GlobalData.

The role of digital services in helping enterprises become sustainable and achieve net zero

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Introduction

As society changes, ESG (Environmental, Social, and Governance) concerns are top of the agenda for consumers, corporate decision makers, and regulators. Enterprises are increasingly aware that their appeal to customers, investors, and employees is intrinsically linked to their ability to demonstrate a commitment to creating an inclusive and sustainable society. In fact, relationships with all stakeholders may become highly challenging in the near future without proven sustainability policies and outcomes. As a result, reporting on workforce diversity and carbon emission reduction is now de rigueur alongside financial results.

"3-4 years ago, sustainability was a marketing/PR exercise, but now it has genuine value plus regulatory and client demand."
UK-BASED DIRECTOR OF SUSTAINABILITY REPORTING, BUSINESS SERVICES SECTOR

Of these ESG expectations, it is sustainability that is seen as the most urgent and the hardest to achieve. Nations participating in the UN Framework Convention on Climate Change (UNFCCC) agreed that the best available science requires that global greenhouse gas (GHG) emissions reach net zero by 2050 to hold global temperature rise to well below 2° Celsius above pre-industrial levels by 2100. These are the levels necessary to stave off the worst effects of climate change – and this need is widely acknowledged. 304 out of the 364 enterprises (83.5%) surveyed by GlobalData stated that a more sustainable planet is one of their organisation's top corporate priorities.

Sustainability is driving business decisions

BT and Cisco have partnered with the leading data analytics and consulting company, GlobalData, to speak to enterprises about the impact sustainability is having on their corporate and IT strategies. GlobalData surveyed 364 sustainability decision makers in Europe, North America, and Asia across a range of verticals including Banking and Financial Services, Manufacturing, Transport and Logistics, Retail and Consumer Goods, Natural Resources, and Healthcare.

These conversations highlighted that 86% of enterprises see sustainability as a major factor in their decision-making process, with 38% citing it as the most important factor.

"If it came down to it, should two suppliers have matched the same requirements, the one with the better sustainability will win the contract."
ASIA-BASED REGIONAL PROCUREMENT MANAGER, FINANCIAL SERVICES INDUSTRY

Such is the commercial importance of sustainability that 71% of enterprises surveyed by GlobalData would be willing to pay at least 5% more for products and services with a proven impact on sustainability objectives, with 32% willing to pay more than 20% extra. Only 2% of those surveyed indicated they would not be willing to pay any premium.

It isn't easy being green

"Companies have gone for the quick wins/ low-hanging fruit"
SAUDI ARABIA-BASED ENERGY EXEC

The importance of sustainability is widely recognised, and so too is the difficulty of achieving it. GlobalData's research revealed that 80% of enterprises felt that their sustainability adoption rate was 'well advanced', but this confidence applies only to setting policies and not to realising them. Confidence in achieving net zero varies widely across industry verticals and geographic regions, but almost no enterprise is 100% confident, and many have significant doubts.
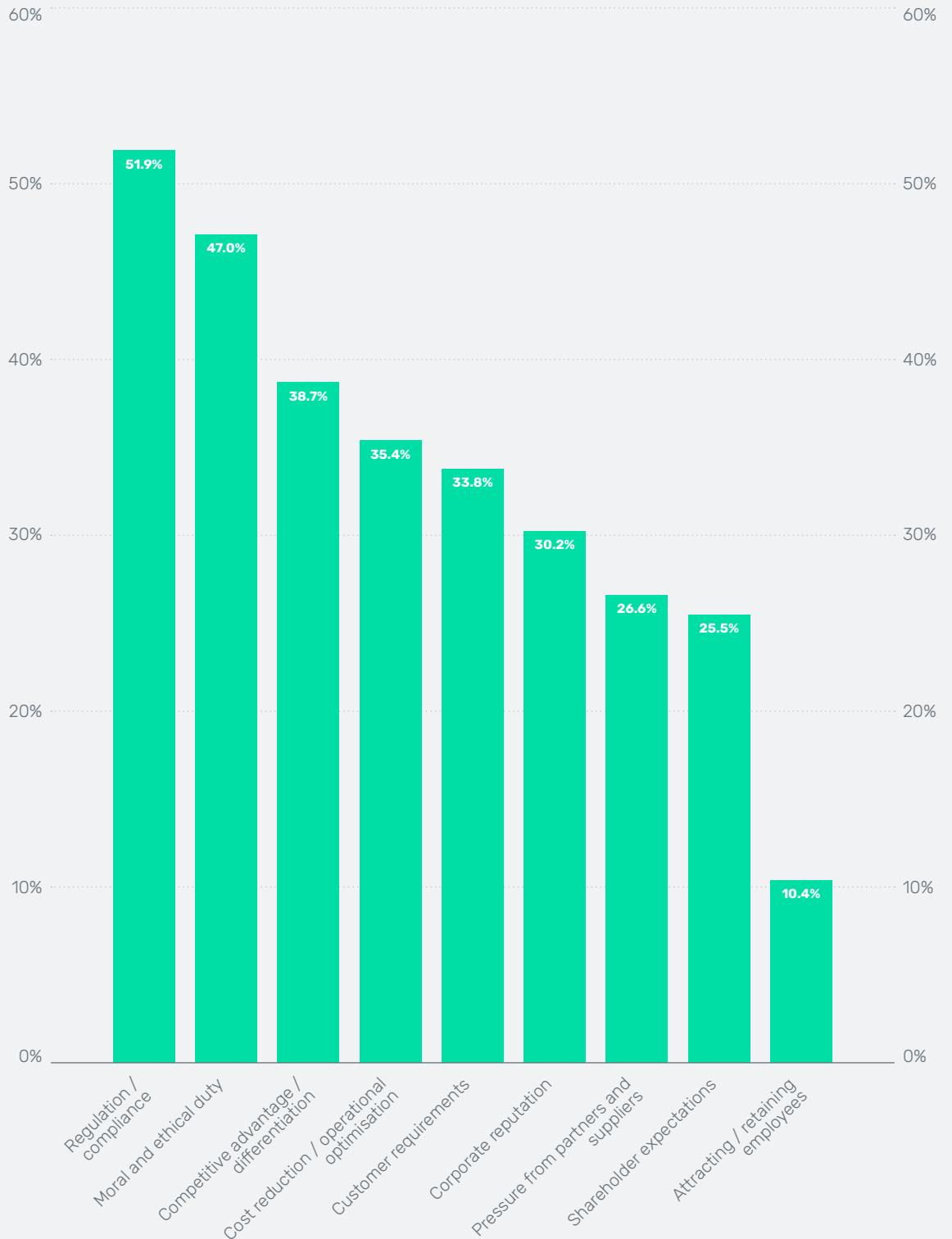
Many organisations have made the 'easy' moves, such as switching to renewable energy and reducing corporate travel.

