the proceeds provide a significant endowment for the Foundation to finance the expansion of its ground-breaking educational activities around the world. The Foundation remains a major shareholder.

The IPO also allows Raspberry Pi Holdings plc to build this British computing success story into a significant global technology business. It is a leading designer and developer of high-performance, low-cost single board computers ("SBCs") and compute modules for the "industrial and embedded" markets – which accounted for more than 70% of its sales in 2023 – and for educators and enthusiasts. Since it started trading, Raspberry Pi has sold more than 60 million SBCs and compute modules, of which 7.4 million were sold in 2023.

It is also a business that has sustainability at its core.

"We started off building a low-cost computer to help more people gain access to computing – and it turns out that many of the design considerations to make it low-cost also made it a much more sustainable product," says Roger Thornton, Director of Applications at Raspberry Pi.

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The Green Economy Mark

Raspberry Pi was provided the Green Economy Mark based on the energy efficiency benefits of their product. “Whilst the exact energy savings can vary slightly across the different versions of the products, the energy savings are consistently above 90% compared to traditional PCs across their product range,” Thornton explains.

In addition to their green revenue generating products, Raspberry Pi has taken considerable action in improving the sustainability of their operations. For example, compared to standard desktop computers, Raspberry Pi’s computers use 90% less wastewater in their manufacture, and their small size means that they take up 98% less shipping volume.

And, says Thornton, “we don’t sit still. We are constantly looking at how to improve our sustainable practices.” Take the low power consumption, which has always been an important consideration for customers particularly at a time of high energy costs. Recent tweaks to the Raspberry Pi 4 model reduced its idle power consumption by 50%, which translates into really meaningful savings: when applied to each of the estimated 20 million units to be sold and which will be idle for half their time, this equates to a saving of 88GWh, or 20,400 tons of carbon emissions per year.

Constant product support means that there is less obsolescence in products that use Raspberry Pi. “We support products that were sold 12 years ago,” explains Thornton, “so an industrial product that was designed with Raspberry Pi ten years ago can still be produced; that is much greener than redesigning and replacing it.”

Raspberry Pi’s green qualities will continue to be a source of competitive difference and advantage.

“We had been aware of the Green Economy Mark for a couple of years,” says Thornton. “It was on the list of things that we wanted to achieve once we had firmly decided to come to the market. There was a strong desire for it at our board and executive levels, and the banks were advising us that it would be great to have.”

Expectation that the company would receive the Green Economy Mark on admission was a very positive point for investors, he adds. “We had focused on large long-term institutional investors from the outset and receiving the Green Economy Mark at admission helped to unlock additional qualifying funds from those selected investors.”

The value of the Green Economy Mark is only going to get greater. “We want to communicate our contribution to the green economy and the Green Economy Mark helps to illustrate that,” concludes Thornton. “It’s going to be valuable in attracting new customers and retaining existing ones.”

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[Learn more about the Green Economy Mark, London universe of green economy equities and funds.](#)



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