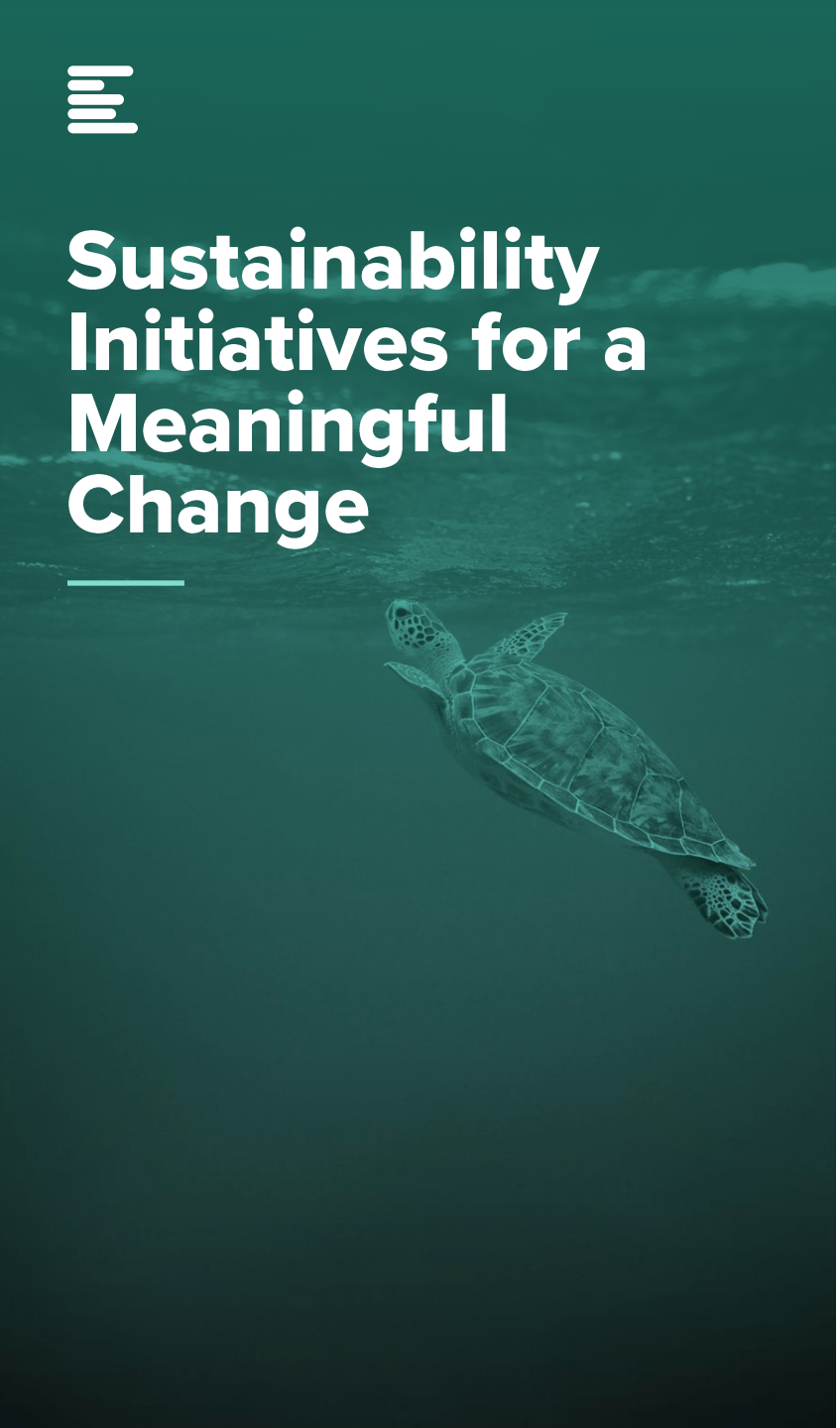
ecosystm

THE FUTURE OF SUSTAINABILITY

Tech Providers and Corporates Strengthening the Cause

MARCH 2022

Sustainability Initiatives for a Meaningful Change



COP26 has firmly put environmental consciousness as a leading global priority. While we have made progress in the last 30 odd years since climate change began to be considered as a reality, a lot needs to be done.