However, becoming truly green demands significant internal and external change. The digital solutions required are new and rely on a managed ecosystem of partners. This paper will look at the business imperatives driving sustainability, the barriers to achieving it, and the technology solutions and methodologies that can make net zero achievable.

Key sustainability drivers cover a wide range of themes, including compliance, ethics, competitive advantage, cost optimisation, and customer requirements.

Sustainability drivers

Driver	Percentage
Regulation / compliance	51.9%
Moral and ethical duty	47.0%
Competitive advantage / differentiation	38.7%
Cost reduction / operational optimisation	35.4%
Customer requirements	33.8%
Corporate reputation	30.2%
Pressure from partners and suppliers	26.6%
Shareholder expectations	25.5%
Attracting / retaining employees	10.4%

Investors, customers, and talent as key drivers

Companies have already stated that their sustainability efforts have helped both the top and bottom line by cutting costs, such as power usage, and by enabling access to a wider range of investors and customers.

The investment community's demand for sustainability has ballooned in the last year.
UAE-BASED DIRECTOR - AVIATION ASSET FINANCE, FINANCE SECTOR

The market has seen a shift towards 'green financing' where monies/bonds are raised within an ethical framework, with credit ratings agencies and finance houses in general now shunning non-sustainable business. Investors such as BlackRock, HSBC, Deutsche Bank, and others increasingly require not only financial reporting but also clear sustainability targets as part of their investment screening process. The United Nations Conference on Trade and Development (UNCTAD) estimates that the value of sustainability-themed investment products amounted to $3.2 trillion in 2020.

Talent acquisition and retention is another factor that enterprises should seriously consider when it comes to being green. In particular, the influence of a younger generation of employees should not be underestimated as many will only choose to work for a company if they meet that individual's sustainability expectations. This is a fundamental generational shift during the epoch of the Big Quit/Great Resignation.

There is a strong generational influence in driving sustainability.
UK-BASED SUSTAINABILITY LEAD, BUSINESS SERVICES SECTOR

Greenwashing can do more harm than good

The demand for sustainability is coming from customers.
INDIA-BASED SUSTAINABILITY LEAD, FOOD PROCESSING SECTOR

Attempts to add a sustainability wrap to go-to-market messaging must be accompanied by genuine 'green' initiatives and progress within the organisation. The issue is trust-based: there is so much activism and focus on sustainability around the world that anyone perceived to be 'greenwashing' will likely be found out. In fact, a study by Schroders Institutional Investor found greenwashing to be a challenge amongst 60% of respondents.[1]

Having no greenwashing is a selling point.
US CONSUMER GOODS EXEC

Within that context, it is worth noting that while carbon credits and carbon offsetting can play their part in an effective net zero programme, they are not seen as seen as sufficient on their own. The maximum benefit from sustainability will be achieved through green initiatives that deliver genuine and quantifiable progress towards net zero.

01 How to quantify and qualify sustainability

How accurate do you believe your carbon output measurements are?

- ● Very accurate **(28.9%)**
- ● Somewhat accurate **(64.2%)**
- ● Somewhat inaccurate **(4.6%)**
- ● Inaccurate **(2.3%)**
- ● Don't know **(0%)**

For sustainability to meet the expectations of investors, partners, customers and employees it must be measurable and reportable in a meaningful way. Enterprises need to be able to accurately and consistently measure carbon emissions and energy usage to identify where they can make progress towards net zero and whether existing sustainability efforts are having an impact.

