GlobalData.

Sustainability increasing in importance for enterprises

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86%

of enterprises view sustainability as a major factor in decision-making

Over 1/3 view it as the most important factor

80%

believe their sustainability policy development is 'extremely advanced' or 'very advanced'

BUT...

- Confidence is **much lower in ability to meet net zero targets**
- Strong sustainability policies **do not guarantee meaningful results** in the real world
- There is often a **disconnect between centralised management** and local operations

Emissions monitoring: emerging, becoming critical

62%

of enterprises identify energy efficiency as the current key focus area to reach net zero

KPIs are being set – reducing carbon emissions is the key KPI for

54%

of enterprises

Why sustainability matters to enterprises

84%

of enterprises cite the desire for a more sustainable planet as a primary motivator

Investors are increasingly focussed on sustainable businesses

Customers and employees are looking at sustainability credentials before making choices

Energy efficiency = cost efficiency

Governments and regulators are demanding stricter emissions monitoring and reporting

Barriers to becoming sustainable

ENTERPRISES HAVE HIGHLIGHTED COMMON BARRIERS TO ACHIEVING THEIR SUSTAINABILITY GOALS

SECURITY (54%)
Measuring and sharing sustainability data creates potential vulnerabilities

INCREASED COSTS (52%)
Implementing sustainability solutions may require upfront investment and require patience when achieving ROI

INTEGRATION WITH EXISTING SYSTEMS (49%)
Legacy software and operational technology (OT) needs to be able to integrate with new SaaS solutions

LACK OF INTERNAL SKILLS (39%)
Complicated sustainability solutions are cumbersome and detract from enterprises' core business operations

The opportunity by scope

WHICH SCOPE HAS MOST POTENTIAL FOR REDUCING CARBON EMISSIONS?

Scope 1: Internal operations (offices, factories, vehicles) (32%)
Challenges: Disconnects between IT and OT; measuring and monitoring

Scope 3: Partner and customer ecosystem (25%)
Challenges: Securely sharing data between multiple partners with different systems

Scope 2: Direct suppliers: e.g. energy, networks and IT (43%)
Challenges: How to extend 'green energy' principles to your IT stack

HOW CAN WE IMPROVE THIS?

SCOPE 1
Smart buildings, automated and highly efficient factories and logistics, AI and sensor technology

SCOPE 2
Working with network, cloud, and SaaS partners with proven green credentials

SCOPE 3
Building cloud-based, integrated sustainability monitoring systems that securely share data with partners

Digital solutions enable sustainability

NET ZERO CAN ONLY BE ACHIEVED BY DEPLOYING AN ECOSYSTEM OF TECHNOLOGY SOLUTIONS:

SECURE SUSTAINABILITY
Ensure sensors and sustainability data platforms are secure

PREDICTING AND UNDERSTANDING
AI technology can identify sustainability and efficiency wins

CLOUD AND THE EDGE
Benefit from energy and cost-efficient infrastructure for applications and workloads

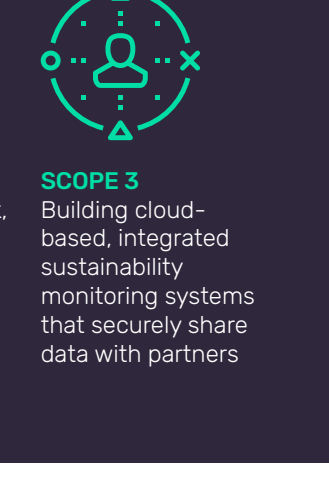
SUSTAINABLE NETWORKS
Work with a partner whose network infrastructure will contribute to net zero

GREENER WORKING PRACTICES
Deploy secure collaboration and remote working tools to develop sustainable ways of working

INDUSTRY 4.0
Revolutionise factories, plants, and vehicles though automation and strong IT/OT integration

To learn more, download the thought leadership paper

https://www.globalservices.bt.com/en/insights/whitepapers/role-of-digital-services-in-enterprises-becoming-sustainable



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