No longer is it enough for only governments to lead on green initiatives. Now is the time for non-profit organisations, investors, businesses – corporate and SMEs – and consumers to come together to ensure we leave a safer planet for our children.

February saw examples of how technology providers and large corporates are delivering on their environmental consciousness and implementing meaningful change.

IBM Launches Sustainability Accelerator Program

IBM launched the **IBM Sustainability Accelerator**, a pro bono social impact program to enhance and scale the sustainability initiatives of non-profit and government organisations globally. The program aims to help communities that are vulnerable to environmental threats including climate change, extreme weather, and pollution.

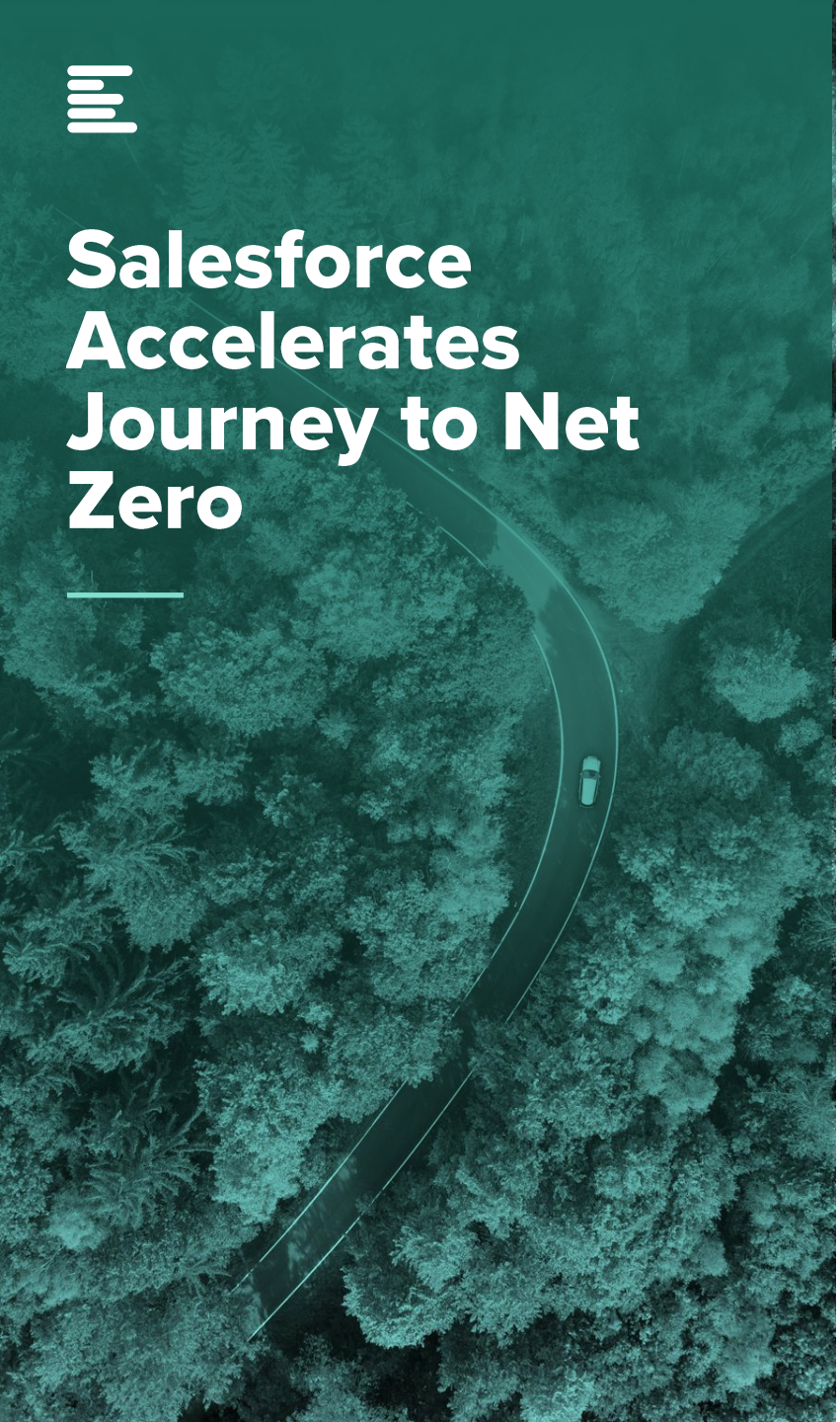
IBM will offer a range of technologies and give access to an ecosystem of experts to the selected organisations in a phased approach. The first phase will leverage IBM Garage's design thinking and agile technologies capabilities. This will be followed by a second phase that will focus on tech adoption, such as IBM Watson, IBM Cloud, the Environmental Intelligence Suite and others.