❞❞ Every bank benchmarks its sustainability levels against other banks. ❞❞

UK-BASED VP OF REGULATORY RISK, BANKING SECTOR

The importance of measuring sustainability is hard to overstate. For example, in March 2022, the US Securities and Exchange Commission (SEC) proposed a new rule that, if passed, would require registrants to include certain climate-related disclosures in their registration documents and periodic reports. This will provide investors with consistent and comparable ESG data to support investment decisions as well as clear reporting regulations for issuers. The EU already has similar ESG reporting legislation in place and is committed to strengthening it.
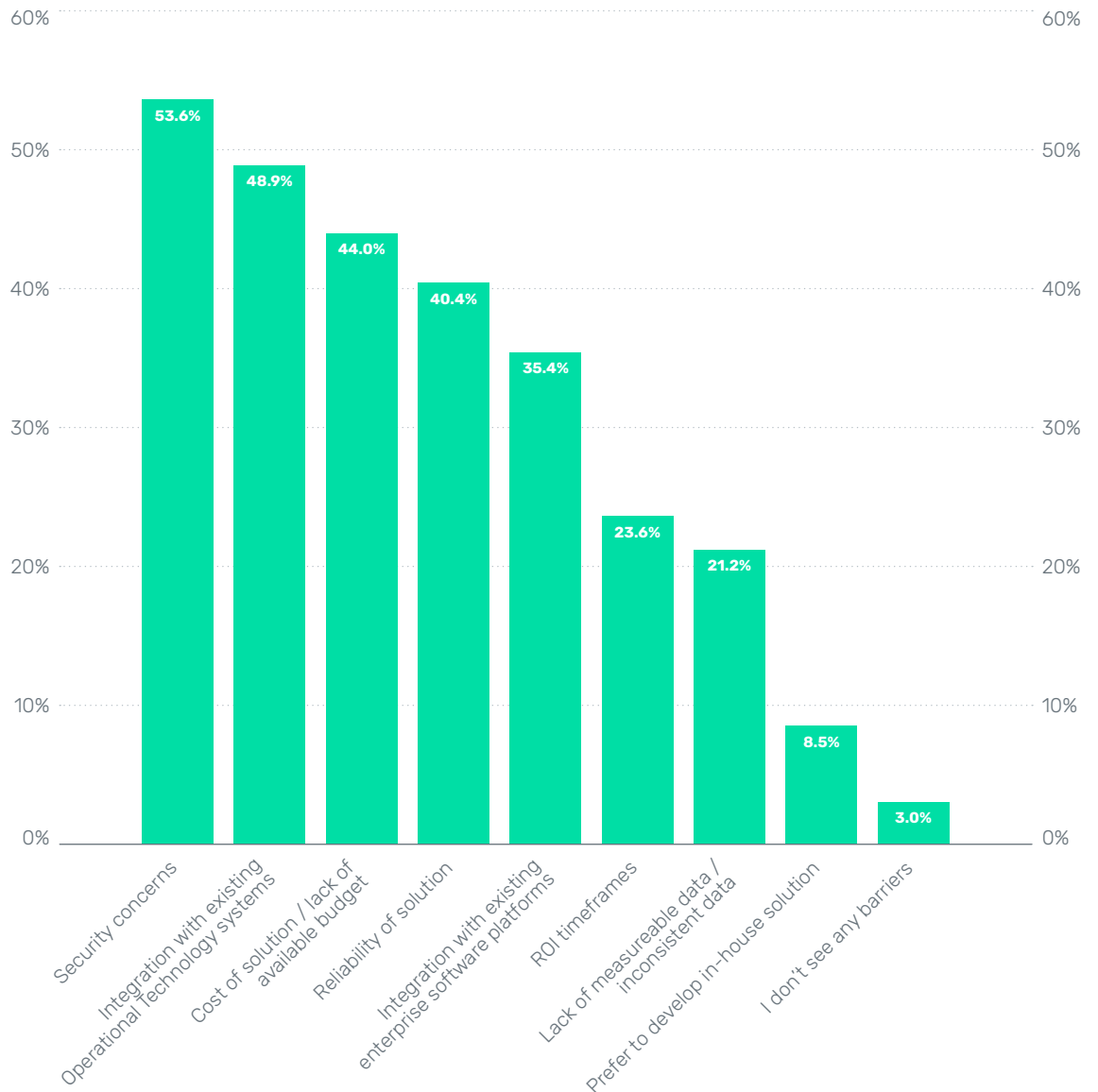
For measurement, there are plenty of standards from which to choose and there is the question of whom do you trust to do the measuring? 53% of enterprises currently self-audit, but that is unsustainable in the long term. Over time, the trend will be towards real-time sustainability. Coordinated and interlinked reporting solutions will be required as standards evolve, and enterprises are obliged to share measurements and data with customers, partners, and regulators.

"Key for enterprises is finding a partner that focusses not only on individual components, but is also able to combine them into the optimal solution for each unique set of requirements."

02 Barriers to adoption

What barriers exist to adopting a technology solution within your organisation to address or achieve your sustainability objectives?

Barrier	Percentage
Security concerns	53.6%
Integration with existing Operational Technology systems	48.9%
Cost of solution / lack of available budget	44.0%
Reliability of solution	40.4%
Integration with existing enterprise software platforms	35.4%
ROI timeframes	23.6%
Lack of measureable data / inconsistent data	21.2%
Prefer to develop in-house solution	8.5%
I don't see any barriers	3.0%

Note:

Respondents could choose more than one answer

Source:

GlobalData Bespoke Large Enterprise Sustainability Survey (March 2022)

> *Today there is no sustainability SaaS available and even if there were, it would still require in-house development and customisation.*
>
> US-BASED HEAD OF BUSINESS DEVELOPMENT, LOGISTICS INDUSTRY

Given the fact that sustainability has evolved from an option to a strategic priority, it has become clear that the journey to achieve enterprises' goals is going to be long and hard.

