accenture

Uniting technology and sustainability

New research shows an effective sustainable technology strategy can help drive not just ESG performance, but talent recruitment, customer experience, innovation and, ultimately, business growth.

The opportunity

11% **potential increase in ESG rankings** from adopting sustainable technology to a significant extent

Driving value

How sustainable tech contributes value in various forms

% of companies that said they benefitted from sustainable tech in the following areas:

Area	%
Increased revenues	48%
Talent recruitment	49%
Business innovation	49%
Quality of new software	44%
Enhanced customer experience	49%
Meeting ESG targets	53%

The changing role of the CIO

Given technology's pivotal role in sustainability transformation, it's essential for CIOs to have a seat at the table on sustainability decisions, and for businesses to fully integrate their technology and sustainability strategies. Yet:
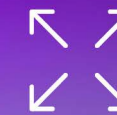
49% **of CIOs** are part of the leadership team setting sustainability goals

The challenges

CIOs face three top challenges in embracing sustainable technology:

Lack of solutions and standards
40% believe that the right solutions are not available or are yet to mature, including availability of the right talent to lead these initiatives.

Complexity
33% are struggling with complexity of solutions or with making their legacy systems sustainable.

Lack of awareness
20% are not aware of the unintended consequences of technology or whether the technology they use is sustainable.

Getting started

The three components of an effective sustainable technology strategy:

01 **Drive sustainability by technology**

02 **Embed sustainability in technology**

03 **Scale sustainability by engaging the ecosystem**

Download full report:
www. accenture.com/STSreport

Sustainable technology today

100% **of participants in our study agreed** technology is critical to sustainability

but only

07% **of businesses** have fully integrated their technology and sustainability strategies

Most of the 560 $1bn+ worldwide businesses in our sustainable tech survey are proactively working towards Net Zero:

92% are targeting Net Zero by 2030, if not earlier

70% **of companies** who successfully reduced carbon emissions used AI to do it