The pilot program last year was aimed at sustainable agriculture and involved **The Nature Conservancy India**, **Heifer International**, and **Plan21**.

Microsoft Boosts their Sustainability Offerings

Microsoft has been one of the first movers in this space, introducing the Microsoft Sustainability Calculator in 2020. Last year, Microsoft announced the general availability of the **Emissions Impact Dashboard (EID) for Azure** to help Azure customers understand the carbon emissions of their cloud usage. Now Microsoft has taken a step further to extend their **EID tool for Microsoft 365**, enabling organisations to quantify their carbon emissions associated with Microsoft 365 applications usage.

Microsoft continues to empower their partner ecosystem to help enterprises with their ESG and sustainability reporting. Last month saw Eka and Microsoft **partnering** to offer a set of pre-built frameworks and cloud-driven sustainability solutions. Running on Microsoft Azure, Eka's comprehensive suite of solutions will enable businesses to gain complete and real-time visibility to track their carbon emissions and reduce their environmental footprint.

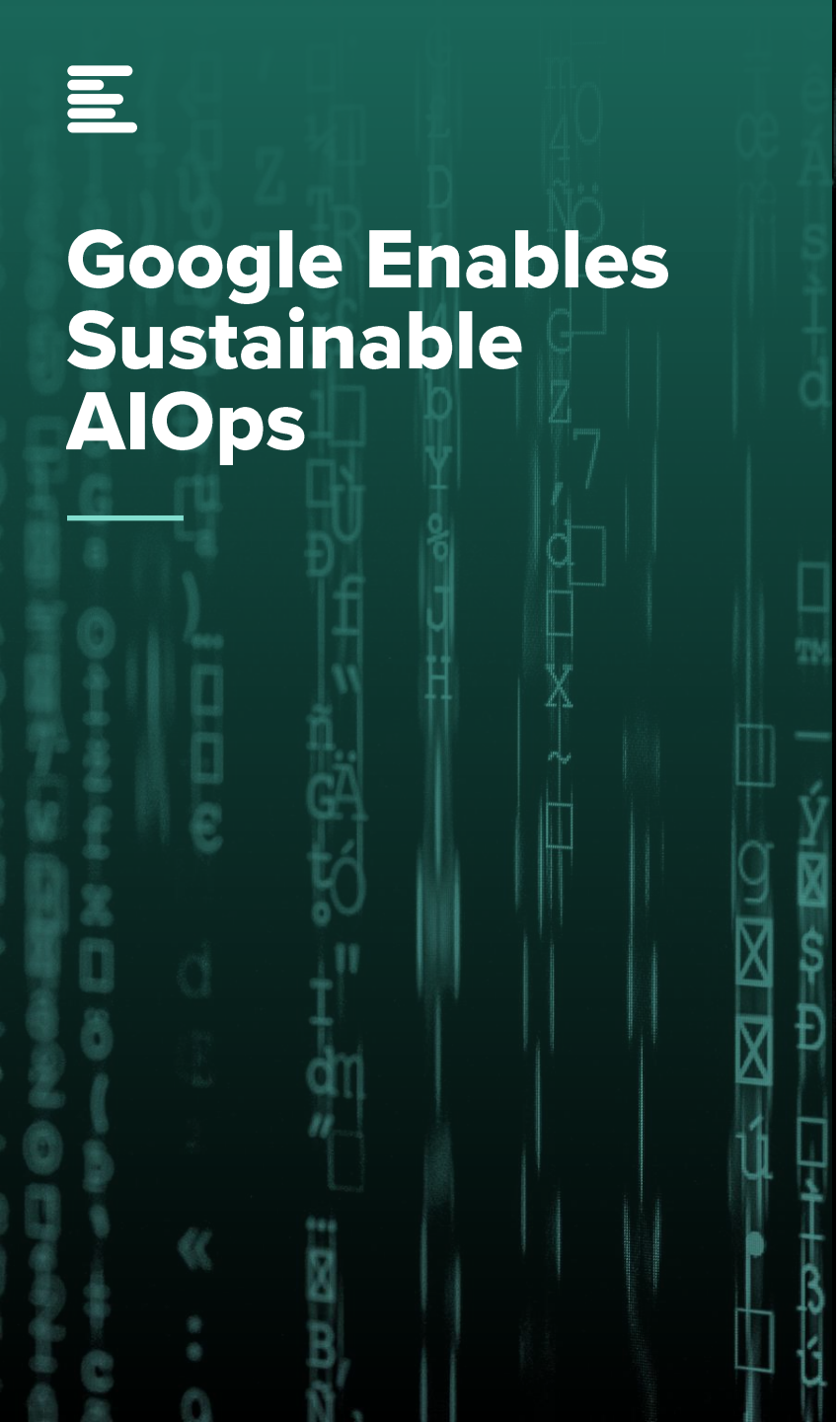


Salesforce Accelerates Journey to Net Zero

Salesforce officially announced sustainability as a core company value – driving climate action and operationalizing sustainability across the entire business. Every internal unit will incorporate sustainability into its V2MOM, their internal alignment process.

Simultaneously, Salesforce also made their Net Zero Cloud 2.0 available globally. They have introduced various tools and capabilities to help executives, suppliers, and customers with trusted reporting and deeper insights to measure their carbon footprint.

Earlier in the month, Salesforce had also signed a MOU with the South Australian Government to accelerate their journey to halve emissions by 2030 and achieve net zero by 2050.



Google Enables Sustainable AIOps