To date, enterprises have been able to target the 'low-hanging fruit' of sustainability such as switching to renewable energy (solar, wind, hydro), by offsetting their emissions, reducing waste, and improving water consumption. Yet the greatest opportunities for long-term progress towards net zero require more fundamental change in the way enterprises operate. With great opportunities come significant barriers:

Data vulnerability

Topmost amongst these barriers is security – a situation given greater impetus following the rise in cyber-attacks following the COVID-19 pandemic and the invasion of Ukraine. The need to measure and monitor sustainability requires deeper and more detailed data gathering and potentially exposes enterprises to greater data security risks. Given the complexity of achieving ever better sustainability performance across Scopes 1 to 3, enterprises will also need to work with and rely on partners, with the success of these partnerships depending on effective management of data and interlinked technology. The threats of reputational damage, fines, and upgraded regulation make securing shared data systems vital.

Knowing what works

Cost, skills shortages, and a lack of off-the-shelf technology solutions combine to make achieving sustainability more difficult for many enterprises. The majority of those that GlobalData has spoken to have suggested that their efforts to find effective sustainability solutions have led to 'pilot hell' – that is, multiple pilot projects running at great expense and with uncertain results. This is reinforced by GlobalData's survey, which found that while 97% of enterprises have launched pilot sustainability projects, only 44% of these felt that they had led to tangible benefits.

Enterprises often have a limited understanding of how to create the KPIs that will help determine if a pilot project is successful. A lack of funding and internal skills shortages also mean that many sustainability trials are never fully seen through, and the potential benefits are either lost or never fully realised. With increasingly tight budgets, failed pilot projects increase the cost of implementing green digital

solutions. This is particularly important in verticals such as manufacturing and transport which face higher cost barriers and often a longer time to realise ROI.

Un-integrated data sources

A lack of internal and external integration can be one of the biggest barriers to achieving sustainability. This can stem from silos within enterprises or disjuncts caused through regional separation. A similar situation is also often evident when it comes to information technology (IT) systems and operational technology (OT) systems. IT/OT integration is often seen as a sort of 'nirvana' for enterprises, and it is particularly important for achieving net zero. If the OT that monitors a company's physical assets (be they buildings, vehicles, or industrial equipment) is not feeding the relevant data to the right IT systems, then understanding what is necessary for net zero is all but impossible. This is particularly true in verticals such as manufacturing, transport & logistics, and utilities. It does not matter if a sensor is accurately measuring carbon output if that data is then lost in the void between IT and OT.

03

Real-time sustainability visibility

Which of the following technology solutions have you deployed or do you plan to deploy in order to help meet your sustainability goals?
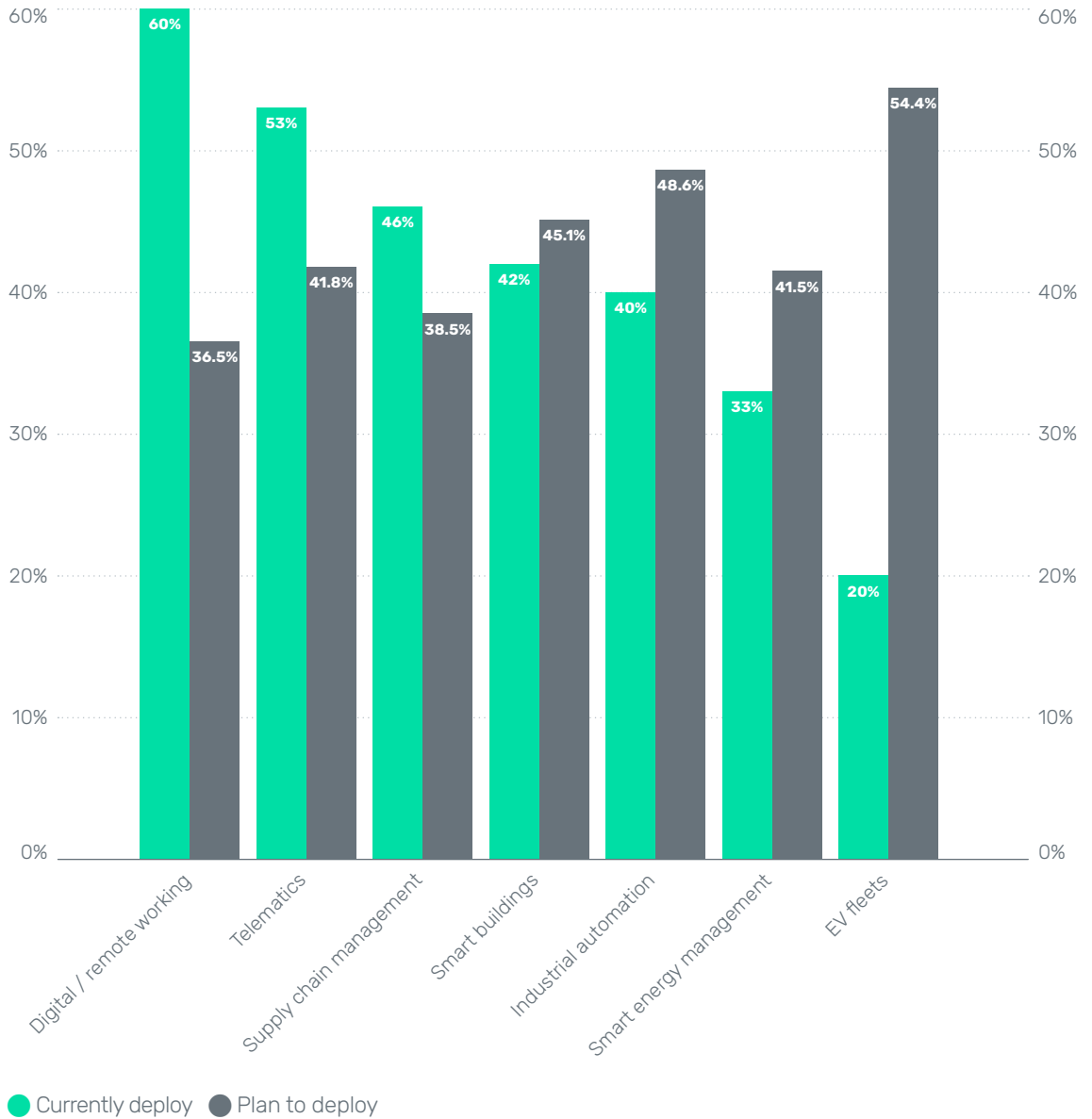
Source:
GlobalData Bespoke Large Enterprise Sustainability Survey (March 2022)

● Currently deploy ● Plan to deploy

❝❝ Better use of technology could facilitate cost and performance improvements, supporting ESG and commercial goals. ❞❞
UK-BASED HEAD OF SUPPLY CHAIN LOGISTICS, HEALTHCARE & LIFE SCIENCES INDUSTRY

If the barriers to achieving sustainability seem daunting, enterprises should be reassured that there are digital solutions already available which are evolving to overcome them. The combination of new platforms and the ability to add bespoke tailoring when required to meet individual needs means that, over time, meaningful and tangible solutions will help to deliver their sustainability goals. Key for enterprises is finding a partner that focusses not only on individual components, but is also able to combine them into the optimal solution for each unique set of requirements.

Accurate, automated and integrated measurement

" Sustainability visibility, control and management in ever-more real time is likely to emerge – as per other tech trends. "
ASIA-BASED DIRECTOR OF CLIMATE CHANGE AND SUSTAINABILITY SERVICES, BUSINESS SERVICES SECTOR

To move away from manual recording of sustainability data and to ensure that data is collected in a meaningful way requires the combination of technologies such as the internet of things (IoT) and software-as-a-service (SaaS). IoT sensors can be placed at key strategic locations and cover a wide range of sustainability-related data gathering (e.g. carbon emissions). The sensors are cheap enough that they can be distributed across sites or integrated with multiple pieces of equipment. They can utilise multiple wireless protocols for connectivity, including common standard wireless networks (e.g. WiFi, mobile networks) or specific low power IoT wireless networks (e.g. LoRa). More demanding situations, particularly those with strong security requirements (e.g. manufacturing sites), may also need to deploy private 5G solutions. The most powerful IoT solutions will combine IoT, private 5G, and network edge technologies to deliver interconnected sensors, devices, and machinery across a highly secure, ultra-low-latency platform.

" Our preferred solution would be automation of sustainability auditing, data, and reporting, and of our plants' carbon usage and sustainability measures. "
NORTH AMERICA-BASED PROCUREMENT HEAD, ALCOHOLIC DRINKS SECTOR

But on its own this is not enough – the data may be gathered automatically, but it also needs to be processed. Enterprises need to work with a provider who can take the data gathered from IoT sensors and other sources and unify it into a single, accessible data lake. Furthermore, as many executives have observed, there is no one single piece of software that can deliver the 'sustainability dashboards' that enterprises need. Enterprises need to work with a provider who has experience in integrating cloud hosted databases (often deployed as a SaaS solution), internal systems, and legacy applications. These solutions will allow employees at both the operational level and at the strategic, boardroom level to quickly generate and view reports and near real-time data on

sustainability issues across a company, from power usage to carbon emissions generated in its day-to-day operations.

" We use sensors/IoT at the plant level and within the supply chain for asset tracking and condition monitoring; we use AI/ML at the edge to maximise resource utilisation and facilitate local decision-making. "
US-BASED CIO, PHARMACEUTICAL INDUSTRY