Google has unveiled a Sustainability tool to their Active Assist AIOps portfolio. The hyperscaler says that the tool was an outcome of their analysis of aggregated data from all customers using Google Cloud. They found over 600,000 gross kg CO2e in idle projects that could be cleaned up or reclaimed. The tool helps organisations to identify these idle workloads, with Active Assist sustainability recommendations. Sustainability joins other tools that are focused on helping IT teams achieve their operational goals.

The Carbon Sense suite will now be a collection of features that make it easy to accurately report and carbon emissions and reduce them. Active Assist joins products like Carbon Footprint, which measures the gross carbon emissions of organisations' Google Cloud usage.

The Aviation Industry Focused on Reducing Carbon Footprint

Tech providers are not the only companies bolstering their Sustainability efforts. The Aviation industry appears to be making a concerted effort to reduce carbon footprint.

Southwest Airlines **joined** Vision 2045 campaign, a collective effort by multiple organisations to reduce their carbon footprint. To enable sustainability and achieve fuel saving, All Nippon Airways (ANA) has **implemented** Fuel Insights, a GE Digital Aviation software to monitor fuel efficiency and prioritise actions through data driven insights.

The industry has been looking for the right mix of sustainable fuel choices and this has been a growing trend with many airlines. Norwegian Air signed an **agreement** with a Finnish biofuel provider, Neste for sustainable aviation fuel (SAF) that will replace consumption of fossil-based fuel. Similarly. Shell is **supplying** SAF in Singapore to their customers such as SIA Engineering Company and the Republic of Singapore Air Force. Shell has also upgraded their Singapore facility to blend SAF within the country to serve multiple, key locations.

Engage our Analysts

ecosystm

Alan Hesketh
Principal Advisor,
CIO Advisory & Digital Strategy

Dr. Alea Fairchild
Principal Advisor,
Infrastructure &
Cloud Enablement

Amit Gupta
CEO

Anjali Kapoor
Principal Advisor,
Blockchain, Crypto & Web3.0

Jannat Maqbool
Principal Advisor,
IoT, AgriTech

Gerald Mackenzie
Principal Advisor,
BFSI & Fintech

Randeep Sudan
Former Global Head,
Digital Development Unit,
The World Bank