Predicting and understanding

Using IoT and SaaS to collect and curate data is an important step, but longer-term net zero ambitions are best achieved through a clear understanding of what the data means now and what it means for future operations. The use of artificial intelligence (AI) and machine learning (ML) capabilities can help enterprises to develop a more accurate and meaningful picture of their sustainability footprint. Indeed, GlobalData's research highlighted AI as the technology that enterprises and employees feel is most likely to change the way they do business.
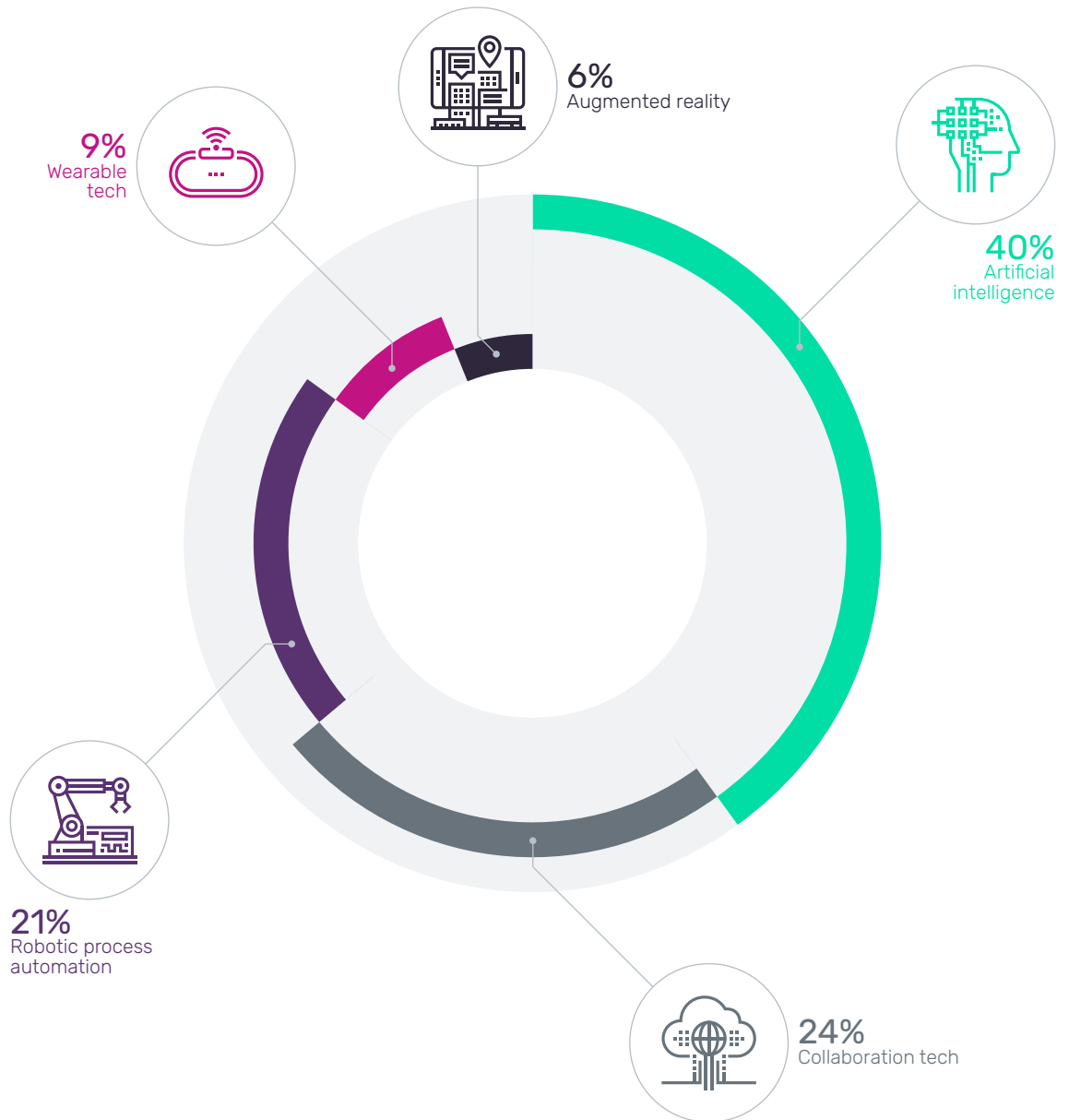
AI technology can help enterprises to understand where their carbon footprint is largest and where the biggest opportunities for improvements are. It also helps to understand the true value of pilot projects, how they can be improved, and what their impact is likely to be if extended more widely across a company.

" Big Data and AI are allowing us to exploit data to drive sustainability. "
HONG KONG-BASED DIRECTOR OF CLIMATE CHANGE & SUSTAINABILITY SERVICES, PROFESSIONAL SERVICES SECTOR

Machine learning can be used to embed automatic 'green' behaviours into an enterprise's IT systems and physical assets. This can be as simple as automatically triggering equipment to power down when not in use, or in more complex deployments it could include performing power intensive actions when either energy costs are lower or when sustainable energy is more abundant.

Which technologies will change the way you do your job over the next three years?

6%
Augmented reality

9%
Wearable tech

40%
Artificial intelligence

21%
Robotic process automation

24%
Collaboration tech

Enterprises are turning to AI, collaboration tools, and automation to improve efficiency and reduce their carbon footprints.

"The right combination of digital solutions and ecosystem partners is required in order to achieve improvements across all three scopes"

04

The vital role of digital solutions in achieving sustainability

▐▐ Better use of technology would facilitate cost and performance improvements, supporting ESG and commercial goals. ▐▐

UK-BASED HEAD OF GLOBAL SUPPLY CHAIN LOGISTICS, HEALTHCARE SECTOR

43% of respondents surveyed believe that the greatest potential reductions can be made in Scope 2 emissions, compared to 32% for Scope 1 and 25% for Scope 3. This higher level of confidence in Scope 2 reflects trends such as shifts to green energy providers, whilst highlighting the lack of confidence in achieving significant internal changes required to meet net zero. The right combination of digital solutions and ecosystem partners is required in order to achieve improvements across all three scopes

Secure sustainability

All of the above solutions rely on data collection being shared across interconnected platforms. To achieve sustainability measurement and monitoring, enterprises are exposing OT data outside their organisation and are exploiting multi-cloud IT environments. Securing that data in transit and at external locations is a fundamental business necessity. Working with a provider that can offer a full range of secure cloud access, data/cloud management, security consulting, and managed security capabilities is vital.

▐▐ We are very cautious over security issues – it's one of the main reasons why we chose to develop our own systems. ▐▐

SCANDINAVIA-BASED HEAD OF CIRCULAR ECONOMY, AUTOMOTIVE SECTOR

Solutions should be accompanied by a security audit to reveal potential weaknesses in existing IT platforms. These technologies should be installed by a provider who understands where new threats may lie when delivering new OT network infrastructure – for example, ensuring that IoT sensors do

not become points of vulnerability. With the deployment of a large number of connected devices, enterprises should consider adopting a 'zero trust' security policy and working with a provider who can advise on the potential benefits of this approach.

Cloud and the edge

Moving data workloads and applications from private data centre locations to hybrid cloud and public cloud infrastructure may offer immediate green benefits through using less and more sustainable power. Public cloud hyperscalers, colocation specialists, and service providers continuously invest in improving their power usage efficiency (PUE) so shifting from private data centres can help reduce emissions across all three scopes.

▐▐ Migration from mainframes to cloud is a key driver but it has to be handled carefully. ▐▐

SINGAPORE-BASED REGIONAL PRODUCT MANAGER, BANKING SECTOR

For legacy apps and legacy sensitive technologies, network edge infrastructure offers both operational and environmental benefits. The process of auditing where apps and workloads are hosted also offers the opportunity for efficiency through product and process rationalisation. Legacy services may no longer be need whilst separate processes may be able to be combined and integrated in a way that reduces resource consumption.

Smart buildings

The International Energy Agency has stated that for the world to meet a net zero target date of 2050 'all new buildings and 20% of the existing building stock would need to be zero-carbon-ready as soon as 2030.' [2] Simple features such as automated light switches can make small granular improvements,

whilst infrastructure modifications such as solar panels make more of a difference but are capital intensive and not always practical. Achieving 'zero-carbon-ready' status may be more easily achieved through smart technology such as artificial intelligence (AI) and the Internet of things (IoT).

We are investing in smart offices with a preference for green energy.
UAE-BASED ASSISTANT VICE PRESIDENT, ESG INTELLIGENCE, FINANCE SECTOR

IoT sensors in buildings combined with AI can make changes that automatically reduce energy consumption such as turning off air conditioning in empty offices or more efficiently regulating temperature control. The technology can be used to track and rectify inefficiencies in power usage within buildings. Smart building solutions also offer wider benefits such as security (e.g. access control) and predictive maintenance.

Industry 4.0

In verticals such as manufacturing, natural resources, utilities and logistics, the biggest green benefits will be found not in smart buildings, but in smart factories and plants. Increasing efficiency through more advanced automation solutions will reduce energy costs and bring enterprises closer to net zero. Predictive maintenance improves efficiency, improves site safety, and it also reduces the chance of events that may have a significantly negative impact on a company's carbon footprint.

Power management can also be improved by using sensors across locations to turn off/ reduce usage.
SOUTH-EAST ASIA-BASED HEALTH & SAFETY/SUSTAINABILITY HEAD, AUTOMOTIVE SECTOR

Advanced wireless technology solutions, such as private 5G, IoT and software-defined LAN/WiFi keep devices connected. At the same time, deploying controller platforms at the edge will ensure that latencies are low enough for real time response and decision making. In addition, the same IoT and AI platforms that are used to control and monitor activity in a plant or factory can also be used to monitor emissions.

Sustainable communications networks

Communications network efficiency is vital for organisations seeking to achieve Scope 2 emissions reductions, with 70% of respondents believing that there is potential to reduce the energy required to run their data centres and networks.

Tech sustainability is driven by energy efficiency.
INDIA-BASED SENIOR DIRECTOR, AUTOMOTIVE SECTOR

The rise of new network technology (e.g. 5G) is, however, a double-edged sword that enables new, transformative consumer and enterprise applications but at a potential cost to the environment. For example, while 5G is more energy-efficient than 4G/LTE on a cost per bit basis, wider usage of next generation wireless technology solutions (e.g. for industry 4.0) can increase overall power consumption. Enterprises should work with mobile network operators that are pulling multiple levers to address this challenge: for example, building radios that support three frequency bands in a single box; introducing boxes without any cooling requirements; and adding intelligent software to enable "sleep mode" operations during times of low usage.

Fixed networks are also becoming more energy efficient. In addition to the move away from legacy copper-based services towards fibre access networks, continual advances in optical technologies and the growing use of clean energy to power network infrastructure is contributing to a virtuous cycle of energy efficiency across transport, core, and access domains. One network technology vendor has stated that its latest routers consume up to 96% percent less energy per year than older models.

Greener working practices

Enterprises should not forget the human element when it comes to reducing their carbon footprints. The COVID-19 pandemic has highlighted that remote or hybrid working can work for a majority of employees. GlobalData's research revealed that 44% of respondents experienced an increase in productivity during the pandemic versus only 36% who saw a decline. This is a remarkable

3
https://www.ons.gov.uk/
economy/environmenta-
laccounts/articles/cov-
id19restrictionscuthouse-
holdemissions/2021-09-21

statistic for a scenario that saw drastic working practice change in a very short space of time. According to the UK's Office for National Statistics (ONS) the UK COVID lockdown saw greenhouse gas emissions reduced by 15 million tonnes of carbon dioxide (CO_2) in 2020 – the equivalent to about 3% of total UK emissions recorded in 2019.[3]

▐▐ Our main focus for sustainability has been on remote/hybrid working. ▐▐
US-BASED SENIOR RISK MANAGER, FINANCE SECTOR

Enterprises should consider how they establish remote or hybrid working policies for workers where it is practical and appropriate. Collaboration platforms allow workers to stay connected and work together even whilst not in the same office. Network policy frameworks such as secure access service edge (SASE) and zero trust network access (ZTNA) will also play a role in ensuring that remote workers are not a security threat and are not accessing data from inappropriate locations.

Sustainability through partnerships and ecosystems

This new market is immature and highly fragmented. No one single technology vendor has a complete set of products to cover sustainability across an enterprise's entire operations. The wide availability of different options also means that understanding which technology is the best fit is time consuming and may be beyond the internal IT resources of many companies. Technology-driven sustainability solutions need to be delivered by a provider who has built a best-in-class set of ecosystem partners. The provider also needs to be able to integrate those solutions in a way that tailors the solution for an enterprise's specific needs and requirements in a secure way.

▐▐ Partners play a key role in helping us achieve our sustainability goals; we need outside help to tackle energy efficiency. ▐▐
UAE-BASED AVP, ESG INTELLIGENCE, FINANCIAL SERVICES SECTOR

48% of enterprises surveyed say they are working with global management consultants for advice on sustainability, but one of these very consultants observed that they struggle for consistency internally due to their corporate/partnership structure.

▐▐ Goals are established in Paris HQ, which does not understand the U.S. --- it's like operating in 50 different markets. ▐▐
US-BASED SVP OF ECOMMERCE AND OMNICHANNEL RETAIL

Enterprises have the headache of trying to ensure consistent – and reliable – sustainability reporting, echoing the Scope 3 challenge of ensuring supply chain partners are hooked into the sustainability ecosystem. Often, the focus is on main partners (cited as 80% of total supply chain) as they account for the majority of potential sustainability issues.

▐▐ We have a clause in our contracts with suppliers which requires them to reduce waste by 4% per annum. ▐▐
NORTHERN EUROPE-BASED HEAD OF GLOBAL SUSTAINABILITY, AUTOMOTIVE SECTOR

As well as managing a technology ecosystem, the right partner will be able to advise on how enterprises can extend their sustainability management platforms to include go-to-market partners and supply chains. A partner with the right API capabilities and a DevOps methodology is essential.

Conclusion

Cost and efficiency go hand in hand, so it benefits the bottom line as well as the environment when efficiencies are achieved.

INDIA-BASED EXECUTIVE, MANUFACTURING INDUSTRY

Sustainability is vital for the planet and for enterprises and it is not a journey that can be completed in isolation. The lack of 'ready to go' solutions and genuine security concerns have understandably driven many enterprises towards a DIY methodology. However, an introspective approach is unlikely to lead to success. Internal changes are critical for achieving net zero, but they are only part of the answer.

As the necessities of sustainability become external facing, enterprises need to work with a partner who can:

- manage and integrate multi-cloud and legacy environments

- secure access to those environments

- deliver a layer of AI insight that gives maximum benefit from accurate sustainability data

The right solution will create a business that is greener, more efficient, and more attractive to investors, partners, employees, and customers.

→ **See the next page for recommendations to help you achieve your sustainability objectives.**

Recommendations

ECOSYSTEM LEADER

Sustainability can only be achieved by working with multiple 'best of breed' technology partners. Choose a provider who already works with the best and can unite the ecosystem to deliver a sustainable digital transformation solution.

GREEN NETWORK PARTNERS

To reduce Scope 2 and Scope 3 emissions, enterprises need to ensure that their network partner operates its infrastructure in a sustainable way (e.g. through the use of renewable energy) and has a clear roadmap towards net zero.

GREEN AND COST EFFECTIVE

Enterprises may have to be patient to fully realise ROI on green investments, but they should not forget that sustainable solutions can also deliver efficiencies that ultimately reduce the cost of doing business.

CENTRAL VS LOCAL

Centrally driven sustainability policies make corporate sense, but companies should remember that results will be achieved at the local level and seek for a partner who can support their operations in multiple geographies.

IT/OT INTEGRATION

Accurate and meaningful sustainability measurements can only be achieved when operational technology (OT) is fully integrated with a company's IT systems. This is particularly true in industrial settings such as factories, transport and logistic hubs, and mining and utilities sites.

EXTERNAL MEASURING

Security and logistical challenges make the desire to focus on internal emissions monitoring understandable, but external validation and data sharing will be required to avoid 'greenwashing' claims and to meet requirements from customers and partners.

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